

> Entry deadline for The Great Manitoba Clean Farms Challenge approaching

April 14, 2014, Winnipeg, MB – This winter, Manitoba farm families were invited by CleanFARMS, Canada's leading agricultural stewardship organization, to share their stories about the environmental stewardship work they do on their farms. With the **April 30th deadline** for entries fast approaching, CleanFARMS is reminding Manitoba farm families that they still have time to be recognized for their hard work and win some fantastic prizes too!

Support for the program has been strong, with committed partners like Keystone Agricultural Producers, Ag in the Classroom, Manitoba 4H Council, Canadian Association of Agri-Retailers and Green Manitoba. The Manitoba Co-operator has provided communications support, running The Great Manitoba Clean Farms Challenge ads to encourage participation.

There are many easy ways to enter. Participants can spend five minutes filling out the online entry form, upload a video using social media, send an email or even post a letter explaining something they do in their farm operations that takes the environment into account. The challenge is open to all ages and all Manitoba commercial farm operations. Farm families can learn more and enter online at <http://www.cleanfarmschallenge.com>

"It's the nature of farmers to be humble and not always take credit for the good work they do on the farm. We're encouraging farm families to take a few minutes to tell us their stories on how they look after the environment," said Barry Friesen, general manager of CleanFARMS Inc.

Once entries are closed at the end of the month, an expert panel of industry judges will select the top four entries received from around the province. 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 2014/15 NHL Regular Season. The best entry from a Manitoba high school student in Grade 11 or 12 will also win a \$1,000 educational honorarium.

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About CleanFARMS Inc.

CleanFARMS Inc. is a not-for-profit industry stewardship organization led by the plant science industry that is 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. 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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