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FaRM AMPLIFICATION PACKAGE (ENGLISH)

| **Goals of amplification package**   * *To provide messaging, content and shareables to help you promote the FCS Mentorship Program and your involvement as Implementing Partner* * *To support outreach and recruitment of Farmer Participants*   **Contains**   * *Background information about the Mentorship Program, as well as a timeline for Program development and delivery* * *Shareables for FB and Instagram (square), Twitter (1600x900)* * *Proposed messaging (adaptable to the voice of your organization)* * *Link to the Mentorship Program landing page on FCS’ website* * *A backgrounder document of the Mentorship Program to support additional communications needs, such as newsletter article or blogs* * *Slide deck to use during member meet-ups or information sessions about the Mentorship Program* |
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GET THE WORD OUT ABOUT FaRM AND RECRUIT FARMER PARTICIPANTS!

Launched in February 2020, Farmers for Climate Solutions (FCS) is a national coalition of farmer-led and farmer-supporting organizations advancing policies and programming that support farmers to reduce emissions and build resilience in the face of climate change. FCS is embarking on an exciting phase of developing a national Farm Resilience Mentorship Program (FaRM) that will scale adoption of on-farm climate-friendly practices across 2 million acres of farmland in Canada.

Through online peer-to-peer learning, FaRM will run for four years, and will be launched for the 2022 growing season. FaRM will provide free training and mentorship to farmers on these three streams:

1. Advanced Nitrogen Management (Curriculum by Climate-Smart Soils)
2. Advanced Grazing Systems (Curriculum by Canadian Forage and Grasslands Association)
3. Cover Cropping (Curriculum by Canadian Organic Growers)

Our goal is to provide farmers with a comprehensive and supported mentorship program, equipping them with concrete tools to adopt practices that can benefit the environment and their livelihoods. Throughout FaRM, farmers will have access to online course material and Mentor instruction, as well as Communities of Inquiry\*, where they can troubleshoot and brainstorm with other farmers, and receive input from Mentors. Farmers who complete the Program will leave with a management plan to support on-farm implementation.

*\* A Community of Inquiry is a meeting space that fosters learning, knowledge sharing and support among peers. Communities of Inquiry can help overcome isolation and build community in a meaningful way.*

# How do I use this amplification package?

We want to give you the tools you need to promote FaRM and recruit Farmer Participants. Your outreach support is crucial, and will help grow the reach of the Program. This package includes sample communication toolsyou can share with your network. We encourage you to **modify the messages to fit your organization's voice, and to use photos and images that reflect your region** (*if you require support to customize graphics,* [*reach out to us*](mailto:communications@farmersforclimatesolutions.ca) *and we will do our best to accommodate your needs*).

You’ll notice that we link to [FCS’ webpage](https://farmersforclimatesolutions.ca/mentorship) in most of these posts. We recommend you use that link for any initial posts, and use your own landing pages for subsequent posts (if applicable). *Make sure to include a link to* [*this page*](https://farmersforclimatesolutions.ca/mentorship) *on your website, in case farmers are looking for an Implementing Partner in a different region.*

# Program timeline at a glance

**May 15, 2022** - Recruit and screen Farmer Mentors. Please refer to your Letter of Intent for details about Farmer Mentor recruitment, targets and stipend.

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**May, 2022** - Launching online learning system, so Farmer Mentors can familiarize themselves with the material and platform.

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**Until late June, 2022** - Coaching for Farmer Mentors will begin.

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**July, 2022** - First Farmer Training sessions begin.

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**Fall, 2022**  - Second Farmer Training sessions being.

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**2023 & 2024 -** Additional Training sessions

AMPLIFICATION TOOLS

SOCIAL MEDIA POSTS

| ***Technical notes*** |
| --- |
| *Many posts have an associated image that you can download from Google Drive, then upload to the appropriate channel. You can* [***download all the images here***](https://drive.google.com/drive/folders/12oW0x8wzAuBrcRIgnMqvX7q_1CdYEHla?usp=sharing) *or download them individually with the links under each post.* |
| *Adding a link into the Facebook editor will automatically generate an image. Once the link preview is generated, you can delete the URL from your post. Just make sure the preview is still there before publishing.* |
| *The tags that you copy and paste into your Facebook editor will not function as tags unless you take an extra step. Place your cursor after “@farmersfermiers” and select “Farmers For Climate Solutions - Fermiers pour la transition climatique” from the drop down menu that appears.* |

**PROGRAM PROMOTION POST**

**Twitter**

We are thrilled to be delivering the Farm Resilience Mentorship Program with @FarmersClimate 🎉 A Program that will scale the adoption of on-farm climate-friendly practices across 2 million acres of farmland in Canada.

Learn more + join us! ⬇️ <https://farmersforclimatesolutions.ca/mentorship>

*[pasting the text into the Twitter editor will automatically generate an image]*

**Facebook**

We want to scale adoption of on-farm climate-friendly practices across 2 million acres of farmland in Canada! Our goal is ambitious, but we can get there by working together.

That’s why we’ve joined forces with @FarmersFermiers to deliver the Farm Resilience Mentorship Program to provide peer-to-peer learning on:

🌱 Advanced Nitrogen Management

🐄 Advanced Grazing Systems

🌾 Cover Cropping

To learn more about the Farm Resilience Mentorship Program and how to you can get involved, visit: [https://farmersforclimatesolutions.ca/mentorship](https://farmersforclimatesolutions.ca/mentorship/#Mentor)

*[pasting the text into the Facebook editor will automatically generate an image]*

**Instagram**

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🌱 Advanced Nitrogen Management

🐄 Advanced Grazing Systems

🌾 Cover Cropping

Head over to @farmersfermiers and use the link in their bio to learn more about the Farm Resilience Mentorship Program and how you can get involved.

📷Farm visit at 3Gen Organics in Wellington County, Ontario. Photo courtesy of EFAO.

*[*[*Instagram graphic available here*](https://drive.google.com/file/d/1GPPBUV5_0qRnYWXm01asziITwSuD0rJ3/view?usp=sharing)*]*

**FARMER PARTICIPANT RECRUITMENT POST (PLEASE SHARE ANYTIME AFTER THE GENERAL POST)**

**Twitter**

Do you want to implement a climate-friendly practice on your farm? Join the Farm Resilience Mentorship Program!

You'll be guided by a Farmer Mentor through online peer-to-peer learning + you'll get a management plan that's work for your operation.

⬇️

<https://farmersforclimatesolutions.ca/mentorship>

*[*[*Twitter graphic available here*](https://drive.google.com/file/d/1uZ_6houB7xnM4BI4YM3oJ-vOR-dUYVnE/view?usp=sharing) *+ tag @FarmersClimate]*

**Facebook**

Do you want to learn how to implement Advanced Nitrogen Management, Advanced Grazing Systems, or Cover Cropping on your farm? Join the Farm Resilience Mentorship Program and get concrete tools to lower your farm’s emissions and build its resilience.

As a Participant, you will have access to :

📖 A comprehensive and supported mentorship program

💻 Access to an online course system so you can learn at your own pace

🧑🏻‍🌾 Farmer Mentors to guide learning and provide helpful input

💭 Access to Communities of Inquiry, where you can join your peers in meeting spaces that foster learning, knowledge sharing and support

☑️ A management plan to support your on-farm implementation

📈 Useful resources and fact sheets

Learn more and apply: <https://farmersforclimatesolutions.ca/mentorship>

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**ADVANCED NITROGEN MANAGEMENT STREAM (PLEASE SHARE ANYTIME AFTER THE GENERAL POST)**

**Twitter**

Are you looking to maximize #Nitrogen efficiency on your farm while increasing farm profits?

Join the Farm Resilience Mentorship Program to build your own Advanced Nitrogen Management plan to optimize nitrogen use.

Program details and apply here: <https://farmersforclimatesolutions.ca/advanced-nitrogen-management>

*[*[*Twitter graphic available here*](https://drive.google.com/file/d/1-CcFxNIq3wMfH3u8huzfRXsFi2kU6ePT/view?usp=sharing) *+ tag @FarmersClimate and @SmartSoils]*

**Facebook**

Are you looking to maximize Nitrogen efficiency on your farm while increasing farm profits?

Join the Farm Resilience Mentorship Program and learn how to optimize your use of Nitrogen. You’ll gain deeper knowledge and understanding about the benefits of Improved Nitrogen Management, and leave with an Advanced Nitrogen Management Plan adapted to your needs. You’ll also have opportunities to consider using and crediting biological sources of nitrogen, like manure, in your Nitrogen Management Plan.

For program details and to apply: <https://farmersforclimatesolutions.ca/advanced-nitrogen-management>

📷Air seeder with air cart at Faspa Farm in Manitou, MB

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**ADVANCED GRAZING SYSTEMS STREAM (PLEASE SHARE ANYTIME AFTER THE GENERAL POST)**

**Twitter**

🐄Are you looking to enhance your grazing practices to promote herd and soil health?

Join the Farm Resilience Mentorship Program and learn the basics of grazing management systems that can support carbon sequestration.

Start learning ⬇️

<https://farmersforclimatesolutions.ca/advanced-grazing-systems>

*[*[*Twitter graphic available here*](https://drive.google.com/file/d/1XqlHiiyuqKFeurUkV1HbVVNugyCYAlvt/view?usp=sharing) *+ tag @FarmersClimate and @CFGA\_ACPF]*

**Facebook**

Are you looking to enhance your grazing practices to promote herd and soil health?

Join the Farm Resilience Mentorship Program and learn the basics of grazing management systems and supporting management practices that can support carbon sequestration.

By completing this course, you will leave with:

🌾Extended grazing techniques to manage for a longer grazing season and a shorter feeding period.

🐄 A paddock layout and design to help improve overall grazing management.

Start learning here: <https://farmersforclimatesolutions.ca/advanced-grazing-systems>

📷Grazing cattle at Local Valley Beef in Fredericton, NB. Photo: Chris Parent

*[*[*Facebook graphic available here*](https://drive.google.com/file/d/17dBGNAHdW0uPPu-hhjLP6iuLpwzWXDri/view?usp=sharing) *+ tag @FarmersFermiers and @canadianfga]*

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**COVER CROPPING STREAM (PLEASE SHARE ANYTIME AFTER THE GENERAL POST)**

**Twitter**

Discover how cover crops can help mitigate risks of erosion, flooding & droughts + improve your bottom line!

🌱 Join the Farm Resilience Mentorship Program and learn how to choose the right cover crops for your farm's needs.

Start learning ⬇️

<https://farmersforclimatesolutions.ca/cover-cropping>

*[*[*Twitter graphic available here*](https://drive.google.com/file/d/1juE8qMhdy5r4q4Gns7f_Zw1LfLAgEHlC/view?usp=sharing) *+ tag @FarmersClimate* @CanadianOrganic*]*

**Facebook**

Discover how cover crops can help you on your farm!

Join the Farm Resilience Mentorship Program and learn practical tools for choosing the right cover crops to match your particular farm's needs. Cover crops play a vital role in mitigating the risks of erosion, flooding and droughts, all while improving your farm's bottom line.

Read more about the Program and apply: <https://farmersforclimatesolutions.ca/cover-cropping>

📷 Mowed down fall rye cover crop at The New Farm in Creemore, ON

*[*[*Facebook graphic available here*](https://drive.google.com/file/d/1ituP_iz6xRarA3huMz6un2ezF_vvXT_d/view?usp=sharing) *+ tag @FarmersFermiers and @CanadianOrganic]*

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# BACKGROUNDER DOCUMENT

Do you have additional communications planned to promote the Mentorship Program, like a newsletter, or a blog? You can send [this backgrounder document](https://drive.google.com/file/d/1o3ZUdQtKiLfVttBBGWAdUggrxEW-UbLu/view?usp=sharing) across your networks, or use it to help craft content you are planning around FaRM.

# PRESENTATION

If you are delivering presentations during member meet-ups or information sessions, you can use [these slides](https://docs.google.com/presentation/d/1l4hET5dbUh2lTmYdGUsOVAAR-thk_HvBLTT6Y60Zqqc/edit?usp=sharing) and [speaking notes](https://docs.google.com/document/d/1ACgZQ2rGhJV-ZWjfkWmHTW78PoyOnnd7xOxn-RnXCsQ/edit?usp=sharing). Feel free to modify these to meet your needs.