

Infographics and Agriculture

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Introduction

An infographic is a collection of imagery and charts aimed at giving an easy to understand overview of a topic. Many different techniques and artistic styles can be used, but the aim is to communicate information quickly and clearly, with minimal text. While infographics have been used for many years ([see this famous 1869 chart of troop strength in Napoleons' disastrous Russian campaign](#)), they have grown dramatically in popularity recently. Now used by many agricultural sectors, especially to strengthen public trust with consumers, the following is a sample of the wide range of infographics available:

All Agriculture

Ag More than Ever

This advocate toolbox is filled with free, easy-to-use resources to help tell ag's story:

<https://www.agriculturemorethanever.ca/resources/>

Agriculture and Agri-Food Canada (AAFC)

A great collection of downloadable infographics from AAFC, covering everything in agriculture from apples to canola to pulses to wheat:

<http://www.agr.gc.ca/eng/about-us/publications/discover-agriculture/infographics-agricultural-products-and-their-impacts/?id=1530198199592>

Beef

Alberta Beef Producers

Worried about antibiotic use and resistance in cattle?

<https://irp-cdn.multiscreensite.com/f1ef9cf3/files/uploaded/2015AMRupdatesmpdf-453.pdf>

Worried about hormones in cattle?

<https://irp-cdn.multiscreensite.com/f1ef9cf3/files/uploaded/AlbertaBeefHormonesHighRespdf-578.pdf>

Worried about greenhouse gas emissions?

<https://irp-cdn.multiscreensite.com/f1ef9cf3/files/uploaded/609.pdf>

Worried about nutrition?

<https://irp-cdn.multiscreensite.com/f1ef9cf3/files/uploaded/Nutrition%20Infographic%28AB%29.pdf>

Alberta Cattle Feeders

Canadian beef – and Alberta's in particular – is internationally recognized for its quality and taste. But what are the key difference makers in Alberta beef production? What sets our province apart?

<https://www.cattlefeeders.ca/infographic-how-does-alberta-produce-world-class-beef/>

Feedlots 101: everything you need to know about cattle feeding in Alberta

<https://www.cattlefeeders.ca/feedlots-101-everything-you-need-to-know-about-cattle-feeding-in-alberta/>?

Beef Cattle Research Council (BCRC)

Beef's Place in a Healthy Environment

<http://www.beefresearch.ca/blog/beefs-place-in-a-healthy-environment-infographic/>

Canadian Cattleman's Association

It's a fact: sustainable beef production in Canada is grounded in research and innovation as well as the stewardship and conservation efforts of cattle producers. Browse this gallery to discover the different beef breeds in Canada including made-in-Canada breeds and learn about the wonders of cattle manure.

<http://www.cattle.ca/news-events/photos-videos/infographic-resources/#7>

Dairy

Alberta Milk

The Alberta Dairy Industry:

<https://albertamilk.com/wp-content/uploads/2019/03/2019-ABMilk-Infographic-full-page.pdf>

Dairy Farmers of Canada

Sustained progress: environmental efficiency of Canadian milk production

<https://dairyresearchblog.ca/2019/01/18/lca-of-milk-production-update-canadian-dairy-sector-has-one-of-the-lowest-carbon-footprints-in-the-world/>

Dairynutrition.ca

The environmental and socioeconomic life cycle assessment of Canadian milk production:

https://www.dairynutrition.ca/bundles/dfcdairynutrition/img/infographic/life_cycle_assessment.jpg

Eggs

Egg Farmers of Alberta

Understanding the environmental and nutritional profile of Alberta Eggs

<https://eggs.ab.ca/wp-content/uploads/2014/06/LCA-Infograph.pdf>

Egg Farmers.ca

A dozen reasons why Canadians want eggs from Canadian farmers. Canadian eggs come from more than 1,000 family farms across the country, including new farmers as well as those who are following family traditions of up to ten generations. Many other infographics

<https://www.eggfarmers.ca/resources/infographics/>

How do egg farmers ensure the welfare of their hens? Through a comprehensive and rigorous national Animal Care Program

<https://www.eggfarmers.ca/resources/infographics/>