

2016 Census of Agriculture: Growing opportunity through innovation in agriculture

Released at 8:30 a.m. Eastern time in *The Daily*, Wednesday, June 21, 2017

Farming is an increasingly complex business. As the agricultural industry continues to evolve, farms are adapting their business model to take advantage of new opportunities in the market. Innovation through marketing strategies, processes and product offerings are allowing farms to exploit new revenue streams and cut costs.

While traditional markets continue to dominate the industry, farms are adapting their marketing strategies by adopting practices like direct marketing and organic certification. To be more innovative, farmers are using data, technologies, equipment and practices to improve efficiency and maximize profit. Farmers have more tools at their disposal for decision-making and production as technology in the sector continues to advance. Data-driven technologies, such as global positioning systems and Geographic Information System soil mapping, are enabling farms to achieve increased precision and accuracy in seeding, harvesting and input use. At the same time, technologies in the greenhouse and livestock sectors are advancing the world of farm automation at the push of a button.

The analytical document "[Growing opportunity through innovation in agriculture](#)" is now available. This article is from an analytical series based on 2016 Census of Agriculture data.

Based on the data from the 2016 Census of Agriculture, the infographic "[Direct Marketing in Canada](#)" ([11-627-M](#)) gives a visual overview of farm operations that sell directly to consumers for human consumption in Canada.

The national snapshot, [2016 Census of Agriculture](#) as well as [provincial highlights](#) are now available online.

The article, "[Growing opportunity through innovation in agriculture](#)," which is part of [Farm and Farm Operator Data \(95-640-x\)](#), is now available. For a complete list of our products, visit [2016 Census of Agriculture](#). You can also consult [CANSIM tables 004-0200 to 004-0246](#).

For more information, or to enquire about the concepts, methods or data quality of this release, contact us (toll-free 1-800-263-1136; 514-283-8300; STATCAN.infostats-infostats.STATCAN@canada.ca) or Media Relations (613-951-4636; STATCAN.mediahotline-ligneinfomedias.STATCAN@canada.ca).

