

Farming Smarter hosts consumers as part of Alberta Open Farm Days

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Video: <https://www.youtube.com/watch?v=-psCNT3rZvs>

SoundCloud: <https://soundcloud.com/rural-roots-canada/sept-16th-2019-radio>

It was one of many places across the province to host an Alberta Open Farm Days event on August 17.

Dwayne Rogness is with the County of Lethbridge.

He believes events like this are a great place to connect with consumers.

“We have an environmental extension program with the Ag Service Board that I am a part of,” Rogness said.

“We are trying to deal with the footprint of agriculture, and we’re here to advocate for all of the good practices that our producers are doing out there,” Rogness said.

Megan Shapka is the Manager of Innovation and Entrepreneurship in the Centre for Applied Research, Innovation and Entrepreneurship at Lethbridge College.

Shapka says they are always excited to be able to take part in a day like this.

“I think people just want to know what happens on a farm and where their food comes from,” Shapka said.

“People who haven’t been to a farm before go to a grocery store, and they see the meat there, and they see the vegetables there, but they don’t know where they come from. So there are a lot of questions about that, where does my food come from.”

“We were originally from this area, so we are aware what the Farming Smarter group is and understand what they are doing,” Gateman said.

He adds they are educating people in researching different products, including seeds and chemicals and planting methods improving the farming industry,” Gateman said.

Brent Nicol from Xarvio Digital Farming Solutions says it allows the farming community to show off how innovative and technology savvy they are.

“To me it is very important for agriculture to open up our doors and give the general public the opportunity to come out experience agriculture and see all of the new exciting things that are going on,” Nicol said.

He believes the public needs there’s a big focus on innovation.

“It’s important for the public to come out and ask the questions they want to know and take it all in and see where we are going.”

Alberta Open Farm Days have been held annually in August for the last seven years, allowing producers and ag industry stakeholders to connect with consumers.