

News Release

For Immediate Release

Mental health resources for farmers featured at Canada's Farm Show Regina, SK

Regina, SK – March 3, 2026 – Mental health in farming will be an important topic at this year's Canada's Farm Show Regina, SK, presented by Bunge, as **The Do More Agriculture Foundation (Do More Ag) brings its national initiatives and resources directly to farmers and agricultural workers.** As Canada's champion for mental well-being in agriculture, Do More Ag focuses on action for awareness, community for connection, and resources for support, aiming to foster a culture where farmers feel empowered to prioritize their mental health.

"Farming is demanding, and producers face pressures like isolation, financial uncertainty, and operational stress," says **Trent Fraser, Acting President & CEO of the Regina Exhibition Association Limited (REAL).** "Bringing mental health into conversations at events like Canada's Farm Show reinforces that personal well-being is as important as innovation and production for a strong, sustainable agricultural sector."

Recognizing the role of mental health at major agriculture events is critical because these spaces reflect the real people behind the industry, creating the opportunity for meaningful connection and conversation. At Canada's Farm Show Regina, SK, attendees can learn more about the range of tools and resources designed to provide practical, farm-focused support that Do More Ag offers including:

- **AgTalk:** A free, confidential, peer-supported online platform connecting farmers with fellow peers who understand the realities of the work, offering space to talk things through without judgment or pressure.
- **Hay Are You Okay?** A quick, confidential online tool to help farmers reflect on mental health and connect with resources.
- **24/7 Crisis and Support Lines:** Do More Ag's Crisis Resource page lists the National Farmer Crisis Line at 1-866-327-6701 (1-866-FARMS01) and provincial farm-focused helplines for urgent care whenever it's needed.

- **Community-based workshops:** Free workshops for farm organizations and rural community groups that encourage mental health conversations and help build local support networks.
- **Hay Are We Okay?** A podcast featuring inspiring stories of connection and care across farming communities.

These tools and resources are available to farmers everyday — at home, at work and wherever farmers meet. They can be accessed from anywhere, whenever they are needed.

“When the agriculture industry steps up to say that mental health is important, that matters. It reminds producers that how they’re doing is also part of agriculture, and that the industry is paying attention and providing support. When more of us speak up and speak out, those early conversations make it easier for everyone in agriculture to seek help when they need it,” says **Merle Massie, Executive Director of Do More Ag**. “It’s about cultivating a culture where we’re as likely to help a neighbour who is struggling with their mental health as we are when someone has a heart attack or an accident.”

Massie adds, “The Do More Agriculture Foundation collaborates and uplifts partners right across Canada whose work supports farmer mental health, such as SaskAgMatters and Manitoba Farmer Wellness. It will take all of us to make the difference.”

Farmers and agriculture workers are invited to visit Do More Ag online to explore national and provincial resources, connect with peer support, and learn how integrating mental health into farm culture strengthens both people and production. During Canada’s Farm Show, look for the organization’s resources at the Canadian Centre for Rural and Agricultural Health booth. For more information, visit domore.ag.

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About Bunge

At Bunge (NYSE: BG), our purpose is to connect farmers to consumers to deliver essential food, feed, and fuel to the world. As a premier agribusiness solutions provider, our team of ~37,000 dedicated employees partner with farmers across the globe to move agricultural commodities from where they’re grown to where they’re needed—in faster, smarter, and more efficient ways. We are a world leader in



grain origination, storage, distribution, oilseed processing and refining, offering a broad portfolio of plant-based oils, fats, and proteins. We work alongside our customers at both ends of the value chain to deliver quality products and develop tailored, innovative solutions that address evolving consumer needs. With 200+ years of experience and presence in over 50 countries, we are committed to strengthening global food security, advancing sustainability, and helping communities prosper where we operate. Bunge has its registered office in Geneva, Switzerland and its corporate headquarters in St. Louis, Missouri. Learn more at Bunge.com.

About Canada's Farm Show Regina, SK Presented by Bunge

Canada's Farm Show (CFS) is an annual event that brings farmers, exhibitors and partners together to kick off the growing season. Featuring hands-on learning opportunities, a vast tradeshow and engaging entertainment. The event provides a platform to explore new products, innovations, and strategies for success. Grow Starts Here, March 17–19, 2026. canadasfarmshowreginask.ca

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