

For Immediate Release

\$500 cash prize for winner of “Name our Name” contest

OFAC and AGCare seeking new name for amalgamated organization

(Guelph) April 19, 2011 – A top prize of \$500 is up for grabs in a contest to name the new organization that will take effect when the Ontario Farm Animal Council (OFAC) and Agricultural Groups Concerned about Resources and the Environment (AGCare) join forces.

Crystal Mackay, Executive Director, said, “The challenge is to define a name for this new group that is clear and easily understood by the non-farming public who is more interested in food than farming practices. Think about a name you could see on a billboard, a big screen at a major sporting event, an insert in a national news publication, or something easy to reference when you’re working at a public event.”

As background Mackay said that contest participants should keep in mind the organization’s proposed mission and objectives:

The proposed mission statement reads: “The ‘new organization’ is a non-profit organization that provides leadership on public outreach and issues such as animal care and the environment for Ontario’s farmers and agri-food industry.”

The objectives of the new group will be as follows:

- To proactively communicate factual information on farm practices and food production to enhance public trust and confidence in food and farming;
- To provide proactive grassroots leadership on agricultural issues;
- To advance and promote responsible farm animal care and environmental stewardship;
- To deliver specialized expertise and training on communications and the issues facing agriculture.

Said Mackay, “We’ve introduced this contest as a way of getting as much input as possible. We want a name that will serve us well into the future. It could be a brand new name. It could be a combination of our existing names. It could easily be something that no one’s even thought of yet. We’re excited to see what people will come up with.”

The names OFAC and AGCare have served both groups well since their formations in 1987, but a new name needs to be more inclusive and reflect the critical role this new group will play in enhancing public confidence in food and farming in Ontario. Earlier this month, members of both organizations voted unanimously to have the two boards of directors finalize a proposal to amalgamate and bring it to the membership for a vote by Sept 1, 2011. If approved, the new organization will begin operating on January 1, 2012.

The prize will be awarded to the person who submits a name that best suits the objectives of the new coalition with judging done by a panel of OFAC and AGCare members. All entries must be received by **May 30, 2011**. Name suggestions should be emailed to info@ofac.org. Please include your name, email address and phone number on all entries.

OFAC is the voice for animal agriculture, providing a coordinated effort on issues related to animal agriculture and food production including farm animal care, environment, new technology and food safety. OFAC represents Ontario's 40,000 livestock and poultry farmers and related agri-businesses.

AGCare, Agricultural Groups Concerned About Resources and the Environment, is a coalition of farm organizations committed to communicating about agriculture and the environment. AGCare is the voice of Ontario's 45,000 farmers who grow fruit, vegetables, and field crops on environmental issues.

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