



**Subject: Invitation to participate – Environmental Scan and Business Analysis of AgPal**

Dear Colleague,

Agriculture and Agri-Food Canada (AAFC) is conducting a review of our online AgPal Service and Program Finder ([www.agpal.ca](http://www.agpal.ca)). Ference & Company Consulting Ltd., an independent consulting firm in Vancouver, has been contracted by AAFC to conduct this study.

As a part of this study, Ference & Company will be conducting a series of consultations with stakeholders in the agricultural sector to gather feedback on AgPal. A representative from Ference & Company will contact you to seek your participation in these consultations, either through a telephone interview or an online survey. The primary purpose of these consultations is to obtain your feedback regarding the AgPal website including usefulness, impact, and suggestions for improvement.

If you have any questions regarding the consultations or the project, please feel free to reach out to Wendy Newbigging, Senior Program Advisor, AAFC (613) 773-2163 or at [wendy.newbigging@canada.ca](mailto:wendy.newbigging@canada.ca).

Thank you in advance for your time and consideration.

Sincerely,

Rosser Lloyd  
Director General, Programs Branch  
Service and Program Excellence Directorate  
Agriculture and Agri-Food Canada