



STORIES TO INSPIRE

Women working in agriculture share their successes and challenges

When we covered women in agriculture in previous issues, we generally focused on female dairy farmers who shared their successes and struggles running or helping run a dairy farm while raising families. In this issue, we expanded our focus by interviewing women in an array of fields within the agricultural industry. Starting on page 28, you'll read fascinating stories from a veterinarian, agronomist, feed specialist and research chair, among others. The women recount how they had to overcome certain stereotypes, learn to speak up for themselves and handle being treated differently because of their gender. Many chose to get into farming and agriculture because of their passion for the industry and connections they could make in this tight-knit sector.

At a time when the agri-food industry is expected to grow significantly over the next few years, now is a good time for more women to enter the field. According to a federal government report, a growing world population, the rise in disposable income in developing nations, and increasing trade in farm products all present opportunities to further grow the Canadian agriculture sector by creating more jobs. The most recent census of agriculture states the number of women farm operators is on the rise, which is good news for the sector. Read through our cover story and then share these inspiring stories with the women in your family and among your friends. Who knows? You might help inspire the next generation of female agronomists, professors, ag advisers and farmers.

COCA-COLA CANADA AND FAIRLIFE INVESTMENT

At press time, Coca-Cola Canada and fairlife, LLC announced they will be making a significant investment in Ontario's dairy industry and local economy by opening a new plant in Peterborough, Ont., in the first quarter of 2020. The introduction of fairlife to the Can-

adian market will not only help grow the dairy category, it will help Coca-Cola Canada meet changing consumer trends and complement Canadians' diverse lifestyles. The company plans to market fairlife as a beverage appealing to all Canadians, and is expecting the new product to help cement its goal to becoming a beverage company consumers turn to throughout the day. Read more on this groundbreaking venture on page 8.

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Subscription forms were included with the April edition of *Milk Producer*. The forms must be completed, signed and returned by mail or fax, or can be sent by email to milkproducer@milk.org.



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