

## Canadian public relations & communication volunteers use their skills, knowledge, and energy to help combat the threat COVID-19 poses to the nation's food supply

TORONTO, ON, August 26, 2020 – Public relations and communications professionals from coast-to-coast have banded together to form [Farmwork to Feed Canada](#) (FTFC), a volunteer, not-for-profit initiative to support the farm and agri-food sectors amid the COVID-19 pandemic. Together with our key stakeholders, FTFC is creating a network for the exchange of information on important food issues, from farm labour to food security, that touches all Canadians.

“The disruptive consequences of COVID-19 on Canada’s food system and the inspiring resilience of farmers, farm-workers and agri-food businesses from restaurants to grocery chains struck a chord with fellow communicators,” said Mark Gregory, Managing Partner at Locomotion PR, one of the founding members of the group. “As concerned, skilled, and experienced Canadian communicators, we are reaching out to farm and agri-food organizations to donate our time and skills to engage Canadians about our food system. Research shows that food issues are some of Canadians’ top concerns.”

[Farmworktofeedcanada.ca](#) provides useful links and original stories that promote the value and importance of food sustainability and food security. Our [Twitter](#), [Facebook](#), [LinkedIn](#), and [Instagram](#) accounts allow us to amplify our reach and impact while connecting and engaging with Canadians.

Farmwork to Feed Canada recently teamed up with [Canadian Centre for Food Integrity](#) (CCFI). “CCFI shares our values of trust, effective communications, and research in building a greater understanding of our food system. We are pleased to support its initiatives such as the [It’s Good, Canada](#) campaign.

John Jamieson, CEO of the CCFI noted, “We are delighted to partner with the communications professionals of Farmwork to Feed Canada in our shared commitment to celebrate and tell the stories of the people behind Canada’s food system. These Canadians work tirelessly to keep food on the tables of our consumers both at home and those around the globe. By working in step with Farmwork to Feed Canada, our goal is to help create a movement of pride, understanding, and support for Canada’s exceptional food system.”

Adjacent to our work in supporting the Canadian farm and agri-food sectors, we are helping fellow communicators grow and gain experience while sharing years of expertise in the field of public relations, marketing, and storytelling. Farmwork to Feed Canada is driven by a volunteer team that includes students and recent graduates from public relations, marketing, advertising, and communications programs. This comes at a time when such ‘internship’ opportunities to gain experience and apply new skills are scarce due to COVID-19.

Emily McInerney, Program Coordinator, Public Relations Graduate Program at Niagara College commented, "With the cancellation of all student internships in April due to Covid-19, our public relations students missed out on a valuable hands-on learning experience. Thankfully, Farmwork to Feed Canada stepped up and offered students an opportunity to flex their digital creativity and apply their academic learning. These student volunteers have had a positive experience while being supported and mentored by highly respected, senior-level FTFC practitioners."

Farmwork to Feed Canada was initiated on April 15, 2020.

#### **NOTES TO MEDIA**

##### **Media resources:**

**Farmwork to Feed Canada website:** [www.farmworktofeedcanada.ca](http://www.farmworktofeedcanada.ca)

**Twitter:** <https://twitter.com/Farmwork2FeedCA>

**Facebook:** <https://www.facebook.com/FarmworkToFeedCanada/>

**LinkedIn:** Farmwork to Feed Canada

**Instagram:** <https://www.instagram.com/farmworktofeedcanada/>

**Call for Volunteers:** Farmwork to Feed Canada at [volunteer@farmworktofeedcanada.ca](mailto:volunteer@farmworktofeedcanada.ca) is looking for volunteers with communications, public relations, digital, or journalism backgrounds to join its growing team. Whether retired, a seasoned professional or student or new grad, volunteers use their skills, knowledge, and energy to help to combat the threat COVID-19 poses to the nation's food supply.

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