



2026 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Next Generation of Farming

INTEGRATED CONTENT FEATURES: Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story. The PDF overviews are intended to be a thematic starting point. Topics highlighted will be revisited and updated during the production stage to align with the current situation

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Agriculture represents roughly 7% of Canada's GDP, generating \$149.2 billion annually, with its future shaped by a new generation of farmers. Embracing technology, sustainability, and innovative business models, these leaders are adapting to evolving market and environmental demands. This special feature will explore how Canada's next generation of agricultural professionals is being supported to modernize production, strengthen food security, and deliver high-quality food from farm to table in an increasingly complex global landscape.

Proposed topic highlights:

Innovation & Digital Adoption: How modern tools and technologies are reshaping farm operations and driving productivity.

Leadership in Food Quality & Safety: Canada's role in advancing trusted, high-standard food systems at home and abroad.

Sustainable & Climate-Resilient Farming: Adapting practices to protect land, resources, and long-term agricultural viability.

Investing in the Future of Canadian Agriculture: The importance of infrastructure, technology, and skills development to support growth.

The Future of Food Systems: Emerging trends shaping how food is produced, distributed, and consumed.

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Print Weekly Readers – 2,912,000 | Digital Weekly Readers – 4,800,999

Source: Vividata SCC Fall 2025, National, A18+

Sponsor Content and Brand Ad Booking Deadline	Material Deadline	Publishing Date
March 30	May 11	May 18
October 9	November 20	November 27