

NEWS RELEASE

2016 *Faces of Farming* calendar Farm & Food Care unveils 11th anniversary edition

For immediate release

(Guelph, Ontario) October 29, 2015 – The 11th edition of the *Faces of Farming* calendar was unveiled last night at Farm & Food Care's Harvest Gala in Kitchener, Ontario. The annual calendar showcases Ontario agriculture by highlighting the farmers that produce our province's food, and the passion they have for agriculture.

Since its inception in 2006, the *Faces of Farming* calendar has showcased 150 different farmers and farm families from across the province; further information on all of them and their farms can be found on www.facesoffarming.ca.

Annually, the calendar is sponsored by many Ontario agribusinesses and commodity groups. Once again, the photographs were taken by Kitchener photographer Terry Scott White, who has been with the project since its inception. Videos were recorded and produced by Farm Boy Productions.

The farmers featured in the calendar come from a wide range of backgrounds and commodities – from poultry and dairy to corn and greenhouse vegetables – providing a diverse cross-section of an even more diverse industry. Here are just a few examples from the 2016 edition:

- Three award-winning, cattle-showing sisters with their own beef cattle farms;
- A multi-instrumentalist mink farmer;
- Long-time airline pilot turned drone operator, farmer and educator;
- A family that breeds, grows and sells their own brand of corn and soybean seeds;
- Siblings carrying on a multi-generational chicken farming tradition that began in Europe.

Scanning the QR codes found on the bottom of each calendar page directs viewers to video interviews with each of the farmers and farm families.

Almost 4,000 politicians, grocery stores, butcher shops and media sources will be mailed copies of the calendar. Copies can be ordered by filling out the online order form at www.farmfoodcare.org, or by calling 1 (519) 837-1326.

Farm & Food Care Ontario is a coalition of farmers, agriculture and food partners proactively working together to ensure public trust and confidence in food and farming. Farm & Food Care provides a coordinated approach and credible information on food and farming in Ontario. For more information visit www.farmfoodcare.org.

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For more information:

Kelly Daynard, kelly@farmfoodcare.org, 519-837-1326 (office), 519-993-8634 (cell)



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2016 Faces of Farming Calendar Participants

Media Information

Interviews with specific Faces of Farming calendar participants can be arranged by calling Kelly Daynard at the Farm & Food Care office, (519) 837-1326, or emailing kelly@farmfoodcare.org.

January **Patricia Taber, Jennifer Smith and Sylvia Megens of Uxbridge** (Durham Region)
Sponsored by The Regional Municipality of Durham

February **Walt Freeman of Battersea** (Frontenac County)
Sponsored by the Canada Mink Breeders Association and Ontario Fur Breeders Association

March **Wanda Snobelen of Ripley** (Bruce County)
Sponsored by DEKALB

April **Ian Laver of Warkworth** (Northumberland County)
Sponsored by Burnbrae Farms

May **Diane Cook of Lambeth** (Middlesex County)
Sponsored by RBC Royal Bank

June **Andrew Henderson of Spencerville** (Leeds & Grenville County)
Sponsored by Gay Lea Foods Co-operative Ltd.

July **AmyBeth Brubacher of Elmira** (Waterloo Region)
Sponsored by Turkey Farmers of Ontario

August **Rick and Curtis Van Laecke of Courtland** (Norfolk County)
Sponsored by SeCan

September **Sandy, Kelsey and Kaitlyn Vader of Picton** (Prince Edward County)
Sponsored by Ontario Fruit and Vegetable Growers' Association

October **Norm Lamothe of Cavan** (Peterborough County)
Sponsored by Garin Farmers of Ontario / Good in Every Grain

November **Andrea Veldhuizen and Joseph Zantingh of Niagara** (Niagara Region)
Sponsored by Wallenstein Feed and Supply Ltd.

December **Rob, Julie, Presley, Rilee and Brinkleigh Eby of Ayr** (Waterloo Region)
Sponsored by Farm & Food Care Canada



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