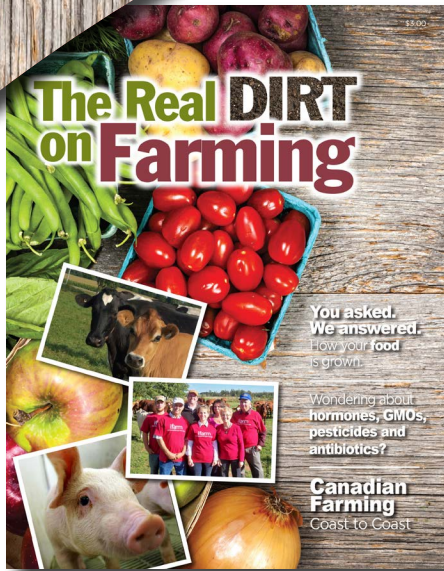




FARM & FOOD
Care CANADA



Introducing...

The Real DIRT on Farming

SPEAKERS' BUREAU TRAINING PROGRAM

Help Canadians get *The Real Dirt on Farming*.
Speak up and tell your story. **It's important!**

“The workshop was easily digested, understood and well targeted for the non-farming community.”

For farmers and agribusiness staff alike, the Speakers' Bureau series of workshops is designed to encourage those involved in agriculture to tell THEIR stories - what they do and why they do it - to non-farming audiences like school groups, service clubs, municipal councils and more. It's a program designed to better equip those interested in engaging more urban audiences, and help them clear up misconceptions about Canadian agriculture.

The program sessions include (but are not limited to) a review of Microsoft PowerPoint slides based on *The Real Dirt on Farming*; how to customize slides to include your story; speaking and presentation tips and techniques; how to answer the tough questions; and how to find speaking opportunities in your area. Participants will also be provided with copies of the latest *The Real Dirt on Farming* booklets and other related resources.



“This workshop provided great resources on which to build our knowledge, confidence and presentations.”

Cost \$50 (includes lunch and all workshop materials).

To register visit:

www.farmfoodcare.org/events

For further information: Farm & Food Care -
info@farmfoodcare.org or 519-837-1326

**Upcoming 2016
workshops:**

January 14 - Ancaster
March 9 - Lambton
March 10 - Chatham-Kent
March 30 - Cornwall
March 31 - Carleton Place

Visit www.realdirtontfarming.ca/speakers for a current list of workshop dates.