



ELECTION CAMPAIGN KIT

Make the farm vote count!





Election Campaign Kit

Contact Local Political Candidates Today...

CFA is built on the strength of its grassroots producers from coast to coast. Our success in political advocacy also depends on local members delivering a strong message to elected decision makers. In this election period, CFA is asking for your help to build our collective voice on the national stage. We need to reach out to political candidates of all parties and make the farm vote count.

This grassroots lobby effort will focus on 4 key themes:

1. **Business Risk Management** Farmers seek responsive and flexible risk management tools to provide stability for farmers to mitigate uncontrollable business factors. CFA's AgriFlex proposal would provide such support by responding to regional and commodity-specific needs.
2. **Public Goods and Services** From environmental stewardship to food safety, farmers should be recognized for their many contributions that benefit Canadian society as a whole.
3. **Strategic Growth** Ensuring the strategic growth of the sector requires action on a range of issues such as food labeling, research and development, grain transportation regulations, and taxation. Farmers also seek a Cooperative Investment Plan (CIP), consisting of tax incentives to encourage investment in agricultural cooperatives, help co-ops raise capital, and direct investment back into rural communities.
4. **Trade** While WTO negotiations are on hold, farmers require governments to pursue Canada's balanced trade position in bilateral and multilateral agreements. CFA members seek a reduction in global export subsidies, increased market access, and continued support of our domestic marketing systems. Also of major concern are the trade-distorting levels of domestic support in the U.S. and other countries.

We ask that each of our members contact all significant local candidates as part of our industry efforts to continue to promote the farming community across Canada. CFA needs you to write and meet with local candidates to get our important message across.

Please act now and help ensure the long-term viability of our industry.



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What you should tell local politicians...

Enclosed you will find a sample letter for your M.P. and local candidates for use by you and your members. Please personalize your letter to reflect your own views and situation and remember that personalized letters have the greatest impact. Print your advocacy letter on your farm or federation letterhead and mail or fax it to your M.P.s and candidates offices and you will have begun your local lobby efforts!

CFA also asks you to follow up with local candidates by requesting a meeting on agricultural issues. We need every member's agency in Canada to register our collective concerns. If your M.P. or local candidate is difficult to meet, insist that you at least talk to them by telephone so that you can express your views directly. Remember that there will be an array of candidates representing many parties, many of them obscure. It is important to focus on candidates from: the Liberal Party, Conservative Party, the New Democratic Party, the Green Party and the Bloc Québécois.

Prior to meeting with your local candidates, please review the enclosed Meeting Guide and Fact Sheet to help you prepare. Once you have concluded the meeting, please fill out the short de-briefing questionnaire in this kit and fax or email it to the CFA.

Why is this so important now...

The future of the farming community in Canada depends on our political decision makers understanding the integral contribution we make in communities all across Canada. The better policymakers understand our role in the economy the more likely they are to make decisions that have a positive impact on our industry.

We need to act now and ensure that our views are made clear directly during an election. This timing is extremely important because the future federal Government is forming its agenda and we need to ensure producers' issues are front and centre.



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MEETING GUIDE

Canadian Federation of Agriculture

1. Keep in mind that most political candidates will afford you only 15-30 minutes, so you should be brief and to the point. If there are two or more individuals at the meeting, you should decide on a principal spokesperson to handle the main points. Keep in mind, however, all individuals should feel free to comment at any time.
2. Open your meetings by thanking the candidate for having taken the time from their busy schedule to meet with you and discuss this important issue.
3. Introduce yourself by giving your name, title and the farm or federation you represent.
4. Say a few words about the purpose and aim of your meeting:
 - to promote a better understanding and appreciation of the farming community and their contribution to communities across Canada;
 - to build a long lasting relationship;
 - to urge them to support your organization, CFA and Canadian farmers, helping them remain competitive on a global scale.
5. Note that you will be reporting on your meeting to other CFA members and employees in his or her riding and point out that there are over 225,000 farms across Canada.
6. Briefly summarize the key points on the issue(s) you are raising with the MP. Make sure to add that if they have any questions, to not hesitate to either personally contact you, or the CFA National Office at (613) 236-3633.
7. Complete the short De-Briefing Questionnaire after the meeting and return it by fax to (613) 236-5749 or by email to janice@cfafca.ca.



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DE-BRIEFING QUESTIONNAIRE

Name of candidate you met with _____

Riding name _____

Political Party

- Liberal
- Conservative
- NDP
- Bloc
- Green
- Other

Any general info about

the candidate (e.g. what is their professional background)?

Duration of Meeting: 15 minutes or less 15-30 minutes 30 or more minutes

I found this individual to be:

- Knowledgeable of the issues facing Canadian Farmers Yes No
- A potential ally CFA can call upon Yes No
- Understand the integral role Farmers play in Canada's economy and their support of local communities across Canada Yes No

Comments _____

Questionnaire completed by _____

**Please complete and return by fax return it by fax to (613) 236-5749 or by email to janice@cfafca.ca.*