



## VIP Meals Bring Agri-Businesses Closer To Their Customers

Good hosts always like to serve their guests a good meal – and that’s exactly what fourteen agricultural companies do for almost 3,000 farmers during Canada’s Outdoor Farm Show. Whether it is a complimentary breakfast or lunch, these meals for producers from various commodity groups let the hosting companies better understand the needs of their customers through discussion across the table.

These VIP Crop Producers’ Brunches, Poultry Producers’ Lunch and Dairy Producers’ Brunch offer invited producers complimentary admission to Canada’s Outdoor Farm Show, as well as a wholesome free meal. Specific to the various farming operations, VIP meal attendees have an opportunity to interact with their peers and other professionals specializing in their ag sector.

“VIP producer meals are a great way to encourage producers to come to the Show and interact over a meal with other farmers in their commodity group,” says Robin Fines, COFS Sponsorship and Programming Co-ordinator. “For sponsors, VIP producers meals provide opportunities to connect with customers in a casual setting while taking a break from browsing the Show.”

Beginning on Tuesday, September 15th, VIP Crop Producers’ Brunches will be held daily from 8:30 to 11:00 am in the Tent provided by Bayer CropScience and co-sponsored by Ontario Soil and Crop Improvement Association. Maple Lodge Farms Ltd., Farm Credit Canada and the Ontario Poultry Farmer will host the VIP Poultry Producers’ Lunch starting at 11:30 am on Wednesday, September 16th. This meal will be located in the Special Events Tent at the Ducks Unlimited Wetland Farm Pond where the VIP Dairy Producers’ Brunch will also be held.

The VIP Dairy Producers’ Brunch, held on Thursday, September 17<sup>th</sup> starting at 8:30 am, will be hosted by Farm Credit Canada, Progressive Dairy Operators, Ontario Dairy Farmer, Grandview Concrete Grooving Inc., Norwell Dairy Systems Ltd., Gencor, DeLaval, Masterfeeds and Mycogen Seeds.

VIP invitations are distributed by the hosting companies and organizations. The invites include an attendee survey with the same ten questions found on the online registration. This survey information allows Canada’s Outdoor Farm Show and meal sponsors to better understand who is attending the Show and what can be done to improve the experience for attendees.

“Better understanding who is attending our Show and what they are looking for is always a top priority for us,” says Fines. “It helps us keep things fresh each year and ensure a quality experience for farmers, exhibitors and sponsors.”

Canada’s Outdoor Farm Show will be September 15, 16 and 17 at Canada’s Outdoor Park in Woodstock, ON.

