



Help us instill confidence in Canada's food system!

We're Here for You – A Message from Meat & Poultry Ontario

We are collecting positive and inspiring videos and photos of the people behind our world-class food system. Consumers need reassurance and confidence in our food system today more than any time in recent history. Food availability, safety, quality and affordability are top of mind with Canadian consumers. **HELP US BY SHARING YOUR VOICE!**

Send us a video and/or photograph that we can share on www.homegrownontario.ca and our social media channels. To submit your content please email april@meatpoultryon.ca for upload links.

The format is easy ... we're just missing YOU. Record your quick message to Consumers and we will do the rest!

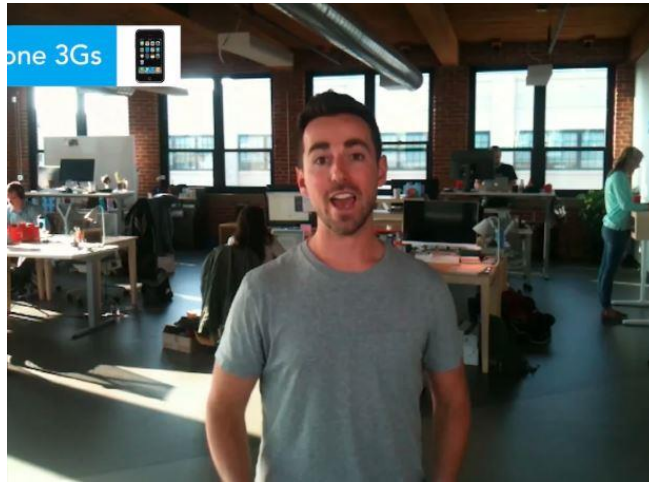
“My name is XXX XXXX and I'm a **insert job title here** in CITY. My job is to make sure that every single package that leaves our facility has been inspected to meet and exceed all government regulations. I take a lot of pride in my work, knowing that I'm helping to provide Canadian families with safe, quality food. We're here for you...”

“My name is XXX XXXX and I'm proud to be an Ontario XXXX producer. We are dealing with many challenges right now, but we are committed to getting food onto the tables of Canadian families. We're working 24/7 to find solutions and keep the shelves stocked. We're here for you.....”

Video capture tips

Here are the essential instructions you must follow.

- Have someone film you in **HORIZONTAL** format or find a makeshift support to place your Phone on to get the more stable framing as possible.
- You must be center screen and framed waist-up. (See reference picture)
- Look directly at the lens while speaking.
- Find a nice well-lit spot where we can see something pretty and relevant to your day-to-day work environment in the background. Can be a field, a processing building, a vehicle, boat or some very nice scenery. We love seeing beautiful nature!
- Make sure you are in an environment where the ambient sound is at a reasonable level. Avoid heavy ventilation or machinery working in the background. And make sure to speak up so the phone can hear you clearly enough.
- Avoid having a strong light source behind you as this will darken you on screen. Also avoid being lit too strongly from the front: too much light may erase some face details.



- Try to keep a steady and natural speech but do not worry if you stumble lightly between sentences. We can fix awkward hesitations in the edit as well as take out the setting up and turning off parts at the beginning and end of the video.
- Do three or four takes of your speech and watch and listen to them for quality control, make sure all the pointers above are respected, that image is nice and on focus and that your voice is audible.
- Also it would be nice to have you say on camera the tagline: **We're here for you**

If you have the time, we would greatly appreciate if you could take three or four shots of your work environment also in horizontal format and with the frame as stable as possible. We would love to see the more exciting stuff you or your co-workers do. These can last about 10 seconds each.