



Annual Champion Award

Champion:

*a person, or persons, working to promote Saskatchewan agriculture
and helping to build public trust in food and farming*

Requirements

The Farm & Food Care Saskatchewan Champion Award is presented to individuals, organizations or businesses who have taken the initiative to help engage 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.

- 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.
- Nominations must be received at the Farm & Food Care Saskatchewan office by September 30 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 one more year with an additional opportunity to receive recognition for their hard work.

Farm & Food Care Saskatchewan is a coalition linking thousands of livestock, crop and horticulture producers, government, individuals and businesses with a common goal to help people understand food and farming. Today, less than 2% of Canadians have a direct link to the farm. This means 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 Farm & Food Care Saskatchewan Champion, listed below.

Please be as detailed as possible in your application to give your nominee the best chance at acceptance.

<p>Advocacy – actively seeks opportunities to speak up and correct misinformation about agriculture, whether online, through the media, or as a presenter/speaker.</p>
<p>Communication –continually spreads facts and positive messages about farming to consumers through social media accounts, a blog, traditional media sources, or speaking engagements.</p>
<p>Leadership – is looked up to by their peers and the industry and demonstrates leadership skill either on an organizational, communal, provincial, or federal scale.</p>
<p>Participation – takes part in industry consumer outreach initiatives, events, committees and industry boards.</p>
<p>Support - supports consumer engagement organizations and initiatives, such as: Ag More Than Ever, Farm & Food Care, Agriculture In the Classroom, Ministry of Agriculture, etc.</p>
<p>Policy – contributes to or supports policies that help enhance public trust and confidence in food and farming. (ie. Codes of Practice, verification programs, traceability programs, sustainability programs, environmental programs, etc).</p>
<p>Teaching – provides informal training or workshops, seminars to peers in the industry and/or educational lessons to consumers that positively impact their perceptions of food and farming.</p>
<p>Publications – writes or contributes works that target consumer audiences and strive to enhance public trust in agriculture and the food system in Canada.</p>
<p>Innovation – designs, implements or showcases new technologies/procedures/tools that make farming and food production more transparent and accountable to consumers.</p>
<p>Research – conducts research/testing that has had a positive outcome on agricultural production systems, environmental sustainability, and traceability from the consumer’s perspective.</p>



Farm & Food Care Saskatchewan 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)

Name	Phone Number or Email	Affiliation with Nominee

Submitted by: _____

Email: _____ Primary Phone: _____

X

Signature



Involvement

Please include at least three examples of the champion nominee's contribution to the FFC SK mission of **engaging consumers and enhancing public trust and confidence in food and farming.**

1.

2.

3.

Has the nominee been informed of this submission?

Yes

No

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

Please submit nomination by September 30 to the Farm & Food Care Saskatchewan office:

RR #4, Box 277, Site 412
Saskatoon, SK
Canada S7K 3J7
Tel: 306-477-3663
office@farmfoodcaresk.org