

Engaging Manitobans on our Agri-food Industry – Ideas Board  
Manitoba Agriculture launched a ‘Building Agri-Food Connections’ ideas board on EngageMB to ask Manitobans for their ideas on how to build relationships between producers and consumers to strengthen confidence in Manitoba’s agri-food industry. This engagement builds on the public survey that was conducted on EngageMB in early 2021. The survey results are available in the [What We Heard Report](#).

## Engagement Overview

Manitobans were invited to provide their ideas based on the question asked: How can we bring Manitoba food producers and consumers together to build positive connections between the industry and the public? Manitobans posted their ideas or contributed by clicking the heart button on other people’s ideas that they supported. The online ideas board launched on July 8 and was live until August 12, 2021. In total, 32 participants provided their ideas and 129 participants voted on the ideas. This document provides a summary of the responses received.

## What We Heard

Two key themes were recognized in the ideas board engagement when Manitobans were asked: How can we bring Manitoba food producers and consumers together to build positive connections between industry and public. The idea to **create a website that would connect consumers and producers** received the most traction. This idea was closely followed by the idea to **support and promote Manitoba’s farmers through marketing tools, social media and financial support**.

### 1. Create Connections Between Consumers and Producers:

The majority of respondents (38%) brought forward ideas to boost relationship building between consumers and producers. The idea to support small, sustainable producers and encourage year-round farmer’s markets to connect farmers with consumers directly received the majority of votes (11%). This idea highlighted issues of food security and climate change and the desire to promote sustainability as key influences for Manitoba’s future.

Respondents highlighted initiatives such as finding mentors and the need for opportunities and support to help Manitobans connect with the farming community. The idea to establish a website to connect consumers to producers was brought forward by 4 participants. The website would allow consumers to ask questions about food and

agriculture, and the questions would be answered directly by Manitoba's food and agriculture producers. The creation of a website could encourage the growth of local farming on even the smallest scales. It was mentioned to have live camera feeds at farms and for the footage to be shown on the website so consumers can have informed conversations about farming practices. Further initiatives and ideas to promote connections between consumers and producers are included in the word map diagram below.



**2. Support and Promote Manitoba's Farmers:**

Ideas were brought forward regarding Manitoba Agriculture supporting local farming initiatives and helping with promoting local products (31%). A respondent brought forward the idea to support food processors and retailers who make the effort to purchase and sell Manitoba products. This idea ranked second overall (9%), and was elaborated on by participants stating that retailers who make the effort to support domestic producers should get advertising assistance to promote domestically produced food. Overall, this support would provide incentive to find creative ways to purchase and market locally produced Manitoba products. It was mentioned that there is a need for the Government to support and give recognition to agriculture associations, as well as support for small scale Manitoba vegetable and livestock producers. When it comes to ideas about promoting Manitoba's farmers, farmer's efforts could be specifically promoted on a continual bases through social media, farm newspapers, radio and Television. Further ideas to support and promote Manitoba's farmers are included in the word map diagram below.



## Next Steps

Thank you for your participation in this ideas board. The results of this engagement will inform the development of provincial public trust initiatives in the agri-food sector. For information on local food in Manitoba, please visit [www.manitoba.ca/agriculture/local-food/index.html](http://www.manitoba.ca/agriculture/local-food/index.html).

## Questions?

If you have any questions regarding this report, please contact the Public Engagement Unit at [EngageAg@gov.mb.ca](mailto:EngageAg@gov.mb.ca).

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