



**EXPERIENCE NEW WORLD AGRICULTURE IN CANADA**

*IFAJ 2011 newsletter – September, 2010 edition*

[www.ifaj2011.com](http://www.ifaj2011.com)

**Greetings!**

Welcome to the first edition of the IFAJ 2011 newsletter. In one short year's time (one year from today!), we are looking forward to welcoming you – members of the International Federation of Agricultural Journalists – to the first IFAJ congress to be held in Canada since 1967.

Our conference committee has now been meeting frequently for more than three years. We've paid careful attention to recent congresses (and the wonderful way we've been treated as international delegates) and have heard many suggestions from you, our attendees, as to what you'd like to see when you're here.

Through this monthly e-publication, we'll be giving you updates on our plans, details on how to register, highlights of the congress agenda and pre and post congress tour options, trivia on Canada and Canadian agriculture and much more.

You have been added to this newsletter listserv because you have either attended a prior congress – or because you have asked to be put on our list (either through a ballot at one of our booths or an email through our website). If at any time you wish to be removed from this list or if you have any specific questions about the upcoming congress, please email us at [info@ifaj2011.com](mailto:info@ifaj2011.com)

Thank you!

Kelly Daynard, Registration Committee chair

Lilian Schaer, Congress Co-chair

Owen Roberts, Congress Co-chair

**On our Website**

Drop by our website at any time ([www.ifaj2011.com](http://www.ifaj2011.com)) to get the latest updates on the agenda, tours, speakers, travel tips and more.

Congress Agenda: <http://ifaj2011.com/en/agenda>

Congress Tours: <http://ifaj2011.com/en/about-guelph-and-niagara-falls>

Pre-congress Optional Tours: <http://ifaj2011.com/en/pre-tours>

Post-congress Optional Tours: <http://ifaj2011.com/en/post-tour>

**Follow us on Twitter:** @ifaj2011

**Watch our IFAJ 2011 Video:** <http://www.youtube.com/watch?v=30piqvBuTWE>

## A Brief Overview of Canadian Agriculture

Canada is a leader in agriculture and agri-food, with exports known worldwide and a groundbreaking local food movement. Farming is the very foundation our country was built on, attracting people to the New World for generations.

Long before we were a country of our own (which didn't happen until 1867), farmers grew crops and raised livestock to feed their families. Today, Canadian farmers not only feed themselves and their neighbours but Canadian food products are winning international acclaim and many of our agricultural and environmental programs are helping to feed the world.

**How many farms are there in Canada?** There are approximately 229,000 farms in Canada covering 167 million acres (67.5 million hectares). That is nearly twice the size of Finland or Japan and about the same size as France, yet it represents only about five per cent of the total land mass of Canada.

**What do we produce in Canada?** There is a reason you see all those pictures of grain fields - Canada is a field-crop country. Nearly 40 per cent of all Canadian farms grow some type of field crop such as wheat, barley, hay and canola. The next most common type is beef farms, comprising 26.6 percent of all farms. Canadian farmers also produce milk products, eggs, chicken and turkeys for domestic consumption under a system called supply management. There are also hog, goat and sheep farms, apiaries, potato, corn, vegetable, tender fruit, wine grape, tobacco, mushroom, flower and Christmas tree growers just to name a few. The good news is that Ontario – the host province for IFAJ 2011 – offers visitors a taste of just about everything and two days of planned farm tours will reflect this diversity.

**Who are Canada's farmers?** According to the 2006 Canadian Census of Agriculture, approximately 684,000 Canadians live on farms or about two per cent of our total population of 31.5 million people. Approximately 327,000 of these people are considered farm operators, which mean they have responsibility for managing their farm businesses. The majority of farm operators are men (72 per cent) and half of them are 35 to 54 years old. And, while Canada as a whole has a growing immigrant population, 90 per cent of our farmers were born in Canada.

## Quick Facts about Canadian Agriculture

- \$40.9 billion in revenues from the sale of crops and livestock in 2009;
- 5,902 farms worth more than \$1 million (Canadian dollars) according to the 2006 Census of Agriculture;
- 728 acres is the average farm size in Canada (this is 11 times smaller than in Australia);
- 12.4 million acres of canola grown in Canada in 2006 makes it the third most popular field crop;
- 239.3 million square feet under glass: Canada's greenhouses grow tomatoes, cucumbers, herbs and flowers;
- 34.7 million maple taps in maple trees in the province of Quebec alone, making it the world's largest producer of maple syrup;
- 48.4 per cent of Canadian farm operators report having an off-farm job in addition to farming

## Canada Quick Facts

- Canada is the second largest land mass in the world covering 9.9 million sq km, 891,000 sq km of which is water. Only Russia is bigger. We also have over 200,000 kilometers of coastline; the longest in the world.
- Canada has six official time zones – you will spend most of your time at IFAJ 2011 in the Eastern Time Zone.
- There are approximately 33 million people living in Canada. Ninety per cent of us live within 160 kilometers of the US border, the longest undefended border in the world. More than three-quarters of Canadians live in urban areas – Toronto, Montreal and Vancouver are our largest cities.
- Canada became a country on July 1, 1867. Each year Canadians celebrate Canada Day on July 1 to mark our country's birthday.
- Canada has a rich aboriginal history which pre-dates the first European settlers that arrived in the sixteenth century.
- Our country's name is derived from the Huron and Iroquois aboriginal word "Kanata" meaning village.
- Canada has ten provinces and three territories. Our capital city is Ottawa located in Ontario.
- Our government is a constitutional monarchy:
- Our head of state is Queen Elizabeth II, represented in Canada by our Governor General.
- Our head of government is the Prime Minister, the Right Honourable Stephen Harper
- Each province and territory has a premier
- Canada has two official languages, English and French.

## Coming Soon!

### Watch for our October newsletter which will contain the following:

- More information on our conference agenda
- Registration details (We plan to begin accepting registrations in January, 2011)

## September's Feature Sponsor - Syngenta (Platinum Plus Level Sponsor)



*"We are thrilled for the world's farm journalists to visit Canada and see why agriculture is our passion. Your hosts have pulled together a tour program that will explore Ontario's broad agricultural environment and I know you won't be disappointed."*

- Judy Shaw, Government and Public Affairs Director for Syngenta Canada.

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