



PRESS RELEASE  
For immediate release

*Campaign to raise awareness about living together in harmony  
in the Montérégie's agricultural zone*

### **Positive progress on this unifying project**

**St-Hyacinthe, November 30, 2020** – “**OUR COUNTRYSIDE: A LIVING SPACE TO SHARE**” is the slogan at the heart of the awareness-raising campaign that aims to foster living together and dialogue between farmers and residents in the Montérégie's agricultural zone. The campaign has been rolled out in connection with the realities of the agricultural milieu. Themes including soil health, odours, sharing the road, and noise have been demystified in recent months. Topics like water and pesticides will be addressed in the months to come. The campaign will continue until fall of 2021 with new communication activities to reach residents and farmers in the Montérégie.

To date, a variety of communication tools have been developed and deployed by municipal networks (visuals, promotional materials, newsletters, municipal bulletins, and social media posts) to debunk inaccurate beliefs, mitigate nuisances, and address issues related to agricultural work. These many messages have been disseminated by all the partners involved in the project across different platforms, allowing the campaign to reach a large number of subscribers. The impact has been positive, thanks also to several news stories.

#### **Agriculture, my neighbour!**

Despite the challenges of the current health crisis, a series of outreach events were held in municipal day camps throughout the summer. Much appreciated by the children, this initiative raised awareness about the realities of farming for 700 children, all while respecting government health guidelines. In total, 36 events were held in 27 Montérégie municipalities.

“Through to the Living Together project, farmers in the Montérégie hope to engage with their neighbours to understand each others' realities and challenges. Living in an agricultural area sometimes requires patience, but local agriculture guarantees us a sufficient supply of fresh, high-quality products,” explains Jérémie Letellier, president of the Montérégie UPA.

Remember that this project is financed by the Ministry for Agriculture, Fisheries, and Food (MAPAQ), in collaboration with the Montérégie UPA Federation (MUPAF), the 13 Montérégie RCMs, and Greater Longueuil. The project will continue through October 2021.

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#### Sources:

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