



**Press Release**

**December 4, 2024**

**Farmers' Bridge – Connects, trains and inspires to help you build a bridge to your farms' future.**

**New Farm Family Legacy Videos preserve Canadian Agriculture's history**

(Guelph, Ontario) Farmers' Bridge and Loft32 are excited to announce a new service - Farm Family Legacy Videos. These videos capture the history of family farms as told by the people who helped build them. Memories and hopes will be preserved forever in video format to share with future generations.

Each Family Farm Legacy Story is carefully curated by experienced video storytellers and includes important photographs, key moments, music, memories and hope for the future. They're created using the latest in photo, audio and video editing software, along with personal one-on-one coaching and interviewing by people who know and love agriculture.

**Farmers' Bridge Farm Family Legacy Video featuring Szentimrey Seeds**

Farm Family Legacy Videos can be important tools for succession and estate planning. "This process is particularly useful for the beginning of succession planning as a way to build understanding within the family and create aligned goals for the future," says Maggie Van Camp, a 7<sup>th</sup> generation farmer, and founder of Loft32's transition service, Farmers' Bridge. Also included are post-viewing discussion questions for family succession meetings and a fillable historical milestones document.

There are two options to capture a farm's history:

**1. Remote Recorded - Deluxe**

A simple, easy, affordable way to capture family farm memories, recorded remotely on personal devices with one-on-one interviews and coaching.

The family is guided through the process from concept to completion. Recordings are done in the comfort of your own home farm, using cellular devices to mitigate any rural internet issues. These 30–45-minute recorded interviews are professionally compiled and edited into engaging 5-to-7-minute video stories.

Photographs and background music tracks are then added, creating a unique family farm video you'll be proud to share.

**2. On-Location Premium**

An in-person interview, shot with professional video recording equipment on your farm. A producer/videographer crew travels to your location to interview, record video and capture photographs of the farm and family.

From there, the production of your Farm Family Legacy Video begins. This involves compiling editing footage and photos, as well as adding background music tracks and titles. The result is a beautiful 6–8-minute video of your farm family story told in your own voice – a gift for future generations.

For more information about Farm Family Legacy Videos or Farmers Bridge please contact:  
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[www.farmersbridge.ca](http://www.farmersbridge.ca)

Check out limited-time launch deals: [Farmers' Bridge](#)

## Background of the Team

### **Joey Sabljic - Farm Family Legacy Videographer, Producer**



Joey Sabljic is a creative marketing and communications professional based in Guelph, Ontario, Canada. He has spent much of his career working in agriculture, with nearly a decade at Syngenta Canada, where he helped lead the creation of engaging, grower-focused communications pieces, videos, and social content.

More recently, Joey has struck out on his own as a full-time freelancer, and brings a strong background in copy writing, video production and creative development.

### **Ingrid Clark- Farm Family Legacy Video Interviewer, Producer**



Ingrid Clark is an award-winning wordsmith and video producer who recently retired from decades working in communications and video production with the provincial ministry of agriculture. She has incredible warmth and an ability to understand the core values of people. With her extensive farm story-telling experience, Ingrid has a unique ability to gently guide the process while pushing for an excellent final product.

### **Maggie Van Camp - Farmer, Co-Founder and Director of Strategic Change Loft32**



Maggie Van Camp is Loft32's co-founder, Director of Strategic Change and recently started a transition planning division called Farmers' Bridge. Her passion is to help farm families, like her own, navigate intergenerational transitions with a focus on developing better communication.

Maggie is also CEO and owner of a family farm in Ontario. She had a lengthy career as an agricultural journalist and recently, she was BDO's National Director of Agriculture, where she led sector marketing and industry relations. She also revitalized the accounting firm's social responsibility program, worked closely with their business transition team and built a strategic organization of AgTeams from coast-to-coast. In 2021, Maggie was named top 50 in Canadian Agriculture. She is a respected board director of the Canadian Agriculture Hall of Fame.