



News Release

> The Great Manitoba Clean Farms Challenge asks farmers to share their environmentally friendly farming practices

November 29, 2013, Winnipeg, MB – Canada's leading agricultural stewardship organization, CleanFARMS is calling all Manitoba farm families to take The Great Manitoba Clean Farms Challenge and show the positive differences being made to our environment by farmers across the province.

Families owning and operating commercial farms in Manitoba are being invited to share stories and examples of the environmentally friendly practices that they have implemented on their farms. The challenge is designed to help create a dialogue in the province on the innovative eco-solutions that are happening on local farms and profile how farmers are tackling issues like reducing, reusing and recycling agricultural waste. After launching in Manitoba it is hoped the response will lead to a rollout of Clean Farms Challenges across Canada.

"We know that farmers are incredibly environmentally conscious people. You have to be when your livelihood is so intimately tied to the land. What this challenge does is provide an outlet for farmers in Manitoba to share what they're already doing, and helps us at CleanFARMS get out there and show the broader community the good environmental work that is occurring on farms in every corner of the province," says Barry Friesen, General Manager of CleanFARMS Inc.

The challenge launched early this week online at www.cleanfarmschallenge.com and through social media channels. Families owning and operating commercial farms in Manitoba are eligible to enter. Entries can take a variety of forms, from written explanations of farm practices, to illustrations, photos, videos, or audio files. The challenge closes on April 30, 2014 and after that date an expert panel of industry judges will join with Barry Friesen to pick the top four entries received. The criteria the judges will use to pick the top entries includes: demonstrating best practices in farm stewardship; innovation; family participation; reference to recycling programs; management of obsolete material; and impact on soil, air, and water quality.

The top three finalists will each win the latest Apple iPad Air (64 GB) and the Grand Prize winning family will win a Deluxe Hockey Weekend for four in Winnipeg during the 2014 NHL Regular Season. The best entry from a Manitoba high school student in Grade 11 or 12 will also win a \$1000 educational honorarium. CleanFARMS will announce the finalists at the end of May.

About CleanFARMS Inc.

CleanFARMS Inc. is a not-for-profit industry stewardship organization committed to environmental responsibility through the proper management of agricultural waste. Our programs manage agricultural plastic and other inorganic waste from farms across Canada and have earned a reputation of excellence around the world. CleanFARMS offers programs to help farmers responsibly manage the waste products they generate on the farm. We work together with farmers, manufacturers, retailers, distributors, municipalities and provinces to create a safe, healthy and sustainable environment.

For more information on The Great Manitoba Clean Farms Challenge please contact:

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