

Sustainable Canadian Agricultural Partnership (Sustainable CAP) Stakeholder Visual Identity and Promotion Requirements

All communications products related to Sustainable CAP-funded programs and initiatives must adhere to the Visual Identity and be approved by the Saskatchewan Ministry of Agriculture and Agri-Food Canada. This includes advertising (print, web, etc.), social media posts, newsletters, marketing material, brochures and websites.

The following resources have been approved for use by rural municipalities and First Nations to promote the 2024-25 Sustainable CAP programs available to producers to claim: Gopher Control Program (GCP) and Invasive Plant Control Program (IPCP).

2024-25 POSTERS for display, newsletters, and distribution: GCP & IPCP

Uses may include posting in RM/FN offices, handouts, including in mailouts or newsletters, etc.

- SCAP-GCP Poster 2024-25
- SCAP-IPCP Poster 2024-25

2024-25 SOCIAL MEDIA for use on platforms indicated below: GCP & IPCP

When using social media graphic files provided, tag handles below for specific platforms indicated. **Sample text messages for social media posts are provided on the next page.**

- SCAP-GCP Social Media 2024-25
- SCAP-IPCP Social Media 2024-25

Social Media Posts - Hashtags & Handles

Communicating Sustainable CAP programs through social media platforms should tag the handles of Agriculture and Agri-Food Canada and the Saskatchewan Ministry of Agriculture (below) in the text, and use the Sustainable CAP hashtag (below):

#SustainableCdnAg

X (Twitter)

@AAFC_Canada
@SKAgriculture
@SARM_Voice

Facebook

@CanadianAgriculture
@SKAgriculture
@SARMVoice

Instagram+

cdn_agriculture

**X (Twitter)
Sample Text**

DID YOU KNOW?

@SARM_Voice administers a cost-share rebate program to control ground squirrel populations funded through Sustainable CAP.

Contact your PHTA for more information and how to claim by July 31, 2024.

#SustainableCdnAg
@AAFC_Canada
@SKAgriculture

**Facebook
Sample Text**

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Pest Biosecurity Program
Gopher Control Program
Claim Deadline is July 31, 2024



Producers, RMs and First Nations are eligible to claim through the cost-share rebate program to control ground squirrel (Richardson's, Franklin's, thirteen-lined and northern pocket gopher) populations in Saskatchewan.
Scan the QR code or visit the SARM website at the link below for the GCP Program Guidelines and Claim Form.

sarm.ca/programs/sustainable-canadian-agricultural-partnership/gopher-control-program/



***Use PNG graphic file for posting on social media**

Pest Biosecurity Program
Invasive Plant Control Program
Claim Deadline is October 31, 2024



Producers, RMs and First Nations are eligible to claim through the cost-share rebate program to assist with costs to control prohibited weeds and specific noxious weeds in Saskatchewan.
Scan the QR code or visit the SARM website at the link below for the IPCP Program Guidelines, Claim Forms and required supporting documents.

sarm.ca/programs/sustainable-canadian-agricultural-partnership/invasive-plant-control-program/



***Use PNG graphic file for posting on social media**

**X (Twitter)
Sample Text**

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