

IT'S  
ABOUT  
FEEDING  
OUR  
MEMBERS

## GROWING FOOD GROWING TOGETHER

For the members of the Union des producteurs agricoles, growing food is first and foremost about feeding a population.

But it's also about feeding the hopes and ambitions of entire generations—generations on the move, generations that dream of a close-knit society.

It's about feeding the passion that drives all Quebec producers. The desire to offer everyone high-quality products—the best products. It's also about feeding discussion, political discourse and social involvement, in order to make our voices heard, and to garner public support for our demands.

We want to keep feeding this solidarity, here, and elsewhere, where the UPA is at work on other continents. We want to grow in our ambition to live off the land we work, the land we live on. To keep growing together in a world where our similarities are stronger than our differences.

It's about the power to grow through our concrete actions. The power to harvest the fruits of our collective efforts. The power to create jobs that enrich Quebec every day. The power to win awards and accolades, because our products are respected and loved everywhere in the world.

Growing food defines us as a union of men and women constantly in motion. The UPA is growing together towards the future.

Growing food, and growing together. That's what the UPA is about.



**POUVOIR NOURRIR  
POUVOIR GRANDIR**

*L'Union des producteurs agricoles*