

PROPOSAL

The Extensionists Podcast

Conversations with Great Thinkers in Agriculture



*Reach the heart of Canadian agriculture with **The Extensionists Podcast**. Hosted by trusted ag voices Jay Whetter and Toban Dyck, this twice-monthly show connects directly with farmers, researchers, and industry leaders through engaging, relatable conversations about research, policy, and technology.*

With limited sponsor spots each month, your brand could be front-and-centre in highly-targeted video promos and episodes that farmers and the ag industry listen to. If you've got a critical campaign coming up or an important message to share, don't wait — secure your spot before it's gone.

The show is recorded at a studio located on Toban's farm in Stanley, Manitoba.



OUR APPROACH

The Extensionists Podcast

At Burr Forest Group (BFG), our strategy for ensuring robust Science Coordination and Knowledge Transfer Coordination is meticulous, organized, and dynamic.

In the one-hour-long podcast, Jay and Toban interview agricultural researchers and farmers, bringing to life their findings through light, conversational, and engaging conversation. Jay and Toban leverage their own relationship and their shared and individual experiences in the ag sector to anchor the podcast on relatable, insightful, and sometimes funny stories.



EPISODE STRUCTURE

INTRODUCTION (5-10 MINUTES)

- Hosts: Jay Whetter and Toban Dyck
- Light, witty repartee surrounding everything from books/articles they've read, stories from the farm, a topic they want to mention (two friends who only chat every other week coming together in a way that's intended to relate to farmers and make them smile as if they were chatting with their buds at the coffee shop)
- Brief overview of the episode's topic
- Introduce this episode's Producer sponsor

INTERVIEW WITH GUEST (30-40 MINUTES)

- Just prior to interview during musical break (60 seconds): Producer sponsor ad, read by host
- Interview with a researcher, policy ace, innovator, etc: deep dive into the topic behind the episode's main topic, through an engaging interview underpinned by a pre-interview Burr Forest Group will conduct ahead of each recording
- Clear takeaways will be discussed for the farmer/grower audience by both the hosts, and the interviewee

CLOSING THOUGHTS (5 MINUTES)

- Recap of the episode's key takeaways
- Post-interview ad (15-30 seconds): Host-read mention thanking the episode's Producer sponsor
- Engage listeners by prompting them to share their stories or questions for future episodes via social media or email
- Call-to-action encouraging listeners to check out the sponsor's offerings

OUTRO (1-2 MINUTES)

- Invite listeners to subscribe for updates and share the podcast within their networks

This format ensures each episode of "The Extensionists" is packed with insightful content, while also effectively integrating your sponsor's presence throughout the show.

MARKETING ENGAGEMENT

Burr Forest Group will develop and implement a suite of marketing activities surrounding The Extensionists Podcast through asset development and social engagement.

Photography

We leverage the use of high-quality photos of podcast guests, its hosts, and the farm studio it operates in to increase the quality of our assets to further engage our audience through all marketing channels.

Videography

Each podcast is recorded from multiple angles and Burr Forest Group processes those files into engaging, entertaining clips for use on YouTube, social media channels, organization websites, and any other digital space your members frequent.

Website

<https://theextensionists.com> promotes and is a digital home for the podcast. Episode summaries, and a sign-up are used to increase access and engagement for the podcast.

Social Media

We have a social media calendar and plan posts/sharing on platforms preferred by farmers for each episode. We also seek to build engagement with questions, where answers may be featured on future podcasts.

Placing Your Message in the Ears of Farmers and/or Industry

Sponsoring an episode of The Extensionists Podcast ensures the value your organization brings to your members is communicated through a medium in which they engage.

- **SHOW YOUR VALUE:** Tell your farmer members how your organization benefits their operations and/or the industry.
- **GET MORE FARMERS TO EVENTS:** Share upcoming event dates and details with your farmer members.
- **INCREASE ENGAGEMENT:** Point your farmers towards the many other mediums your organization utilized to engage – magazines, websites, texting services, etc.
- **SHOW MORE VALUE:** Your sponsorship in a podcast dedicated to the extension of information shows your organization's willingness to be creative, progressive, and confident when it comes to reaching them in ways they'll appreciate.

Sponsorship Opportunities

*The following sponsorship opportunities will encourage the added value of timely advertising for your organization.
E.g. Focusing your ad on an upcoming meeting/publication you are promoting based on the episode date.*

- **CONTENT CONSULTATION:** Producer sponsors will be included in a preliminary planning discussion related to the episode's guests and content.
- **EPISODE PLACEMENTS:** Three ad placements per episode:
 - 15–30 seconds: Positioned in the introduction.
 - 60 seconds: Placed just before the guest interview.
 - 15–30 seconds: Featured during closing remarks.
 - Each ad is host-read and tailored to the sponsor's key message.
- **VIDEO AD PLACEMENT:** 2 promo videos will be created per episode which will include a 4-5 second still-ad placement for Producer sponsors.
- **WEBSITE:** Producer sponsors will be noted on our podcast descriptions, and an additional call-out for multi-episode sponsors.
- **SOCIAL MEDIA:** On one of our weekly posts, in addition to the videos, we will do a Producer sponsor callout, including a link.

Sponsorship Packages

Producer Sponsorship (Exclusive)

\$2,000

Three custom host-read ad placements per episode (15–30 second intro, 60 seconds before interview, 15–30 second outro), content consultation, video placement, social media, and web callout

General Sponsorship (1 of 3)

\$500

60-second ad, host-read and placed mid- or during interview, plus web callout

Meet the Team



TOBAN DYCK
CO-HOST

TOBAN DYCK is a trusted and respected voice in agriculture with more than two decades of experience as a communicator. As a farmer, he knows firsthand the needs of the agricultural industry and how to exceed them.

Toban is the fifth generation to run his family farm. He is an award-winning writer and a national agricultural columnist with additional experience writing outside the sector. He has many years of experience working with provincial and national farm groups to effectively communicate their value, extend their research to farmers, and better engage with industry, lawmakers and the public. He is passionate about what he does.



JAY WHETTER
CO-HOST

JAY WHETTER grew up on Chain Lakes Farm near Dand, Man., and has been a farm journalist since 1998. He started in radio, moved quickly to print, then expanded to podcasting. He is the editor of *Canola Digest* magazine, coordinates the Canola Council of Canada's *Canola Watch* agronomy updates, and writes regularly for the Glacier farm papers. He also has had a couple of travel articles in the *Winnipeg Free Press*.

Career highlights include selection for the literary journalism residency at the Banff Centre for Arts and Creativity in 2022, Canadian Farm Writers' Federation "Farm Writer of the Year" in 2021, and the U.S. State Department's International Visitor Leadership Program in 2008.

Meet the Team



ABBY WALL
PRODUCER/EDITOR

ABBY WALL works in photography, video, and podcast production. Curious and thoughtful, she's drawn to projects that explore people, place, and meaningful ideas. She produces and edits *The Extensionists* podcast and enjoys working behind the scenes to bring creative projects to life.



ASHLEY ROBINSON
CO-ORDINATOR

ASHLEY ROBINSON was raised on a mixed cattle and grain farm in southwestern Manitoba. She attended the University of Regina where she studied journalism. Following university, Ashley has spent the past decade writing about agriculture in publications across Canada and internationally. Ashley's agriculture writing has covered topics from rural issues to commodity markets. She previously worked as editor of *Spud Smart* and the *Alberta Seed Guide*, where she won multiple awards for her writing. Ashley is passionate about helping people share their stories and understand the intricacies of agriculture.



MICHELLE HOULDEN
DESIGNER

MICHELLE HOULDEN knows how to speak farmer — visually. With three decades of experience leading design at *The Western Producer*, she's helped tell thousands of ag stories. As Creative Director, she played a key role in shaping the look and feel of publications like *Yield Saskatchewan*, *GrowPro*, and the *Saskatchewan Seed Guide*. Today, she owns Maverick Studios, a Saskatoon-based branding, design and communications company where she works with agricultural organizations to craft strategic content to help them connect to their membership. Raised in rural Saskatchewan and fluent in both ag and design, Michelle brings depth, clarity, and a keen editorial eye to every project.

Episode Calendar

Visit theextensionists.com for up-to-date information on which sponsorship opportunities are currently available.

DATE	TITLE	PRODUCER SPONSORSHIP	EPISODE SPONSORSHIP
Oct 7, 2025	Episode 21	1 Available	3 Available
Oct 21, 2025	Episode 22	1 Available	3 Available
Nov 4, 2025	Episode 23	1 Available	3 Available
Nov 18, 2025	Episode 24	1 Available	3 Available
Dec 2, 2025	Episode 25	1 Available	3 Available
Dec 16, 2025	Episode 26	1 Available	3 Available
Dec. 31, 2025 - Holiday Special	Episode 27	1 Available	3 Available
Jan 13, 2026	Episode 28	1 Available	3 Available
Jan 27, 2026	Episode 29	1 Available	3 Available
Feb 10, 2026	Episode 30	1 Available	3 Available
Feb 24, 2026	Episode 31	1 Available	3 Available
Mar 10, 2026	Episode 32	1 Available	3 Available
Mar 24, 2026	Episode 33	1 Available	3 Available
April 7, 2026	Episode 34	1 Available	3 Available
April 21, 2026	Episode 35	1 Available	3 Available
May 5, 2026	Episode 36	1 Available	3 Available
May 19, 2026	Episode 37	1 Available	3 Available
June 2, 2026	Episode 38	1 Available	3 Available
June 16, 2026	Episode 39	1 Available	3 Available
June 30, 2026	Episode 40	1 Available	3 Available

About Burr Forest

The Burr Forest Group Network of Agricultural Professionals

Our approach at BFG is detailed and adaptive, aimed at ensuring that the fruits of research are comprehended, valued, and applied effectively by all stakeholders.

BURR FOREST GROUP prides itself on having developed a strong and growing network of some of Canada's best agricultural professionals over its decades of building relationships in the sector. The expertise of these individuals ranges from research to policy to graphic design, advocacy, marketing, and more.

Burr Forest Group will ensure your project is paired with the best person possible to ensure success and ease. It is in the interest of discretion that Burr Forest Group elects to omit a list of its contracting professionals.