

International Women’s Day 2018 Campaign

International Women’s Day (IWD) took place on March 8, 2018 and the association ran a campaign that focused on highlighting the rise of women in the agri-food industry both in Canada and in developing countries across the globe.

Fertilizer Canada’s campaign focused on engaging industry, government, media and public audiences in the greater International Women’s Day conversation.



International Women’s Day

SOCIAL MEDIA ENGEEMENT

Fertilizer Canada utilized the occasion to engage with key audiences and membership through this campaign to applaud all women who make a difference through their achievements in the agri-food industry. The campaign ran for two weeks, using Fertilizer Canada’s social media platforms, including: s Facebook, Twitter and LinkedIn. 18 influential women in the agriculture industry were asked: **“What does it mean to you to be a woman in agri-food industry today?”** Their answers, as well as their headshots were shared on our social media platforms. To generate further engagement we also posed the question to the greater ag community and asked them to respond using the hashtag #womeninagrifood for a chance to win admission to the next Advancing Women in Ag Conference in Niagara Falls in October.

The hashtag #IWD2018 received **49,153 impressions** and reached **34,948 accounts per minute** while trending nationally for the duration of IWD. The hashtag #IWD2018 is estimated to have reached over 50 million accounts. Fertilizer Canada used this hashtag along with the hashtag #womeninagrifood for this campaign: it received **330,863 impressions** in one day, with **282,242 accounts** reached. The hashtag #womeninagrifood is estimated to have reached over four million accounts is the 16 day span of this campaign.



INDUSTRY & MEDIA ENGAGEMENT

Fertilizer Canada and the Co-operative Development Foundation of Canada (CDF Canada) have partnered to increase food security using climate smart methods for smallholder farmers in developing countries, with a focus on reducing barriers for women.

In celebration of International Women’s Day, and the current rise of women in agriculture in both developing countries and here in Canada, Fertilizer Canada spoke to **Ingrid Fischer, Director of Business Development at CDF Canada** to offer her insight into the efforts being undertaken to support female smallholder farmers today.

The resulting Q & A article, ‘**Empowering women in agriculture is important to the world: Ingrid Fischer**’, offers perspective on the barriers facing female smallholder farmers in developing countries, and the benefits of supporting women in the agriculture sector globally.

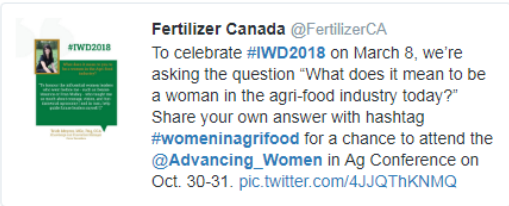
The article was distributed internally to Fertilizer Canada members and industry stakeholders, and to targeted industry media. As a result, the article was shared widely on social media gaining **600 impressions** on its designated post alone.

EMPLOYEE ENGAGEMENT

At Fertilizer Canada, 80 per cent of our employees are women. During the social media campaign, Fertilizer Canada’s staff participated by providing their perspectives on what it means to be women in agri-food today, and were highlighted as part of the online conversation.

In April, as part of an extended IWD campaign, our association will be joined by Robynne Anderson, who was recently inducted into the Canada Agriculture Hall of Fame, to speak to staff about the importance of female development within our sector.

Tweet activity

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| <p>Promote your Tweet Your Tweet has 6,202 total impressions so far. Get more impressions on this Tweet!</p> <p>Promote your Tweet</p> | | | | | | | | | | | | | | | | | | | | | |

OUTCOME

International Women’s Day 2018 was a success not only for Fertilizer Canada, but for the fertilizer industry, broader agriculture community and the world. Social media engagement using the hashtags #IWD2018 and #womeninagrifood demonstrated widespread engagement in the occasion and an impressive increase in reach with #IWD2018 trending nationally. The IWD 2018 campaign has given the association a baseline for engagement with women within the agri-food sector.