



# 2019 PARTNERSHIP PACKAGE

## ABOUT

The Farm Safety Program (FSP), established in 2016 is a program administered by Keystone Agricultural Producers (KAP), that provides safety advisory services and training opportunities to all Manitoba farmers at no cost. FSP's activities are directed by a safety council of local producers who provide the program with industry-specific insight and expertise.





## OUR SUCCESSES

In just over a year, FSP has trained nearly 450 farmers on topics including workplace safety and health legislation, emergency response planning, hydrogen sulfide safety, first aid and safety committees. These sessions take place in everywhere from small rural communities, to larger centres like Brandon, Winnipeg, Steinbach and Portage.

Our on-farm advisory services receive the greatest uptake and as word spreads the numbers of requests steadily grow. Our consultant's first priority is educating producers on Manitoba's workplace safety and health legislation, and what safety officers look for during inspections.

## OUR CHALLENGES

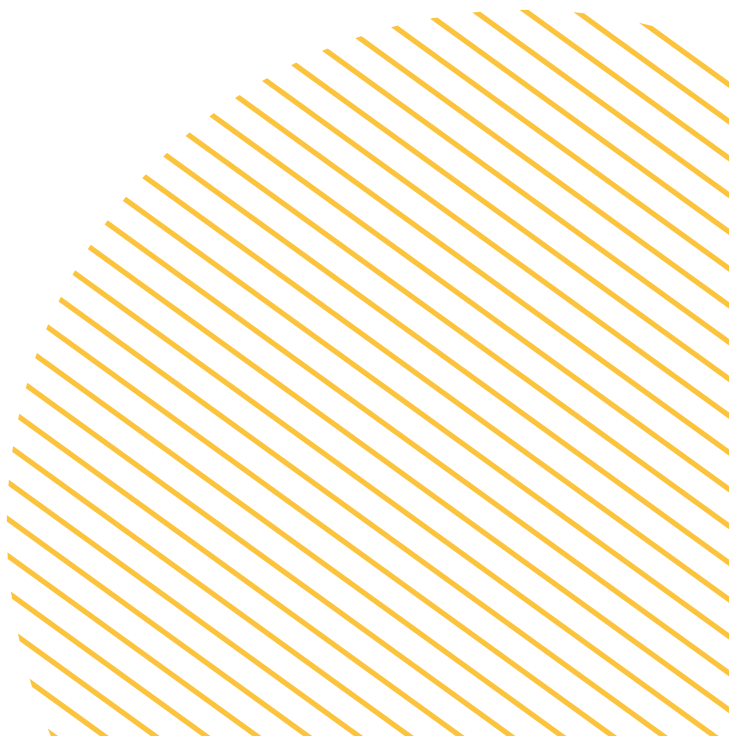
Farming continues to be the most dangerous occupation in Manitoba, and the rate of farm accidents has negatively impacted agriculture's reputation with consumers and the public at large. Our greatest challenge is getting safety resources into farmers' hands. Farming in Manitoba becomes more time consuming and complex every year. The idea of adding farm safety training to an already long to-do list can be daunting. As a result, producers don't seek out our services until an injury occurs or a safety officer visits their farm. We want your help bringing resources to farmers' before this happens to let them know how they can benefit from participating.

**"CRAZY HOW LONG LEGISLATION HAS BEEN AROUND BUT HOW LITTLE EDUCATION FARMERS HAVE"**

*- General comment, workshop participant*

**"WSH ACT APPLIES TO ALL FARMS, EVEN THOSE WITH ONLY FAMILY WORKERS"**

*- Workshop participant on what they learned*



## OUR ASK

Our partners use their media platforms and networks to help FSP promote our services to producers. In return we give your company positive brand exposure, resources, and a vehicle to demonstrate your social responsibility.

## OPPORTUNITIES

FOLLOW



SHARE



CONNECT



All partners get their company logo and link on our website's partner page, and a "we support farm safety" graphic to use as you wish. Refer to our Memorandum of Understanding (MOU) for details.

### EDUCATOR \$10,000

Educators help FSP deliver training to producers and accessible learning opportunities is critical to our program's success. In return for your support, Educators receive:

- Exhibitor space, logo on programs and signage at our events
- Brand placement on event advertising materials
- Mention in event press releases and media statements
- Your company banner displayed at workshops and conferences
- Recognition at conferences and events

### ON-FARM SUPPORTER \$10,000

FSP's on-farm advisory services give producers expert advice on their farm's level of safety. Our consultant provides an overview of legislative requirements and distributes various resources to aid in compliance. Custom training opportunities related to a partner's industry are available. In return for your support, FSP will:

- Distribute your branded PPE to producers during on-farm visits and training
- Include your relevant marketing materials in the information packages we distribute during on-farm visits
- Recognition at conferences and events

### SAFETY CHAMPION \$25,000

Farm Safety Champions receive all the same benefits listed in the Educator and On-Farm Supporter levels, as well as:

- Recognition on *all* FSP marketing materials
- A speaking opportunity at our events
- A decal(s) recognizing your support
- Two full-page colour ads in KAP's Farmer's Voice magazine
- Your pull up banner displayed at all events

### SAFETY ALLY \$1,000

Farm Safety Allies promote farm safety through sharing the safety message wherever possible. You are given the use of the FSP logo to post on your website to show your commitment to making farms safe workplaces.

#### MEDIA PARTNERSHIP

Radio stations, news publications, and other communications outlets please contact us to create a custom package.



# PARTNER WITH US



## CONTACT

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