

*For Immediate Release*

## **Contest launched *Seeking candidates for the 2015 Faces of Farming calendar***

January 9, 2014 – Are you an Ontario farmer or farm family with a story that's waiting to be told? Have you ever looked at the Faces of Farming calendar and pictured yourself on one of the pages? If so, the annual Faces of Farming calendar contest might be what you're looking for.

The third annual contest is now underway – with a deadline to enter of Friday, February 7, 2014. The winning family, pairing or individual will participate in either a winter or spring photo shoot, will receive complimentary copies of the calendar and two tickets and accommodation for the 2014 Ontario Harvest Gala and calendar launch later this fall.

They will also be featured on a page in the 2015 Faces of Farming calendar – the tenth edition of the project which is annually produced by Farm & Food Care Ontario. Last year, the Heeman family of London submitted the winning entry which was chosen by a panel of urban judges from 25 great entries submitted by farm families across Ontario.

Since it was first published in 2005, the project has featured the faces and stories of 120 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 goal of the project is to break down stereotypes of who Ontario's farmers are and what they look like. It also helps to introduce consumers to the farmers who work 365 days each year to provide quality, local Ontario products.

Farmers or farm families are encouraged to enter the contest by submitting **both** a 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.

All entries must be received at the Farm & Food Care office no later than Friday, February 7 when they will be reviewed by a panel of judges.

Entries can be emailed to [info@farmfoodcare.org](mailto:info@farmfoodcare.org) or mailed to 100 Stone Road West, Suite 106, Guelph, Ontario, N1G 5L3.

-30-

For more information:

Kelly Daynard, Farm & Food Care Communications Manager, Phone: 519-837-1326 email: [kelly@farmfoodcare.org](mailto:kelly@farmfoodcare.org)