

For Immediate Release

2016 Faces of Farming calendar contest: Applications now being accepted

January 12, 2015 – With the new year comes a new calendar, and that means it's time once again for Farm & Food Care Ontario's annual Faces of Farming calendar contest.

Each year, Farm & Food Care opens the contest to Ontario farmers and farm families who want to tell their story, and see their faces in homes and workplaces across the province. One winner in total will be chosen from among the applicants. Applications will be accepted from January 12 until March 16.

The winning family, pairing or individual will participate in either a spring or summer photo shoot, and will receive complimentary copies of the calendar plus two tickets and accommodation for the 2015 Ontario Harvest Gala and calendar launch later this fall.

Last year's winning entry came from the Howe family of Aylmer who grow strawberries, cantaloupe, watermelons, squash, pumpkins, beans and other vegetables. Their three generation family photo appears in the 2015 edition of the calendar.

Since it was first published in 2005, the project has featured the faces and stories of almost 140 Ontario farmers and farm families. Each year, the calendar is distributed to thousands of Ontario media, grocery retail outlets and politicians and is sold through the Farm & Food Care office. The project's overall goal is to connect the public with the true faces of Ontario agriculture, while introducing consumers to the farmers who work 365 days each year to provide quality, local Ontario products for our homes.

Farmers or farm families are encouraged to enter the contest by submitting **both** an informal family photo and short essay (400 words or less) describing their family. Candidates must make their primary income from agriculture. Their essays must include the following to be considered:

- Names and ages of all family members
- Address including county or region of residency
- A description of the farming operation including types of crops grown and/or livestock raised
- History of the farm – number of generations farming, etc.
- Any other details that make their story unique including community involvement, environmental initiatives, unusual hobbies, etc.
- Why they'd like to appear in the Faces of Farming calendar.

Entries can be emailed to contests@farmfoodcare.org or mailed to 100 Stone Road West, Suite 106, Guelph, Ontario, N1G 5L3.

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For more information:

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