

## New website to help media find farming sources

For immediate release

October 21 2008 (Guelph, ON) - A newly launched website is designed to help media write about food and agriculture in Ontario. *Farmingsources.com* provides contact information for agricultural spokespeople and is searchable by issue or by organization.

“We’ve often been told by media that they would love to have a directory of sources they can contact when they’re covering agricultural issues,” says Kelly Daynard, Program Manager with the Ontario Farm Animal Council. “This new website is a searchable online directory that will give media access to the farming experts they need to for stories about agriculture, food or the environment.”

In addition to contact spokespeople, the site also houses a glossary of common agricultural terms, a collection of the latest news releases from Ontario’s farm groups and links to online agricultural photo and video libraries.

The site was developed by the Ontario Farm Animal Council and Agricultural Groups Concerned About Resources and the Environment (AGCare), two farm organizations who have been actively involved in building bridges with urban media as a way of increasing public awareness about agriculture.

“There are many great stories waiting to be told about food and farming,” says Lilian Schaer, Executive Director of AGCare. “This site will make it easier for media to find us and in turn, help increase public awareness and understanding of agriculture.”

The site can be accessed at [www.farmingsources.com](http://www.farmingsources.com). Funding for the new farming sources website has been provided, in part by Agriculture and Agri-Food Canada through the Agricultural Adaptation Council.

The Ontario Farm Animal Council is an organization representing Ontario’s 40,000 livestock and poultry farmers. AGCare (Agricultural Groups Concerned about Resources and the Environment) is the environmental voice of Ontario’s 45,000 fruit, vegetable, field crop and horticulture farmers.

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