



PRESS RELEASE *FOR IMMEDIATE RELEASE*

This Year, Be an AgSafe Family by Keeping Kids Safe

Canadian Agricultural Safety Week 2016 runs from March 13–19.

Ottawa, ON, March 1, 2016: This March, the Canadian Agricultural Safety Association (CASA), the Canadian Federation of Agriculture (CFA) and presenting sponsor Farm Credit Canada (FCC) are encouraging farmers and their families to “Be an AgSafe Family” by “Keeping Kids Safe”.

Canadian Agricultural Safety Week (CASW) is an annual public awareness campaign focusing on the importance of safe agriculture. In 2016 organizers want to empower farm families with the information they need to help keep kids safe on the farm while preserving the farming lifestyle. The campaign lasts for a week, but Keeping Kids Safe is important all year long.

“We believe that we can teach the love of agriculture to our children in a safe and healthy way,” says Marcel Hacault, Executive Director of CASA. “This year we are providing tools and safety advice on agsafetyweek.ca that can help make farms a safe place for children to grow up.”

“At CFA, we recognize the importance of teaching our next generation of producers about safety measures on the family farm,” says CFA President Ron Bonnett. “That is why we are proud to once again be a part of Canadian Agricultural Safety Week in order to highlight the significance of safety as a priority on Canada’s farms.”

Farm Credit Canada is a long-time supporter of CASW and of many farm safety programs. In 2016, FCC has once again committed to support Safety Days in local communities. Coordinators can apply for up to \$1,500 to help offset some costs associated with hosting a safety day. FCC, through the Coordinator Funding, along with the support for CASW, is “Keeping Kids Safe.”

“Safety on the farm doesn't just happen; it's a result of hard work by industry associations, government, industry advocates and of course farmers,” said Michael Hoffort, FCC president and CEO. “That's why we're proud to support Canadian Agriculture Safety Week and to partner with CASA. It provides the information and resources producers need to make farms safer for everyone, including children.”

As a part of CASW, organizers are working with Workplace Safety & Prevention Services to host launch activities in Vineland Station, Ontario on March 15, 2016. Activities include a morning session on building a farm safety plan, a luncheon featuring farm safety advocates, a half-day of training sessions including a tractor refresher, women in ag and orienting young workers, and a Progressive Agriculture Safety Day® for children.

“Workplace Safety & Prevention Services is proud to be part of Canadian Ag Safety Week, and this year's theme really hits home,” says Elizabeth Mills, President and CEO of WSPS. “On average, 13 children die





on Canadian farms each year. We are looking forward to connecting with farmers, agricultural employers and partners to share the latest practices and tools to Keep Kids Safe and ensure that Ag families enjoy a rich, exciting and safe experience on the farm.”

Canadian Agricultural Safety Week takes place every year during the third week of March. For more information about CASW, media kits or Ontario launch activities, please visit agsafetyweek.ca. Media kits include press releases, feature farmer stories, safety advice articles, public service announcements, graphics and more.

CASW 2016 is presented by Farm Credit Canada and brought to you by the Canadian Agricultural Safety Association and the Canadian Federation of Agriculture with assistance from the Government of Canada through Growing Forward 2, a federal, provincial and territorial initiative. In 2016, CASW sponsors include long-time corporate sponsor Farm Credit Canada, Esso and their Esso Branded Resellers, Fertilizer Canada, Dow AgroSciences, WSPS and Princess Auto.

-30-

For more information contact:

Robin Anderson, CASA Communications, Tel: 1 877 452 2272 E-mail: randerson@casa-acsa.ca

Jessica Goodfellow or Erin Kelly, CFA Directors of Communication, Tel: 613 236 36 33 Email: communications@canadian-farmers.ca

