



## NEWS RELEASE

# Farm NOTL: Celebrating Canadian Agriculture Literacy Month

For Immediate Release

March 4, 2025

This March, Niagara-on-the-Lake will celebrate Canadian Agriculture Literacy Month by launching a dedicated initiative, **Farm NOTL: Celebrating Local Agriculture**. This initiative, through conversations with members of the Town's Agriculture and Irrigation Committees, highlights the importance of local farming, sustainability, and the agricultural roots that make our community unique.

As Canada navigates economic challenges, supporting and understanding our local food systems and agricultural industries is more important than ever. This initiative will showcase the value of agriculture in Niagara-on-the-Lake, fostering a connection between the community and the farmers who sustain it.

### Join the Celebration & Share Your Story

Niagara-on-the-Lake is built on a strong agricultural heritage, and we want to shine a spotlight on the farmers who make our community thrive! If you are a local farmer, this is an opportunity to share your story, highlight your passion for farming, and showcase the ways your work contributes to the Niagara-on-the-Lake community and beyond.

### How to Get Involved

- **Tell Your Story:** [Fill out our online form](#) to share your farming journey, and you could be featured on the Town's social media channels!
- **Engage with the Town:** Follow along as we highlight key messages on our social media channels about agriculture and what makes Niagara-on-the-Lake such a vibrant farming community.

### Quotes:

"Agriculture is the backbone of Niagara-on-the-Lake, shaping our economy, culture, and way of life," stated Lord Mayor Gary Zalepa. "This initiative will showcase the dedication of our local farmers and the importance of supporting our local food systems."

"Niagara-on-the-Lake's agricultural heritage is deeply woven into the fabric of our community," stated CAO Bruce Zvaniga. "I look forward to this campaign to recognize local farming and the impact agriculture has on our daily lives."

Help us celebrate Canadian Agriculture Literacy Month by bringing your story to life. Let's keep our community #RootedinNOTL!

*For immediate alerts, follow the Town of Niagara-on-the-Lake on [Facebook](#), [Twitter](#), and [Instagram](#).*

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