



PRESS RELEASE

Ontario Veal Association
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FARMING GROWS ONTARIO'S FUTURE

The Ontario Veal Association (OVA) is excited to let you know about an important new initiative. Since 2004, the OVA has been participating in the Presidents' Council, a collaborative initiative by 27 major agricultural organizations across Ontario, including commodity and livestock groups, government and academia. The Presidents' Council was created as a forum for these industry leaders to identify and discuss the key issues and opportunities that will shape Ontario's agriculture industry in the future.

On April 16, the Presidents' Council will be unveiling an exciting TV advertising and web campaign at the Premier's Summit in Toronto. "**Farming Grows Ontario's Future**" targets consumers and aims to increase awareness and understanding of the important contributions that agriculture makes to the province. The campaign was developed following extensive research to determine which aspects of agriculture are most relevant to consumers. That research identified four primary themes, including economic importance, family farms and values, food independence and environmental stewardship. These themes are explored in the TV ads and in greater detail on the website.

The TV ads will begin appearing on Wednesday, April 16 on most major television networks across Ontario, primarily during primetime schedules. The campaign will run in intervals until the winter of 2009. The website will also be going live on Wednesday, April 16 and can be found at www.growourfarms.ca

A key part of the campaign strategy is to put a face and voice to Ontario's farmers. We learned through the research that messages about agriculture would be most relevant to consumers when they are heard directly from the producers themselves. It's our intent with this campaign to help consumers learn about the contribution they can make to the future sustainability of our industry. It will also lay the groundwork for consumers to be even more receptive to the various messages they get from all of us about the benefits of buying locally produced goods.

The campaign is being promoted through an intensive communications effort, so you might see or hear about it in the agricultural trade or consumer media in the coming weeks and months. We wanted you to hear about it from us first so that you will recognize the campaign when it's mentioned, and know about the important role that the OVA played in helping to bring it together.

We're proud of our participation in the Presidents' Council and excited about the impact that this campaign will have for all stakeholders within Ontario's agriculture industry. If you have any questions about this initiative our involvement in it, please do not hesitate to contact the OVA at any time.

Sincerely,
Judy Dirksen
President