

# 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 2025-26 Sustainable CAP programs available to producers to claim: Gopher Control Program (GCP) and Invasive Plant Control Program (IPCP).**

## 2025-26 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 2025-26
- SCAP-IPCP Poster 2025-26

## 2025-26 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 2025-26
- SCAP-IPCP Social Media 2025-26

### 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



**Sustainable Canadian  
Agricultural Partnership**  
Competitive. Innovative. Resilient.



**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,  
2025.

#SustainableCdnAg  
@AAFC\_Canada  
@SKAgriculture

**Facebook  
Sample Text**

**DID YOU KNOW?**

@SARMVoice  
administers a cost-share  
rebate program to  
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@SKAgriculture

Pest Biosecurity Program  
**Gopher Control Program**  
Claim Deadline is July 31, 2025



**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/](https://sarm.ca/programs/sustainable-canadian-agricultural-partnership/gopher-control-program/)

 Sustainable Canadian  
Agricultural Partnership   

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

Pest Biosecurity Program  
**Invasive Plant Control Program**  
Claim Deadline is October 31, 2025



**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/](https://sarm.ca/programs/sustainable-canadian-agricultural-partnership/invasive-plant-control-program/)

   

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

**X (Twitter)  
Sample Text**

**DID YOU KNOW?**

@SARM\_Voice  
administers a cost-share  
rebate program to assist  
with costs to control  
prohibited weeds and  
specific noxious weeds  
in Saskatchewan.

Contact your PHTA for  
more information and  
how to claim by October  
31, 2025.

#SustainableCdnAg  
@AAFC\_Canada  
@SKAgriculture

**Facebook  
Sample Text**

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control prohibited weeds  
and specific noxious  
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Saskatchewan.

Contact your PHTA for  
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31, 2025.

#SustainableCdnAg  
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@SKAgriculture