


# Growing a conversation online about plant science innovations



Helping Canada Grow, a CropLife Canada initiative, helps Canadians understand how pesticides and plant breeding innovations deliver a wide range of social, environmental, and economic benefits. We aim to translate the science and present supporting evidence in a relevant and relatable way. Together, we can help share the story of how plant science innovations deliver benefits to Canadians.

## Our goals

CropLife Canada will share Helping Canada Grow's facts about plant science innovations on two social media channels: [LinkedIn](#) and [Twitter](#). We want to ensure those within the agriculture industry and its supporters are aware of this new information and can help promote it to a broader audience. We will be driving people to the Helping Canada Grow website to learn more about the important contributions of plant science innovations in Canada. As an important stakeholder, we are sharing this information with you so that you can help us amplify this information.

## Key messaging

**Plant science innovations make life better for Canadians by:**



Safeguarding access to safe, affordable, and nutritious food.



Ensuring the sustainability of Canadian farms by helping the agriculture industry be more productive while also using less land, water and inputs.



Growing Canada's agriculture industry creating jobs and economic growth.

## Sample posts

Here are nine sample social posts based on information from our latest report by RIAS Inc., [The Value of Plant Science Innovations to Canadians in 2020](#). These examples can be used as inspiration, or you can share them with your followers on LinkedIn or Twitter and tag CropLife Canada. Attached are the social media images for the sample posts below.



More than 80% of farmland in Canada is at a low risk of soil erosion, a large improvement compared to 1981. How is this possible? Plant science innovations allow farmers to use reduced tillage practices and summer fallow, dramatically reducing soil erosion. Tilling disrupts the soil structure and makes it prone to erosion and run-off. [#NoTill](#) [#Agriculture](#) [#Sustainability](#) [#CanadianAgTech](#) [#HelpingCanadaGrow](#)



Without the use of plant science innovations, farmers would need 44% more land (an area roughly the size of all the Maritime provinces combined) to produce what they do today. Plant science innovations are helping protect biodiversity by leaving more natural habitats untouched by agriculture. [#CdnAg](#) [#Sustainability](#) [#HelpingCanadaGrow](#)



Plant science innovations are good for farmers (↑ yields), good for sustainability (↑ efficiency) and good for all Canadians (↑ food security). [#AgEducation](#) [#FoodSecurity](#) [#HelpingCanadaGrow](#)



[#DYK](#) Yield losses for some fruits and vegetables would likely exceed 50% without pesticides? As a result, Canadians would pay more at the grocery store for produce. For more food facts, visit: [helpingcanadagrow.ca/](https://helpingcanadagrow.ca/) [#HelpingCanadaGrow](#) [#CdnAg](#)



The carbon sequestration and fuel savings from no-till and conservation tillage practices saved an estimated 20 billion kgs of greenhouse gas emissions from being released into the atmosphere between 1996 and 2018, which is equivalent to removing about 13 million cars from the road for a year. Learn more: [helpingcanadagrow.ca/](https://helpingcanadagrow.ca/) [#HelpingCanadaGrow](#) [#CdnAg](#)



Plant science innovations help feed our country, but what are they? Plant science innovations, such as pest control products and plant breeding innovations, help farmers produce abundant, high-quality crops for Canadians and the world. Learn more: [helpingcanadagrow.ca/](https://helpingcanadagrow.ca/) [#HelpingCanadaGrow](#) [#CdnAg](#)



Pesticides help make Canada's economy more productive. [#DYK](#) If Canada's farmers could no longer use crop protection products, productivity would fall, the Canadian GDP would drop \$3 billion and economy-wide revenues would decrease by \$9.9 billion. [#HelpingCanadaGrow](#) [#CdnAg](#)



Plant breeding alone has driven a 50% increase in crop productivity over the last century, ensuring Canadians have access to a steady food supply. To find out more facts like this, visit [helpingcanadagrow.ca/](https://helpingcanadagrow.ca/) [#HelpingCanadaGrow](#) [#CdnAg](#)



Farmers would grow \$9.2 billion less worth of crops a year without plant science innovations. This includes \$7.7 billion less worth of field crops, \$1 billion less worth of fruits and vegetables and \$460 million less worth of potatoes. Food for thought! [#HelpingCanadaGrow](#) [#CdnAg](#)