



Food & Farming Champion Award

“Champion” – a person, or persons, who work to promote Saskatchewan agriculture and help farmers build public trust.

Requirements

The “Food & Farming Champion” Award is presented to an individual who has taken the initiative to help engage or educate consumers about agriculture in our province. Nominees have used their skills to help inform consumers or correct misinformation about production practices, and done a measureable job of promoting our industry. The selection committee will choose a winner from the nominations and the award recipient will be honoured at the Annual Conference each year.

Special consideration will be taken for organizations and businesses who are nominated and meet the criteria. The judging panel may elect to award both an individual and an organization/business in the same year.

- Nominations are open to any who have taken an active role in promoting Saskatchewan food and farming and helping secure social licence or build public trust in the industry. Applications must be as detailed as possible. See the attached Criteria for more details.
- Nominations must be received at the Farm & Food Care Saskatchewan (FFC SK) office by September 30th each year.
- A nominated individual or group does not have to be a member of FFC SK to be eligible.
- Nominees must be a resident of Saskatchewan.
- Nominations will be accepted from anyone, including the FFC SK Board.
- Current board members are not eligible for nomination.
- Members may nominate more than one individual, organization or business.
- A panel will select the award winner(s).

Those who are nominated but do not win in the current year will stay in the nomination pool for two more years with two more opportunities to receive recognition for their hard work.

Farm & Food Care Saskatchewan: FFC SK seeks to build confidence in Saskatchewan food production – to let consumers know that the food we produce is healthy, safe and responsibly grown; that farmers and ranchers are innovative, technologically advanced and care deeply about the animals and land they work with.

With less than 2% of Canadians having a direct link to the farm, concerted consumer outreach is more important than ever. We need to share what we do, how we do it and why it matters to all of us in a language and in ways that consumers can understand and appreciate.

Together we can help consumers make the connection between what we farm and what they eat.



Criteria

There are ten pillars to be consider when choosing the Food & Farming Champion, listed below.

The Judging Panel is not allowed to use information not included in the nomination ballot or collected through contacting the references when considering the nominees involvement in each pillar. Please be as detailed as possible in your application to give your nominee the best chance at acceptance.

Advocacy – actively seeks opportunities to speak up and correct misinformation about agriculture, whether online, through the media, or as a presenter/speaker.
Communication –continually spreads facts and positive messages about farming to consumers through social media accounts, a blog, traditional media sources, or speaking engagements.
Leadership – is looked up to by their peers and the industry and demonstrates leadership skill either on an organizational, communal, provincial, or federal scale.
Participation – in industry consumer outreach initiatives, events, on committees and industry boards.
Support - supporting consumer engagement organization and initiatives, such as: Ag More Than Ever, Farm & Food Care, thinkAg, Agriculture In the Classroom, Ag in the City, etc.
Policy – have contributed to, or supported, works of public policy that help enhance public trust and confidence in food and farming. (ie. Codes of Practice, verification programs, traceability programs, sustainability programs, environmental programs, etc.).
Teaching – provided training workshops, seminars, or educational lessons to consumers that positively impact their perceptions of food and farming.
Publications – written and published works that target consumer audiences and strive to enhance public trust in agriculture and the food system in Canada.
Innovation – designed, developed, or implemented a new technology/procedure/tool in their business or on their farm that makes farming and food production more accountable and transparent for consumers.
Research – conducted research/testing that has had a positive outcome on agricultural production systems, environmental sustainability, and traceability from the consumer’s perspective.



Farm & Food Care Saskatchewan Food & Farming Champion Award Nomination Form

It is recommended that all documents and letters be **typed or clearly handwritten**. For detailed information, please refer to the specific requirements of the award.

Nominee: _____

Mailing Address: _____

Telephone: _____ Email: _____

Describe in a few sentences your reason for nominating this person.

Two references to support your nomination. (Please provide letters of reference OR the following information)

<i>Name</i>	<i>Phone Number or Email</i>	<i>Affiliation with Nominee</i>
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1. _____

2. _____

Submitted by: _____

Email: _____ Primary Phone: _____

X _____
Signature

Date Submitted: _____



Involvement

Please include as much information as possible regarding the champion nominee's involvement in each pillar: **Advocacy, Communication, Leadership, Participation, Support, Policy, Teaching, Publications, Innovation, and Research.** Please note that a successful nominee does not have to be involved in all areas to be nominated, a strong presence in a few of the criteria may be all that is needed.

Feel free to attach additional pages.

Has the nominee been informed of this submission?

Yes

No

Award winners will be honoured at the FFC SK Annual Conference.

Please submit nominations by mail or email by September 30th to the Farm & Food Care Saskatchewan office:

Bay 6A – 3602 Taylor Street E
Saskatoon, Saskatchewan
Canada, S7H 5H9
Tel: 306-477-FOOD (3663)
office@farmfoodcaresk.org