



## RFP Photography and Videography Project

### Overview of Project

**Newfoundland and Labrador Federation of Agriculture requires an experienced professional photographer/videographer to capture high-resolution agricultural experience-oriented images and video footage for promotional purposes for the NL Living Lab Project.**

The photography and videography will be used for promotional materials (website, social media, brochure, rack card, fact sheet, newsletter) and communication initiatives; provincially, and nationally.

### Background

**Newfoundland and Labrador researchers, farmers, and partners working together to tackle climate change**

The Newfoundland and Labrador Living Lab (NL Living Lab) is a five-year project that began in 2022 and focuses on cropping, fertilization, and soil conditioning strategies for combatting climate change on farms across the province.

Farmers across Canada face many challenges related to climate change, and for generations, farmers and researchers have been finding new ways to protect the environment. Agriculture and Agri-Food Canada (AAFC) is working to strengthen the climate resiliency of our nation's food systems through programs like the [Agricultural Climate Solutions \(ACS\) – Living Labs Program](#).

The program takes a collaborative approach to agricultural innovation, bringing together farmers, scientists, and other collaborators to co-develop and test innovative practices and technologies focused on reducing greenhouse gas (GHG) emissions and sequestering carbon on agricultural land.

One of the new ACS – Living Lab projects is taking root right here in Newfoundland and Labrador with funding from AAFC. Leading the project is the Newfoundland and Labrador Federation of Agriculture with partners that including scientists from AAFC, Memorial University Grenfell Campus and the provincial Department of Fisheries, Forestry and Agriculture researchers and the ultimate beneficiary to this project, farmers.

The Living Lab project is truly provincial in scope and reach with teams working in Labrador, western and eastern Newfoundland. The focus is on-farm research of beneficial farm practices important to this region and for the environment. In Newfoundland, farmers have expressed the desire to explore the use of cover crops



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that reduce GHG emissions and improve soil quality, as well as other soil nutrient and fertilizer management practices that build soil health and maintain clean watercourses. The western region research is co-led by Memorial University Grenfell Campus, Dr. Yeukai Katanda and Crystal McCall from the Department of Fisheries, Forestry and Agriculture. Research in Labrador aims to build organic matter in soil to retain nutrients using compost and biochar, carbon-rich materials made up of organic residues such as plants and wood waste that can provide added nutrients to the soil for plant growth and reduce the sector's carbon footprint.

The AAFC research team, co-led by Dr. Linda Jewell and Dr. Tobias Laengle of the St. John's Research and Development Centre, are implementing several activities in the eastern region and Labrador. Their research focuses on studying beneficial management practices such as cover crops, compost, and biochar to improve carbon sequestration and reduce GHG emissions in horticulture crops including potatoes, strawberries, and more. Not only will the research have positive effects on climate change, but these management practices will also have co-benefits such as improved soil health and crop yield, pest, and disease management, as well as biodiversity.

Focused on farmers' needs, the NL Living Lab is farmer led at every step. Farmers contribute knowledge, experience, while also testing proposed innovations that can strengthen their bottom line while helping the environment. "We are always looking to innovate to do better and increase efficiency and reduce our inputs and being part of the NL Living Lab is just that", farmer Ian Richardson. The program is still in the process of recruiting local farmers to participate in BMP adoption and anyone interested can reach out to the [Newfoundland and Labrador Federation of Agriculture](#).

To Learn more about Living Labs: <https://agriculture.canada.ca/en/environment/climate-change/agricultural-climate-solutions/agricultural-climate-solutions-living-labs>

## Project Scope

The project will commence late June early July to best take advantage of the weather and landscape; however, it is important to note the climatic conditions will determine availability and access to agricultural fields. Delivery of professional, high-quality experience-oriented photographs of subjects that may include landscapes, people, events, products, places, etc. The following is a preliminary list but not limited to (open for creativity):

1. Rideout's Farm Inc. Melvin Rideout, and Larch Grove Farm, Ian Richardson, and Grenfell researchers (to be identified) working on this project. Location: Cormack, NL – still images, short video clips showcasing farmer Melvin Rideout with NL Living Lab branding.
2. Lesters Farm Chalet, Jim Lester and Agriculture and Agri-Food Canada researchers (to be identified) working on this project. Location: St. John's NL – still images, short video clips showcasing farmer Jim Lester with NL Living Lab branding.



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- NL Living Lab team members including researchers and farmers conducting project work in the field, in the lab, during events and/or workshops. A list of possible timelines for events, and field work will be provided. – still images, short video clips, and project promotional video short 30 sec and longer overview video 5-10 min.

Produce a short one-minute NL Living Lab highlight reel video and a longer five-minute NL Living Lab introductory overview video incorporating existing video footage from the NL Living Lab Labrador site.

Post-production processing (which may include raw file conversion, film processing, film to digital processing, etc.)

Deliver all images and videos to the Climate Change Manager no later than **Monday, September 15<sup>th</sup>, 2024**. Images should be provided in electronic format (no less than 300 dpi) through a file sharing service, such as *Dropbox* or *WeTransfer* and should include the processed and raw files of all images taken for the assigned work.

## Audiences

Farmers  
Research community  
Agricultural Federations  
GovNL Department of Fisheries, Forestry & Agriculture  
Agriculture & Agri-food Canada  
Communities, municipalities  
Environmental Groups  
Commodity Groups in NL

## Budget

The proposed budget and fees should reflect all project costs, including travel and accommodation.

## Proposal Submission

Deadline: **Monday, April 22, 2024**

Rodney Reid  
Climate Change Manager  
[rodney@nlfa.ca](mailto:rodney@nlfa.ca)  
709-747-4874 Ext. 202



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