

The Corporation of the Village of McBride

Robson Valley Agriculture Forum - Oct 3-4, 2025

SPONSOR SPOTLIGHT!



Covers & Co.

The Village of McBride is proud to recognize **Covers & Co.**, as a **Presenting Sponsor** of the upcoming **Robson Valley Agriculture Forum!**

About Covers & Co.

Covers & Co., is a Western Canadian cover crop and forage seed provider with roots in Manitoba, Saskatchewan, and Alberta. They're all about helping farmers regenerate soil, reduce input costs, and build resilient, profitable operations—while supporting the rural communities they call home. Built on the principles of soil health and plant diversity, **Covers & Co.**, offers a full lineup of annual, biennial, and perennial seed blends—backed by education, on-farm research, and a wholehearted belief in the power of soil biology. They've also gone beyond business by uplifting community—like their “Field of Dreams” fundraiser in Clearwater, MB, in September 2024, where they raised over \$60,000 for the local foundation while literally turning a cover-crop field into a baseball diamond. In short, they're more than just seed suppliers—they're a movement aiming to grow soil health, farmer profit, and strengthen community together.

Covers & Co., expanded to service the Robson Valley because they heard loud and clear the desires of local producers to increase their on-farm resilience through diverse poly-cultures. With a strong local dealer, **Covers & Co.**, has enjoyed seeing the successes of our growers the past 2 years.

Why the Agriculture Forum Matters to Covers & Co.

Local communities support agriculture, and agriculture support our local communities. Events like the **Robson Valley Agriculture Forum** brings the community together to learn, explore, and discuss strategies and ideas that can help build their operations, and increase their profitability.

In Their Words

Covers & Co., understands the challenges facing producers, as producers ourselves, and we strive to create solutions to on-farm problems with simple to implement blends. We want to help producers increase their operational profitability.

Thank you, Covers & Co., for supporting efforts to grow the agriculture sector in the Robson Valley!

Instagram	@coversandco
X (Twitter)	@covers_co
Facebook	@Covers & Community (covercropcompany)
TikTok	@Covers & Community (covercropcompany)

COVERS & CO.

CONNECTING FARMERS TO SOIL HEALTH



Register for the Forum at: <https://simpli.events/e/robson-valley-agriculture-forum-2025>