



LET'S GROW CANADA

PARTNER
TOOLKIT

NARRATIVE & MESSAGING

Key messages and narrative framework guidance to help partners connect their work and support to the Let's Grow Canada movement.

INDEX

PREFACE	03
---------	----

CONTEXT	04
WHAT IS LET’S GROW CANADA	05
WHY THIS MOVEMENT MATTERS	06
WHAT PARTNERSHIP MEANS	07
THE ROLE PARTNERS PLAY	08
THE BIGGER PICTURE	09

KEY MESSAGES FOR PARTNERS	10
---------------------------	----

PARTNERS USE CASE	13
INDUSTRY STORYTELLING	14
“ORIGIN STORY” POSTS	15
“INNOVATION IN ACTION” STORIES	16
SETTING THE TONE BEFORE BUSINESS CONVERSATIONS	17
EVENT STORYTELLING	18
RECRUITMENT / NEXT-GEN TALENT STORIES	19



WELCOME, AND THANK
YOU FOR BEING PART OF
LET'S GROW CANADA.

Let's Grow Canada is a bold, national movement celebrating the food, land, and people who grow Canada's future. It brings together voices from across the agriculture and food ecosystem to tell a stronger, more confident story about Canada's global potential, together.

The Let's Grow Canada brand tools are designed to make it easier for you to participate in, engage with, and amplify the movement in a way that feels authentic to your organization. You'll find key messages, visual assets, and examples of how Let's Grow Canada can be used as a shared framing layer alongside your own storytelling, whether that's in presentations, events, digital channels, or conversations with stakeholders.

Let's Grow Canada is not a campaign; it's a movement that grows through collaboration. We see partners as co-creators, and we're excited about the many ways this work can evolve through shared ideas, stories, and initiatives. If you have questions, would like to explore collaboration opportunities, or want to talk through how Let's Grow Canada could show up in your work, we'd love to hear from you.

Thank you for helping grow a stronger, prouder Canadian ag and food story.

- The Let's Grow Canada team

CONTEXT

WHAT IS LET'S GROW CANADA

WHY THIS MOVEMENT MATTERS

WHAT PARTNERSHIP MEANS

THE ROLE PARTNERS PLAY

THE BIGGER PICTURE





LET'S GROW CANADA

WHAT IS LET'S GROW
CANADA?

Let's Grow Canada is a bold, national movement celebrating the food, land, and people who grow Canada's future. It brings together voices from across the agriculture and food ecosystem to tell a stronger, more unified story about Canada's global potential.





WHY THIS MOVEMENT
MATTERS

As global demand rises and pressures on food systems intensify, Canada's agriculture and food sector is uniquely positioned to lead, with trusted producers, high standards, innovation, and scale. Let's Grow Canada exists to ensure this story is told clearly, confidently, and together.



LET'S GROW CANADA

WHAT PARTNERSHIP
MEANS

Let's Grow Canada is a movement first. Partnership is open, inclusive, and designed to bring together organizations from across the ag and food ecosystem and beyond, of all sizes, regions, and roles, around a shared narrative. Partners are united by a common goal: strengthening pride, visibility, and momentum for Canadian agriculture and food, at home and around the world.



THE ROLE PARTNERS PLAY

Partners help bring the movement to life by:

-  **Amplifying Let's Grow Canada messaging through their own channels**
-  **Sharing stories that reflect the diversity, innovation, and impact of the sector**
-  **Reinforcing a consistent, national narrative about Canada's food system**

Every partner contribution, large or small, helps build a stronger, more credible collective voice.



LET'S GROW CANADA

THE BIGGER PICTURE

When we speak with one voice, we do more than express pride: we help grow demand, attract investment, and inspire the next generation to see a future for themselves in agriculture and food. Let's Grow Canada provides a shared platform to make that possible.

KEY MESSAGES FOR PARTNERS





KEY MESSAGES FOR
PARTNERS

Let's Grow Canada is a bold, national movement celebrating the food, land, and people who grow Canada's future.

Let's Grow Canada brings the agriculture and food ecosystem together to tell a stronger story, together.

Let's Grow Canada elevates the people behind our food system and showcases their stories.

Canada's agriculture and food ecosystem has what the world needs: trusted producers and processors, quality, innovation, and resources.

As global demand rises and pressures intensify, Canada's agriculture and food ecosystem is ready with the integrity, sustainability, and scale the world needs.

Together, we can build a stronger, more sustainable food future for our country and for the world.

We're proud to support Let's Grow Canada by amplifying a shared national narrative about Canadian agriculture and food.

We're joining Let's Grow Canada to help tell Canada's food story more boldly, because it's a story worth sharing.

This movement grows when more of us share our pride, our stories, and our voice together.

We're proud to support Let's Grow Canada, a bold, national movement celebrating the food, land, and people who grow Canada's future. Learn more at LetsGrowCanada.ca. – [Organization Name]

We're excited to be part of Let's Grow Canada, a unified effort to elevate Canada's ag and food story. Learn more at LetsGrowCanada.ca. – [Organization Name]



LET'S GROW CANADA

**Whenever you post on LinkedIn,
Instagram, Facebook, TikTok, YouTube,
or anywhere you share online, use
#LetsGrowCanada to connect your
work to the national movement and
grow our reach and impact.**

PARTNERS USE CASES

How to use LGC Messages to tell your story

INDUSTRY STORYTELLING

“ORIGIN STORY” POSTS

“INNOVATION IN ACTION” STORIES

SETTING THE TONE BEFORE BUSINESS CONVERSATIONS

EVENT STORYTELLING

RECRUITMENT / NEXT-GEN TALENT STORIES





Industry Storytelling

WHERE

LinkedIn/Instagram, website, newsletter, presentation.

HOW TO USE LGC MESSAGING

Industry associations can use Let's Grow Canada as a national framing layer that strengthens their own sector-specific storytelling. LGC helps associations connect their members' work to a bigger picture.

Open with the shared national narrative: use an LGC message to set context about Canada's ag and food system (trust, scale, innovation).

Anchor in your sector's contribution: translate that national story into what it means for producers or processors in your sector yields, stewardship, innovation, economic impact. Elevate member stories: highlight real producers, practices, or communities to humanize the issue and build credibility.

EXAMPLE LINE PARTNERS CAN USE

"Canada's agriculture and food ecosystem has what the world needs: trusted producers, quality, innovation, and resources. [Producers or processors in your sector] play a critical role in that story, producing food sustainably at scale to feed Canadians and the world. As part of the Let's Grow Canada movement, we're proud to help tell the story of the people and practices behind our food."



“Origin story” posts

(your people and place)

WHERE

LinkedIn/Instagram, website “About,” partner spotlight posts.

HOW TO USE LGC MESSAGING

Start with the shared movement framing (“food, land, people”), then anchor it in your own story (your region, your team, your customers).

EXAMPLE LINE PARTNERS CAN USE

“We’re proud to be part of Let’s Grow Canada, celebrating the food, land, and people who grow Canada’s future. Here’s what that looks like where we are...”



“Innovation in action” stories

(new practices, R&D, tech, sustainability)

LET’S GROW CANADA

WHERE

Thought leadership posts, case studies, newsroom, LinkedIn.

HOW TO USE LGC MESSAGING

Frame your innovation as part of why Canada is a trusted, forward-looking ag and food partner (quality, innovation, resources).

EXAMPLE LINE PARTNERS CAN USE

“Canada’s agriculture and food ecosystem has what the world needs: trusted producers and processors, quality, innovation, and resources. Here’s how we’re contributing...”



Setting the tone before business conversations

(your people and place)

WHERE

Conference remarks, customer presentations, partner/stakeholder meetings.

HOW TO USE LGC MESSAGING

Use one “Why now/Why Canada” statement as a 10-second opener to ground your business story in a bigger national narrative.

EXAMPLE LINE PARTNERS CAN USE

“As global demand rises and pressures intensify, Canada is ready with the integrity, sustainability, and scale the world needs. Let me share one example from our work...”



Event storytelling

(community moments, activations,
on-the-ground content)

WHERE

On-site events, booths, regional celebrations.

HOW TO USE LGC MESSAGING

Use LGC as the connective thread, then highlight the local story
(people/place/experience).

EXAMPLE LINE PARTNERS CAN USE

“This is what Let’s Grow Canada looks like in our community: real
people, real places, and the stories behind our food.”



Recruitment / next-gen talent stories

(careers with purpose)

LET'S GROW CANADA

WHERE

Careers pages, campus events, employee spotlights, “day in the life” content.

HOW TO USE LGC MESSAGING

Connect your people stories to the movement’s objective of attracting the next generation and building pride in the sector.

EXAMPLE LINE PARTNERS CAN USE

“We’re proud to support Let’s Grow Canada, helping build pride in agriculture and food and showing the next generation what’s possible in this industry.”