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Communications Tool Kit

ABOUT THE TOOL KIT

Congratulations on being a host farm for Alberta Open Farm Days!

The purpose of this tool kit is to help you handle any media inquiries that you may get about Open Farm Days and to promote the event in your community. It contains key messages, interview tips and a story template that you can add your information and share in your own newsletter or with your local media.

Participating in social media before and during the event is also encouraged, and we've got some tips and examples to help you.

Finally, we are advertising to support Open Farm Days, as well as providing you with some posters and other tools.

Note: This document is for internal use only and is not to be distributed to persons or parties external to Alberta Open Farm Days.

CONTACTS

For marketing questions and media questions about Open Farm Days: Cameo Hanlon, Marketing Coordinator Direct Line: 250 425 5002 info@albertaopenfarmdays.ca

For culinary questions:

Tannis Baker, Food Tourism Strategies,
Direct Line: 403 830 2846
tannis@foodtourismstrategies.com

For all other questions:

Suzanne Kelly, Open Farm Days Coordinator
Phone: 780 427 2174
info@albertaopenfarmdays.ca

AlbertaOpenFarmDays.ca



MEDIA TIPS: HOW TO DO AN INTERVIEW

Tip #1: The media is your friend. They need stories to fill their pages, and you've got one to tell! It will also encourage people to visit your farm during the event.

Tip #2: Stick to your message.

With preparation, this is easier than it sounds. We've included key messages and questions and answers below to help you out. Get to know these and you'll be set. Can't remember what you want to say? It's OK to pause and collect your thoughts before answering.

Tip #3: Nothing is off the record.

It's OK if you don't know the answer. Be honest, say you don't know and that you will look into and get back to them. And then follow through on your promise. It's also OK to ask the reporter to restate the question if you don't understand it the first time.

Tip #4: Short is sweet.

Reporters are looking for a sound bite, so every word counts. You know your farm better than anyone else, but that doesn't mean you need to go into details about how you planted the corn maze.

Stick to what's fun about it—what people will experience when they visit.



Tip #5: Be yourself and smile!

Wear what you normally wear—you're a farmer and that's what people expect to see. Smiling goes a long way to show your passion for what you do, and tells people that you are confident. Remember, no one can see the butterflies in your stomach!

Tip #6: Stay still.

If you are going to be on camera, shuffling from side to side or fidgeting with your hands can be distracting.

Tip #7: Take them for a tour.

Media often need stock video footage or photos on hand when a story breaks. Helping them to get some fun photos for their video or photo bank will be greatly appreciated, and they'll likely be back when you ask them too.

KEY MESSAGES

P Held during the third weekend in August, Alberta Open Farm Days is a province-wide event where people can experience life on the farm, learn about how their food is produced, and can enjoy local culinary delights – from farm to fork.

P Alberta Open Farm Days is celebrating more than a decade of expanding opportunities for ag-tourism and agricultural education.

P Open Farm Days is a great way to help grow rural tourism in Alberta and highlight all the hidden gems our province has to offer.

P Meet your rural neighbours, learn more about where your food comes from and the people who grow it, and experience Alberta's agriculture at its best.



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QUESTIONS & ANSWERS

1 | What is Alberta Open Farm Days? Alberta Open Farm Days is a province-wide event inviting Albertans to learn about and experience rural life and local foods during the third weekend in August.

2 | Where did the idea for Alberta Open Farm Days come from?

Other provinces in Canada have been hosting Open Farm Days since 2001 (e.g. Manitoba, Quebec, New Brunswick). Alberta is home to 21 per cent of all farming operations in Canada—it's a natural fit for our rural communities to share their stories and products with Albertans.

3 | How many farms are participating in Alberta Open Farm Days?

Many farms, ranches and agriculture businesses are participating in Alberta Open Farm Days across the province.

4 | What kinds of farms are participating?

There is a wide range of farms and ranches participating, such as:

- Bison and cattle ranches
- Stables and petting zoos
- Organic operations
- Alpaca, sheep, llama, goat, poultry farms
- Honey, fruit, vegetable, grain and u-pick farms
- Winery/meadery
- Corn mazes
- Breweries and Distilleries

5 | What can visitors do during Alberta Open Farm Days?

Visitors will be treated to authentic and educational rural experiences. Activities range from winery and honey tours, u-pick farms, horse-drawn hayrides, corn mazes, a chance to get up close with animals, and much more.

Visitors can buy crafts and fresh foods directly from the source, while learning about how farmers and ranchers contribute to Alberta. that you are confident. Remember, no one can see the butterflies in your stomach!

6 | What's new for Alberta Open Farm Days this year?

Stay tuned!

7 | How much does it cost to attend Alberta Open Farm Days?

Admission to participating farms and ranches is free. Some activities may include a cost. Visitors will also have the opportunity to buy crafts, fresh produce and products directly from the source. Full details are available at www.albertafarmdays.com.

8 | What are the culinary events? How much will they cost?

Culinary events will feature talented chefs teaming up with local producers to create farm-to-table experiences. Prices vary. Details are available at www.albertafarmdays.com.

9 | Who is supporting and presenting Alberta Open Farm Days?

This is a collaborative project presented by Alberta Association of Agricultural Societies, Servus Credit union and through grants from Alberta Government and Travel Alberta,

For any additional questions about Open Farm Days, refer media to the media contact information on page 1.

NEWSLETTER STORY SAMPLE

If you have a newsletter that you send to customers, or if you are able to submit content to a local paper, we encourage you to share an article inviting your community to visit Open Farm Days. Not a writer? No problem. Below is an example article you can use.

Explore your rural routes during Alberta Open Farm Days!

Follow a country road and discover Open Farm Days 2025 - a once-a-year backstage pass to a variety of farm life experiences and local culinary delights, being held this year on August 16 and 17.

Did you know that Alberta is home to 21 per cent of all farming operations in Canada? Open Farm Days offers people an opportunity to explore Alberta's diverse agriculture industry while helping grow ag-tourism in rural communities. The event builds connections between rural and urban Albertans and helps people reconnect to their food during a jam-packed weekend of family-fun.

Local chefs will team up with Alberta producers to create unique culinary events at select sites across the province on both days of the event. Details about where and when you can tantalize your taste buds with locally made culinary delights are available at www.albertaopenfarmdays.ca

On August 16 and 17, more than 130 farms and ranches across Alberta will open their gates to the public featuring a bumper crop of family-fun events and activities. You can plan your customized trip online, choosing from a number of experiences: tour a winery or honey farm, pick your own produce at a u-pick farm, feed horses, learn about dairy farm operations, explore a corn maze, or discover tips on growing your own vegetables. Admission for tours is free, but there may be a fee for additional activities.

Explore your own rural roots and share in farm life experiences. Enjoy a taste of Alberta as you sample locally produced foods and gather knowledge about where your food comes from at Alberta Open Farm Days!

Visit www.albertaopenfarmdays.ca and plan your trip.



ADVERTISING

Open Farm Days will be promoted through advertising with the following media outlets. (Plan is currently being created and will be updated at a future date.)

Digital/Mobile Editions – to be determined

Print Publications – to be determined

Radio – to be determined

Social Media – *Facebook, Twitter and Instagram advertisements*

PROMOTIONAL TOOLS

Additional communications tools are being used to help spread the word of Open Farm Days events and activities.

- Community Poster Boards
 - Partner Community Boards
 - Agriculture Society Bulletin Boards
 - Various retail locations

COMMUNITY EVENT CALENDARS

Province-wide

DIGITAL AND SOCIAL MEDIA

We will be promoting Open Farm Days through the following web and social media accounts. If you are sharing information online, don't forget to include the official OFD Facebook and Twitter accounts.

www.albertafarmdays.com

Facebook: [openfarmdays](https://www.facebook.com/openfarmdays)

Instagram: [openfarmdays](https://www.instagram.com/openfarmdays)

Twitter: [OpenFarmDays](https://twitter.com/OpenFarmDays)

[#albertaopenfarmdays](https://twitter.com/OpenFarmDays)



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CREATIVE SAMPLES

A number of promotional items are available as downloads to help you get the Alberta Open Farm Days message out to your community.

These include printable items such as:

- Posters
- Postcards
- See Host Log in Page for additional samples.

Signage, Post Cards, Posters, and Host Buttons will **ALL BE PROVIDED TO YOU.**

EXAMPLE OF FARM GATE SIGN

