



## *Farm & Food Care launches Photo Contest* **Up to \$4,000 in cash prizes**

June 1, 2017 - (Guelph) - Farm & Food Care is launching a nation-wide farm photo contest with \$4,000 in cash prizes available for winners in six categories.

Winning photos will be used in the updated 2017 edition of *The Real Dirt on Farming*, a publication that answers common questions about food and farming practices in Canada. For more information on this publication and to view the 2014 edition, visit [www.RealDirtonFarming.org](http://www.RealDirtonFarming.org). Photos may also be used in other Farm & Food Care initiatives.

### **CATEGORIES**

1. **Canadian Farm Scenes** – Capture the beauty of Canada’s rural landscape;
2. **Farm Faces** – Unique farm family photos, farm friends or a photo of farmers at work;
3. **All about Animals** – Farm animals in the barn or field;
4. **Farm Innovation** – Technology at work on Canadian farms;
5. **Crazy about Crops** – Photos of crops being grown in fields, orchards or greenhouses across Canada;
6. **Farm Fun** – Be creative! We’re looking for photos of people having fun while farming;

### **PRIZES**

- \$350 first prize in each category
  - \$200 second prize in each category
  - \$100 third prize in each category
- \* Non-winning entries used in *The Real Dirt on Farming* booklet will receive \$50 per photo.

### **ELIGIBILITY**

- All entries must be photographs taken in Canada.
- Entrants must own the rights to the photos they submit.
- The contest is open to all residents of Canada.

### **PUBLICATION**

- Winners' names and photographs will be published on [www.FarmFoodCare.org](http://www.FarmFoodCare.org) and may be used in the 2017 edition of *The Real Dirt on Farming* or in other Farm & Food Care initiatives.
- Farm & Food Care reserves the non-exclusive right to publish any entry and/or use any entry in promotional and advertising materials. Photos published will be credited to the photographer where possible.
- By participating in this contest, each entrant agrees to provide Farm & Food Care with the non-exclusive rights to use their images. Participants agree to the terms and conditions outlined within.

### **FORMAT**

- Entries are to be digital photographs and submitted electronically as jpeg files to [contests@farmfoodcare.org](mailto:contests@farmfoodcare.org) (Emails must be no more than 10 MB in size)
- Cropping of photos is permitted, tonal or colour corrections are acceptable.
- Winners will be required to submit a high-resolution file suitable for print reproduction (at least 300 dpi at 6 x 9 inches.)

#### **ENTRIES**

- Photographs that have won any other contests or have been published in a magazine or newspaper (except online) are not eligible.
- Individuals can only win once per category, but may win in multiple categories.
- Limit of two entries per category per entrant.

**\*\*\*FARM SAFETY REMINDER** – When taking photos for submission, please keep in mind the safety of those involved.

#### **IDENTIFICATION**

When submitting photos, the following contact information must be included:

- full name
- phone number
- email address
- province where the photo was taken
- category to be entered in

**DEADLINE** All entries must be received by email by end of day on July 14, 2017.

**JUDGING** The winners will be selected by a national panel of judges. Judges' decisions are final.

Farm & Food Care is a coalition of farmers, agriculture and food partners proactively working together to earn public trust and confidence in food and farming. Find out more at [www.FarmFoodCare.org](http://www.FarmFoodCare.org).

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#### **FOR MORE INFORMATION**

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