

March 10, 2026 – Ag-Family Mental Wellness Information Day

Workshop: Stressful Encounters

“You didn’t sign up to be a therapist but sometimes it feels that way.”

- **Featuring:** Gerry Friesen, The Recovering Farmer
- **Date:** March 10, 2026
- **Location:** Wellness Room, Vulcan Community Health Centre
- **Format:** In person session only
- **Time:** 1:00 pm to 3:00 pm
- **Registration Requested:** Contact VCHWF Office (403)485-4001 Email: vchwfoundation@gmail.com
- **Intended Audience:** This workshop, designed for veterinarians, feed reps, and others working directly with farmers, explores how stress show up in day-to-day interactions and how to handle difficult conversations with clarity, compassion, and professionalism without burning out.
- **Focus:** The critical role that informed "Points of Contact" (PoCs) can play to help their customers and clients. Participants will learn how to provide informed support and effectively assist producers navigating mental health challenges.

Information Session: A Tale of Two Brains

- **Date:** March 10, 2026
- **Location:** Wellness Room, Vulcan Community Health Centre
- **Format:** In person session only
- **Time:** 7:00 pm (approximately a 1-hour presentation with a Q & A to follow)
- **Registration Requested:** Contact VCHWF Office (403)485-4001 Email: vchwfoundation@gmail.com
- **Featuring:** Gerry Friesen, The Recovering Farmer
- **Intended Audience:** In this 2-hour talk, intended for ag-families and anyone else who is interested, Gerry shares his story and practical strategies for managing stress in farming —both business and personal.
- **Focus:** Gerry’s talk is centered on the mental well-being of Canadian food producers. He will leverage his personal narrative of resilience and recovery to challenge the stigma of help-seeking in rural communities.