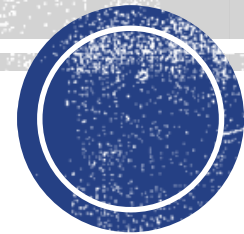


TALKING TO CANADIANS

Bruce Sargent

Farm Boy Productions

Twitter: @FarmBoyPROD





SUZY

WHO AM I

- ▶ Farmer with Family
- ▶ U of G Marketing Graduate
- ▶ Farm Boy Productions





THE FARM BOY

DIFFERENCE

DAY IN THE LIFE

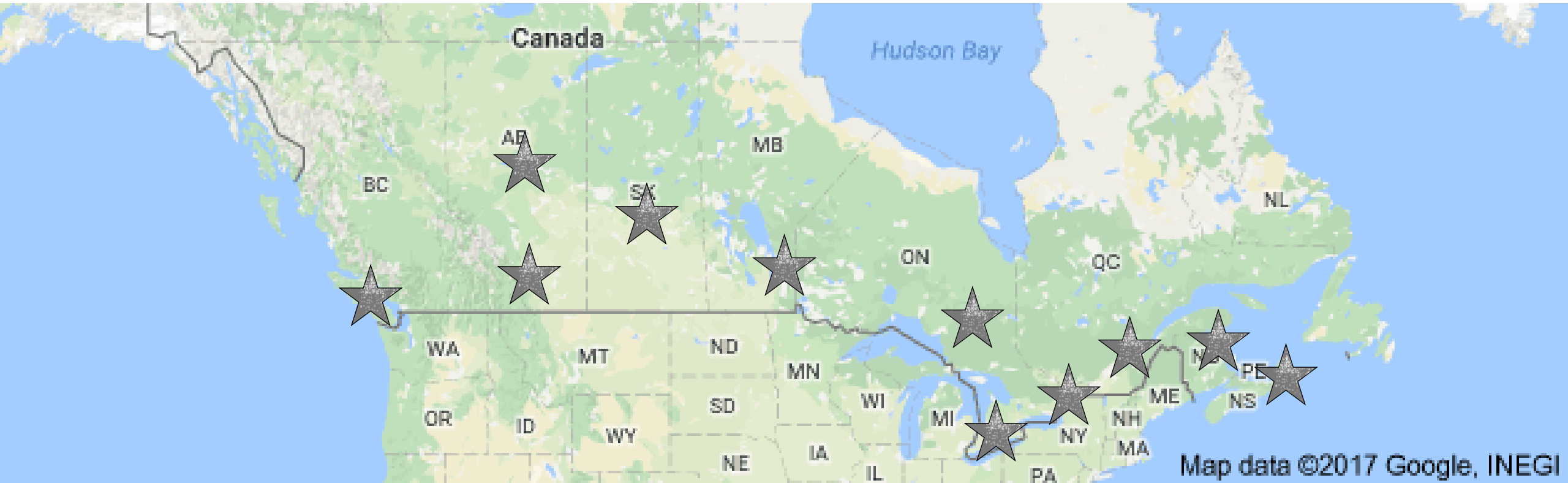
Filming

Editing

Promoting Agriculture

FARM BOY PRODUCTIONS





BEST OF CAMIA

- Youngest Winner
- Beat Calgary & Oregon Agencies
- Video
- Book



OUR FAMILY PERFORMS THE FIRST
LEVEL OF QUALITY CONTROL.
BREAKFAST.

PATRICK MAINVILLE, EGG FARMER | ST. ISIDORE, ON

Patrick Maille



WHO MADE YOUR EGGS TODAY?



**WHO MADE YOUR
EGGS TODAY**

Egg Farmers of Ontario



VIRTUAL REALITY VIDEO

Farm Tours

- Dairy
- Egg
- Mink
- Sheep
- Canola
- Oats

Food Tours

- Milk
- Cheese
- Egg
- Oats
- MORE TO COME





NIKON MISSION 360

Early Adaptor

Image Courtesy :nikonusa





EXAMPLE

The Epitome of Transparency





PROMOTING AGRICULTURE

Improve consumers perceptions of
Farmers

Lobby for all of Canadian
Agriculture

Speak out for farmers



MARCH 2017



MEAN TWEETS: FARMING EDITION

Supply
Management #2



VIDEO SERIES CREATED

Eleven Social Media Videos

Three Radio Interviews

One TV Interview

Encourage people to join
Conservative Party before deadline

Inform public about Supply
Management

+120 000 views



0:03 / 3:27



Q&A: Supply management still works, says Ontario dairy farmer

CBC News Posted: May 15, 2017 5:02 PM ET | Last Updated: May 16, 2017 10:46 AM ET



35 shares



The Morning Edition - K-W
Farmer says we haven't heard both sides of the supply management story



LISTEN

00:00 / 07:31



Supply management is a set of policies that control the price of products like milk, cheese and eggs in Canada.

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Weather

Monday	Tuesday	Wednesday	Thursday	Friday
-5°C	-10°C	-7°C	-3°C	-1°C

[More Weather](#)

Latest Kitchener-Waterloo News Headlines



Conestoga part-time staff unionized, want job security and better benefits 0

- Should unions organize low-wage and temporary workers?
- Mom wants people to send birthday cards to her daughter with special needs 1
- 3 new Ontario songs you need to hear this week 1

RADIO MORNING SHOW

Heard in Calgary

Replayed Following Morning



SUPPLY MANAGEMENT: DEFEND OR DISMANTLE?

MAY 18
7:30 PM

130 KING ST W
Toronto, ON M5X 1C9

DAVID CLEMENT vs **BRUCE SARGENT**
Consumer Choice Center vs Supply Management

A CONSUMER CHOICE CENTER DEBATE
www.consumerchoicecenter.org



THE GREAT DEBATE





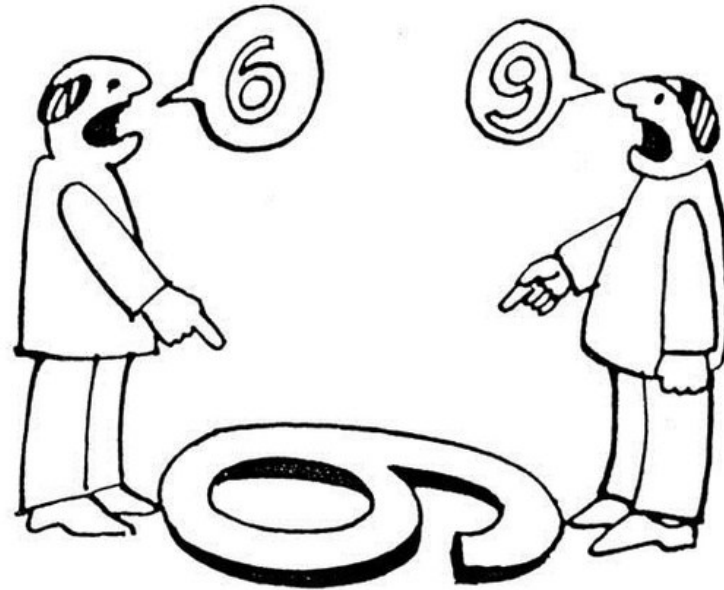
RESULT

Smiles all around



LESSONS FROM LEADERSHIP RACE

- Tell you how to farm
- You're just a farmer
- Tone Won
- Our Message
- Their Message
- Mainstream Media
 - Generate our own audience
 - Make story compelling



FUTURE

- More VR / 360
- More Audience Building
- More Supply Management



