



## Social media samples

Federal Election 2021

### Strengthening Canada's Food System and Fostering Healthy Communities

#### *Twitter*

Will (tag name of party) support the Canada Food Guide recommendation to help Canadians fill half their plates with fruits and vegetables? Learn more about what the #freshproduce industry is asking from the next government: <http://ow.ly/lwOw50FS6Hj> #CdnAg #HalfYourPlate #Elxn44

#### *LinkedIn*

Almost 80% of Canadians are not eating enough fruits and vegetables, resulting in an economic burden calculated at almost \$4.4 billion annually. How will (tag name of party/name of candidate) support measures promoting the Canada Food Guide recommendation to help Canadians fill half their plates with fruits and vegetables? <http://ow.ly/lwOw50FS6Hj> #CdnAg #HalfYourPlate #Cdnpoli #Elxn44

### Reducing Unnecessary and Problematic Plastics

#### *Twitter*

The #freshproduce industry is striving to reduce plastic waste. How will (tag name of party/ name of candidate) support innovation and collaboration to effectively reduce the use of unnecessary plastics in Canada? <http://ow.ly/lwOw50FS6Hj> #CdnAg #Cdnpoli #Elxn44

#### *LinkedIn*

Canada lacks the recycling infrastructure needed to support #freshproduce industry's efforts to reduce plastic waste. Will (tag name of party) provide federal leadership and funding to the development of harmonized, efficient and cost-effective recycling collection within communities across Canada?

<http://ow.ly/lwOw50FS6Hj> #CdnAg #Cdnpoli #Elxn44

### Supporting a Sustainable Produce Sector

#### *Twitter*

Climate change is a priority for Canadians and the #CdnAg sector is a key partner in tackling it. Will (tag name of party) support #CdnAg's efforts to implement environmentally sustainable practices? Find out more about our industry's priorities: <http://ow.ly/lwOw50FS6Hj> #Elxn44



### ***LinkedIn***

The #freshproduce industry is collaborating with a private-public coalition of over 40 diverse partners to establish a National Index on Agri-Food Performance to benchmark Canada's food production against global best practices. How will your party support for the National Index and stakeholders' efforts to position Canada as a global leader in agri-food sustainability? Find out more about our industries' priorities: <http://ow.ly/IwOw50FS6Hj> #CdnAg #Cdnpoli #Elxn44

### **Bridging the Labour Gap**

#### ***Twitter***

(Name of your company) is one of the many companies impacted by labour shortages as a result of the pandemic. How will (tag name of Party/ candidate) help companies like ours manage housing reforms, health and safety requirements for our staff? <http://ow.ly/IwOw50FS6Hj> #Elxn44

#### ***LinkedIn***

The labour gap in the agricultural industry was expected to increase to 46,500 jobs by 2025 pre-COVID-19. How will (tag the name of a candidate/party) help bridge this gap and support other priorities that are essential to the #freshproduce industry? #CdnAg #Cdnpoli #Elxn44 <http://ow.ly/IwOw50FS6Hj>

### **Ensuring Meaningful Consultation to Achieve Effective Regulatory Modernization**

#### ***Twitter and LinkedIn***

Will (tag name of candidate/party) commit to undertaking a comprehensive review of the regulatory modernization process to support #freshproduce industry's competitiveness, now and in a post-pandemic world? <http://ow.ly/IwOw50FS6Hj>

#CdnAg #Cdnpoli #Elxn44

### **Fueling our Competitiveness through Innovation and Infrastructure**

#### ***Twitter***

Surveys show that 2.7 million Canadians intend to grocery shop online post-pandemic and nearly 50% would be interested in shopping at an online farmers' market. Will (tag name of the party) support the #produceindustry in making the shift to digital? <http://ow.ly/IwOw50FS6Hj>

#### ***LinkedIn***

#CanAg strives to be a leader in agricultural innovation but needs more government support including enhancing the digital infrastructure for growers and other businesses in the fresh produce industry. Can



the (tag name of the party) commit to supporting the digitization efforts for the #CanAg sector?  
<http://ow.ly/lwOw50FS6Hj> #Cdnpoli #Elxn44

### **Promoting Canadian Produce through Global Trade**

#### ***Twitter***

If elected, how will you help #freshproduce industry businesses to more seamlessly access international markets? <http://ow.ly/lwOw50FS6Hj> (Tag name of candidates) #CdnAg #Cdnpoli #Elxn44

#### ***LinkedIn***

The smooth running of the #freshproduce industry relies so much on access to borders, ports of entry and exit. If elected, how will your party ensure a smooth flow of produce across the global borders?

<http://ow.ly/lwOw50FS6Hj> (Tag name of candidates) #CdnAg #Cdnpoli #Elxn44

### **Providing Financial Protection for Produce Sellers**

#### ***Twitter***

The pandemic has led to many business closures in the #freshproduce industry. Will the (tag name of political party) commit to support the creation of a limited statutory deemed trust, to provide financial protection to produce sellers? <http://ow.ly/lwOw50FS6Hj> #CdnAg #Elxn44

#### ***LinkedIn***

Many businesses across the #freshproduce supply chain have had to shut down as a result of the pandemic and many more are currently being held afloat by government support programs set to end soon. Will your party provide financial protection to produce sellers? <http://ow.ly/lwOw50FS6Hj>

(Tag name of candidates) #CdnAg #Cdnpoli #Elxn44