



2026 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Smart 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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Next-generation farming

Wednesday, November 27, 2024 Produced by Randall Anthony Communications. The Globe and Mail's editorial team did not review this content.



Efficient cows

Tools for allowing farmers to select the best animals for resilient herds and sustainable beef production

By [Author Name]

As the industry looks to the future, farmers are turning to technology to improve efficiency and sustainability. This report explores the latest tools and techniques for selecting the best animals for resilient herds and sustainable beef production.

RECYCLING IN AGRICULTURE – A STORY OF INNOVATION

By [Author Name]

The agricultural sector is embracing recycling as a key strategy to reduce waste and improve sustainability. This report highlights innovative practices and technologies that are transforming the industry.

As agriculture faces mounting pressure from climate volatility, rising input costs, and increasing supply-chain complexity, technology has become essential to building resilient and efficient farm operations. This special feature will explore how connected systems, advanced analytics, and digital tools are transforming agriculture — helping producers improve yields, manage risk, and operate more sustainably in a rapidly evolving market.

- Proposed topic highlights:**
- Precision & Connected Agriculture**
Using sensors, automation, and connectivity to reduce waste and improve on-farm efficiency.
 - Data-Driven Decision Making**
Applying real-time data and predictive insights to support smarter planning and operations.
 - Sustainable Production & Resource Efficiency**
Optimizing water, soil, and inputs while reducing environmental impact.
 - Supply Chain Traceability & Transparency**
Improving visibility and accountability from farm to market through digital tools.
 - Labour Optimization & Automation**
Addressing labour shortages with smart equipment and streamlined workflows.
 - Risk Management & Climate Resilience**
Leveraging data to anticipate climate impacts and manage operational risk.

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Reaching more senior executives, business owners and professionals

Reaching more High-Net-Worth Investors with over \$500K in assets.

Print/Digital Weekly Readers – **6,484,000**
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
February 6	March 13	March 20
June 17	July 22	July 29
August 17	September 28	October 5