



Saskatchewan Agricultural Sustainability Communications Toolkit

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saskatchewan.ca

Saskatchewan!

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Saskatchewan's Agricultural Sustainability Story

For decades Saskatchewan producers shaped the future of sustainable agricultural practices by adopting innovative methods such as zero and minimum tillage, diverse crop rotations, and precision agriculture to benefit soil health, improve water efficiency and reduce greenhouse gas emissions.

These efforts and more are supported through research, education and policy initiatives promoting climate resilience and responsible land use. By fostering collaboration between farmers, researchers and industry stakeholders, Saskatchewan continues to lead in developing practical solutions for a sustainable agricultural sector that supports economic growth, safeguards natural biodiversity and contributes to global food security.

Saskatchewan farmers help meet the world's growing food needs while protecting the environment for future generations. With over 47 per cent of Canada's crop land (including tame forages), Saskatchewan plays an important role in Canada's international reputation for sustainable agriculture.

Saskatchewan's producers are committed to sustainable practices that reduce environmental impact, enhance soil health, minimize waste and protect native prairie diversity. From soil-enriching farming methods to sustainable livestock practices and emissions reduction, sustainability is deeply embedded in every aspect of food production.

About this toolkit

This toolkit is designed to help build and maintain awareness of Saskatchewan's agriculture sector, highlighting the diversity, innovation and sustainability of the province's agri-food products.

It provides ready-to-use messaging and tools to support communications that tell Saskatchewan's agricultural story. This includes:

- Key messages: language that highlights Saskatchewan's sustainability story.
- Newsletter article: a concise piece to share with your networks.
- Social media shareables: graphics and captions to amplify the message online.
- Resource links: curated tools and information for both consumers and businesses.

Whether you're engaging with the public, business leaders or educators, this toolkit equips you with the information needed to showcase Saskatchewan's role in building a resilient and sustainable agriculture sector.

Key Messages

Crops

- Saskatchewan has more than 60 million (M) acres of agricultural land, including 41 M acres of crop land (annual crops, summer fallow and tame forages), 16.3 M acres of native and tame pasture, and 2.8 M acres of wetlands, woodlands and other land.
- The province is home to more than 47 per cent of Canada’s total annual crop land that, on average (2021-2025), produces about 33.3 million metric tonnes of grains, oilseeds and pulses each year.
- Recent research commissioned by the Global Institute for Food Security (GIFS) and executed by the Food Systems Priority Research for Integrated Sustainability Management (PRISM) Lab found that Saskatchewan’s net carbon footprint for crop production is significantly lower than that of competitive jurisdictions.¹
 - For the seven crops studied, Saskatchewan’s crop production has a carbon footprint between 73 per cent and 115 per cent lower than competitive jurisdictions.
 - The carbon footprint of Saskatchewan-produced canola is 96 per cent lower than competitive jurisdictions.
 - For non-durum and durum wheat, respectively, Saskatchewan’s carbon footprint is 92 per cent lower and 73 per cent lower than competitive jurisdictions.
 - For dry field peas, it is 107 per cent lower; for lentils it is 115 per cent lower than competitive jurisdictions.
 - For barley, Saskatchewan’s carbon footprint was 102 per cent lower than competitive jurisdictions.
 - For oats, Saskatchewan’s carbon footprint was 109 per cent lower than competitive jurisdictions.
- Saskatchewan was one of the first jurisdictions to convert to no-till farming in the 1980s. Today, 95 per cent of the land seeded to annual crops is done using zero or minimum tillage, minimizing soil disturbance and sequestering carbon dioxide. This is the highest percentage of any province in Canada—a huge increase from just 36 per cent in 1991.
- Saskatchewan’s agricultural success in maintaining healthy soils, sequestering carbon and minimizing emissions is due to innovative practices like increasing crop productivity, converting annual crop land to perennial cover and implementing zero and minimum tillage.

Livestock

- Saskatchewan has Canada’s second largest beef cattle herd with almost 2.2 M cattle in 2025, as well as significant production of hogs, chicken, turkey, sheep and bison.
- For the Canadian livestock sector, between 2014 and 2021, there was a 15 per cent reduction in greenhouse gas emissions to produce one kg of beef (boneless and consumed), mostly due to improved efficiencies in cattle growth.²

¹ “Sustainable Agriculture - GIFS.” Global Institute for Food Security, August 18, 2025. <https://gifs.ca/sustainableag>.

² According to the second National Beef Sustainability Assessment and Strategy report.

- Based on the 2025 National Inventory Report (NIR)³, on average, Saskatchewan producers sequester approximately 15.1 million tonnes (MT) of carbon annually⁴—equivalent to 92 per cent of the total reported agriculture emissions in Saskatchewan.^{5 6} passenger vehicles off the road annually.⁷
- Since 2014, greater feed efficiencies and shorter production periods have reduced water use by 177 litres per one kilogram of boneless beef produced and consumed in Canada.



³ There is a two-year lag in reporting numbers in the NIR, hence the 2025 NIR is reporting numbers for 2023.

⁴ Due to the annual variability in net sequestration, the Ministry of Agriculture uses a five-year Olympic average that excludes the highest and lowest values to measure soil sequestration.

⁵ The NIR methodology is updated regularly. Because of this, annual emissions/sequestration estimates in NIR reports of different years are not directly comparable.

⁷ Using the Natural Resources Canada Greenhouse Gas Equivalencies Calculator.

Bylined article for newsletters

This article (approx. 350 words) is available for use in your newsletter.

Saskatchewan Sustainable Agricultural Leadership

Saskatchewan is a global leader in sustainable agriculture, where innovation meets decades of generational knowledge. With over 60 million acres of agricultural land, the province is a powerhouse that supplies Canada's and the world's food supply with high-quality, sustainably produced agri-food products.

Saskatchewan produces on average 33.3 million metric tonnes of grains, oilseeds and pulses each year (2021-2025). Not only is the quantity impressive, but the way these crops are grown is remarkable as well. Thanks to practices like zero and minimum tillage, which accounts for 95 per cent of seeded annual crop land, Saskatchewan farmers have reduced soil disturbance, enhanced soil health and significantly increased carbon sequestration. Storing carbon in the soil helps reduce greenhouse gas emissions while increasing organic matter and improving soil health, helping to create more resilient and productive agricultural systems.

Recent research by the Global Institute for Food Security (GIFS) and executed by the Food Systems Priority Research for Integrated Sustainability Management (PRISM) Lab confirms that Saskatchewan's net carbon footprint for crop production is significantly lower than comparative jurisdictions. Also, based on the 2025 National Inventory Report, on average, Saskatchewan producers sequester an estimated 15.1 million tonnes of carbon annually, offsetting 92 per cent of the province's total reported agricultural emissions. That's equivalent of removing 4.6 million passenger vehicles from the road each year.

This commitment to sustainability extends beyond crops. Saskatchewan is home to Canada's second-largest beef cattle herd, alongside thriving hog, poultry, sheep and bison sectors. According to the second National Beef Sustainability Assessment and Strategy Report, between 2014 and 2021, the Canadian livestock industry achieved a 15 per cent reduction in greenhouse gas emissions per kilogram of boneless and consumed beef, driven by improved efficiencies in cattle growth. This is a trend that Saskatchewan producers have helped drive through innovation, genetics and effective feed management.

This progress underscores the commitment of Saskatchewan producers to produce high-quality protein while minimizing their environmental footprint. Ongoing research by GIFS aims to provide further clarity and a benchmark for Western Canada's beef carbon footprint against comparative jurisdictions, further highlighting the province's leadership in sustainable livestock production.

From Saskatchewan's soils and pastures to the dinner tables of the world, Saskatchewan's agricultural community continues to lead and adapt, proving that productivity and sustainability can go hand in hand.

Social Media Accounts to Follow

Social media shareables are one way to reach out to your network and share credible information and resources. You are invited to amplify posts from our accounts listed below or to make use of the sample infographics and posts. High-quality infographics can be downloaded from here:

Government of Saskatchewan social media accounts to follow



[Saskatchewan Agriculture Facebook](#)


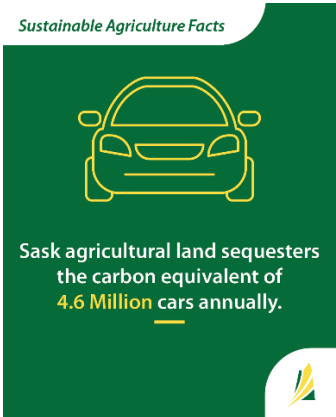



[Saskatchewan Agriculture YouTube](#)





[Saskatchewan Agriculture X \(Formally Twitter\)](#)

Social Media Shareables

Channel	Message	Image/Video
YouTube	<p>Saskatchewan farmers help meet the world's growing food needs while protecting the environment for future generations.</p> <p>This is evident in the voices of Saskatchewan farmers who care deeply about the land, the food they grow and the people they feed. Saskatchewan agriculture is built on sustainability, innovation and tradition.</p> <p>#SaskAG #SaskSustainableAG</p>	<p>Link: https://youtu.be/dS385zDxNko?si=XuvtTbLerKWovRGI</p> 
Facebook, X	<p>🌱🌍 Saskatchewan farmers are global leaders in sustainability.</p> <p>Every year, producers sequester 15.1 million tonnes of carbon. That's like taking 4.6 million cars off the road! 🚗🔄</p>	
Facebook, X	<p>🌱✈️ Saskatchewan producers are leaders in sustainability.</p> <p>Each year, they sequester 15.1 million tonnes of carbon. That's the equivalent of 1 million international flights!</p> <p>#SaskAG #SaskSustainableAG</p>	

Facebook,
X


 Saskatchewan's fields are massive.

Totalling 41 million acres of crop land, they could fit a little over 20 million CFL football fields. That's enough space to give half a field to every Canadian, with room left to cheer on the Roughriders as they score some TDs. 

#SaskAG #SaskSustainableAG
#PrairieProud



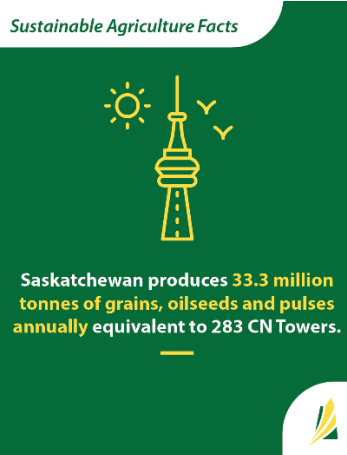
Facebook,
X

 Saskatchewan's harvest = 283 CN Towers.


Every year, Saskatchewan produces 33.3 million tonnes of grains, oilseeds and pulses (2021-2025 average).

That's the same weight as 283 CN Towers!

#SaskAg #SaskSustainableAG



Facebook,
X



 Saskatchewan's cattle could stretch to Mexico.

If you lined up all 2.2 million cattle in Saskatchewan, nose-to-tail, the line would stretch over 5,500 km.

#SaskAg #SaskSustainableAG



Facebook,
X

 From prairie lands to global hands. 


In 2024, Saskatchewan exported \$18.5 billion in agri-food products to over 130 countries.

From grains, oilseeds, pulses and livestock, what Saskatchewan produces reaches tables across the globe.

#SaskAg #SaskSustainableAG



Facebook,
X

 Saskatchewan is leading in sustainable agriculture.

✔ 15.1 million tonnes of carbon sequestered in agricultural lands, offsetting 92% of total reported ag emissions.

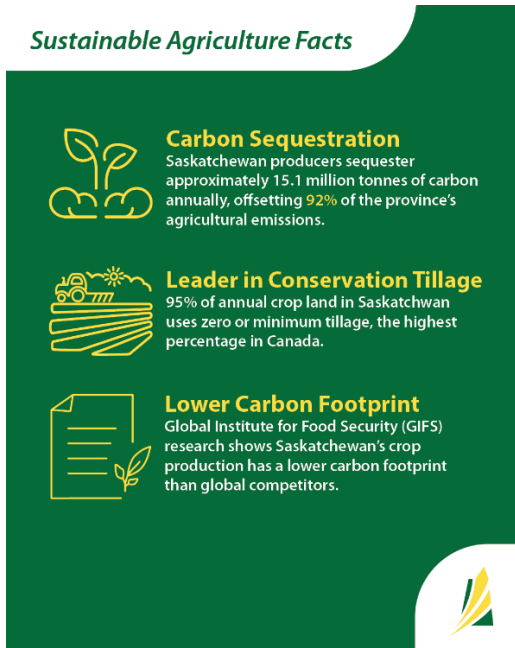
✔ 95% of producers use zero/minimum tillage, a practice that reduces greenhouse gas emissions.

✔ Lower crop carbon footprint than global competitors.


Learn more:

<https://bit.ly/3WjjWAI>

#SaskAg #SaskSustainableAG



Facebook,
X

 Saskatchewan is globally known for its sustainable livestock leadership.

- ✔ Cattle produced 15% fewer green house gasses from 2014-2021 (Canadian Roundtable for Sustainable Beef).
- ✔ 2.2 million beef cattle, Canada's 2nd largest herd.
- ✔ Canadian beef lands hold 1.9 billion tonnes of soil organic carbon, enough to offset emissions from 61 cars per Canadian per year!

Learn more:
<https://bit.ly/3WjjWAI>

#SaskAg #SaskSustainableAG

Sustainable Agriculture Facts



Leader in Emission Reductions

Thanks to improved practices, between 2014 and 2021, producing one kg of beef created 15% fewer green house gasses.



Sustainable & Productive

Saskatchewan has Canada's second-largest beef cattle herd with approximately 2.2 million cattle supported by practices that reduce emissions.



Carbon Storage Powerhouse

Land used for beef production in Canada stores an estimated 1.9 billion tonnes of soil organic carbon. That's equivalent to the emissions from 61 vehicles per Canadian per year. (CRSB)



Useful Resources

Farm and Food Care Saskatchewan

Farm and Food Care Saskatchewan helps to connect you with the farmers and ranchers who grow your food. Find out more about where your food comes from and see firsthand how sustainable practices are being used.

Canadian Food Focus

Canadian Food Focus is a national organization with the goal of improving the food literacy of Canadian consumers from farm-gate to plate. They explore how food is sustainably grown and provide useful advice from experts to help people make confident food choices.

Agriculture in the Classroom

Agriculture in the Classroom offers free innovative, experiential, curriculum-based programs and resources focused on educating young people on the agriculture industry.

Faces of Farming

This Saskatchewan-based video series profiles producers, giving viewers a behind the scenes view of our agriculture industry. These videos showcase local operations and give audiences a “day in the life” experience, allowing viewers to connect with food production in a new and interesting way. With new videos released throughout the year, viewers can learn firsthand how Saskatchewan producers are using sustainable best practices to grow high-quality food.

Global Institute for Food Security

Located in Saskatoon, the Global Institute for Food Security works with partners to discover, develop and deliver innovative solutions to produce globally-sustainable food.

Canadian Roundtable for Sustainable Beef

The Canadian Round Table for Sustainable Beef work together with representatives from across the beef supply chain to collaboratively improve environmental, social and economic outcomes in Canadian beef production.

Real Dirt on Farming

Get the facts on all the agricultural hot topics in Canada in the Real Dirt on Farming booklet.

Crop Life Canada

Explore the benefits, safety and sustainability of plant science innovations.