

SCREENING IN A BOX




LICENSE TO FARM

BUILDING TRUST ONE ACRE AT A TIME



LICENSETOFARM.COM

SASKCANOLA PRESENTS A BERTEIG IMAGING PRODUCTION

 @LICENSETOFARM  @LICENSETOFARM  LICENSE TO FARM

#LICENSETOFARM

Thank you for requesting the *License to Farm* Screening in a Box. This short documentary originated from a gap we saw in the conversation about food; the need for factual information, for credible voices, and for Canadian farmers to demonstrate leadership in agriculture advocacy.

It is our hope that this film, along with the tools included, can be a helpful resource to you as you discuss Canadian agriculture and the importance of farmers' role in the conversation about food and farming.

This film is intended to start conversations, so please take the opportunity to start one of your own. We have included discussion points to help guide you and your group, but feel free to add your own questions as they apply to your audience.

License to Farm is 30 minutes long and is broken into five chapters: Clouds on the Horizon, GMO Foods, Pesticides, The Romantic Ideal, and Credible Voices. Feel free to watch one chapter at a time and break for discussion, or watch the whole film before discussing.

I hope that License to Farm inspires you to tell your story, and to share the stories of your parents, grandparents, neighbours and friends. Conversations about modern agriculture and food are an essential part of maintaining the industry's social license to operate, and your voice is paramount in that endeavour.

We look forward to hearing how you enjoyed the film and what discussions followed. Let us know on social media by tweeting us (@licensetofarm) or writing us on Facebook (License to Farm)! If you have a great farming story to share, send us a note at licensetofarm@gmail.com.

Thank you and happy viewing!

Janice Tranberg
Executive Director
SaskCanola

ABOUT THE FILM

Canada is a world leader in agriculture and food production. But farming doesn't look the same as it did 100, 50 or even 10 years ago. Farmers are producing more with less, using more efficient and sustainable practices than ever before. So why do consumers carry so much doubt around the way their food is produced? When did fear begin to trump science and fact when it comes to food production – and how do we earn back that valuable consumer confidence?

License to Farm is a 30-minute documentary aimed at empowering farmers to join the conversation about how food is produced – from technology to food safety, science to the environment. The film features conversations with farmers, scientists, professors, consumers and environmentalists on the importance of earning social license in modern agriculture production.

Directed and produced by Berteig Imaging, License to Farm is supported by the Saskatchewan Canola Development Commission (SaskCanola), the Government of Saskatchewan, and the Government of Canada through Growing Forward 2, a cost-shared partnership between federal, provincial and territorial governments designed to support an innovative, competitive and profitable Canadian agriculture and agri-food sector.

It is crucial for agriculture – particularly farmers – to take a seat at the table when it comes to conversations about food. Farmers can play a crucial role by engaging in meaningful conversations, opening the doors to their livelihood, building trust with their communities and confidence in Canada's world-leading food system.

LICENSE TO FARM DISCUSSION AID

FILM CHAPTER QUESTIONS

1. **Clouds on the Horizon:**

- a. What does the future of Canadian agriculture look like to you?
- b. Why do you think the general public has grown increasingly concerned about their food supply?
- c. Do you see consumer interest in food and farming as a challenge or opportunity for farmers?

2. **GMO Foods:**

- a. If you grow GM crops (canola, corn, soybeans, or others), why do you choose to? What are the benefits to the farmer and the consumer?
- b. Who do you think is a credible source of information on this topic?
- c. What are some of the biggest misconceptions or concerns you think people have about GMOs?

3. **Pesticides:**

- a. What are the main insect pests and diseases facing farmers today? What are the implications of those pests not being controlled?
- b. What's one thing you would like non-farmers to know about how you use pesticides on your farm?
- c. What steps do you take (or are taken on the farm and in the agricultural sector) to ensure that pesticides do not enter the food supply?

4. **The Romantic Ideal:**

- a. Do you think the "romantic ideal" of farming has a negative effect on agriculture's social license? How so?
- b. What new technologies are being used on farms today making them more environmentally responsible and sustainable?
- c. What is the "image" of farming you want non-farmers to have?

5. Credible Voices:

- a. Who do you think is the most trusted source when it comes to information about food? Why?
- b. How can farmers become a more credible and trusted source among consumers?
- c. What's one thing you want every consumer to know about the way you produce food on your farm?

ADDITIONAL FILM QUESTIONS

1. How would you define social license in agriculture?
2. What do you think motivates consumers to make certain choices when buying food?
3. Who else do you think should see this film? How should the film be used in the future to propel conversations?
4. What steps can farmers take to increase dialogue with non-farmers and improve their social license to operate?

RESOURCES

We have included the following list of resources to guide you as you continue to research the science in agriculture. These links are not endorsements nor affiliates of License to Farm or SaskCanola, but rather resources we think you may find helpful as you continue this discussion. If you have resources to add, please let us know at licensetofarm@gmail.com.

[Agriculture in the Classroom Canada](#)

[Agriculture More Than Ever: Resources](#)

[Biology Fortified](#)

[Farm & Food Care Canada](#)

[GMOAnswers](#)

[University of California Biotech: Resources](#)