



For Immediate Release:

Grain Growers kick off Christmas season with Canadian Foodgrains Bank virtual farm *New way for Canadian farmers to pledge acres to help those less fortunate*

(Wednesday, December 14, 2011, Ottawa, Ont. and Winnipeg, Man.) - Canadian farmers who want to help people in the developing world get enough to eat have a new way to do it—through the Grain Growers of Canada’s virtual Growing Project. The GGC’s Board of Directors kicked off the virtual farm by collectively pledging over 50 acres to the project this Christmas season.

“As Christmas approaches, the Grain Growers of Canada is proud to partner with the Canadian Foodgrains Bank,” says Stephen Vandervalk, President of the Grain Growers of Canada. “This is a great opportunity for farmers to come together to support those that have less, by pledging whatever we can, even a couple acres of production helps.”

According to Richard Phillips, Executive Director of Grain Growers of Canada, the online virtual farm is designed for farmers who don’t live near one of the Foodgrains Bank’s other 200 community growing projects, where local farmers, businesses and others, farm a plot of land, donating the proceeds to the Foodgrains Bank. “As Canadians, we are truly blessed. This project is a way farmers can give back,” says Phillips. “It doesn’t matter where you live - through the virtual Growing Project, any farmer in Canada can join with others to help raise money for the Foodgrains Bank.”

Participants in the new virtual Growing Project will find donating grain to the Foodgrains Bank is easy, says John Longhurst, who directs fundraising for the CFGB. “All they have to do is sign up, letting us know how many acres they want to pledge,” explains Longhurst. “At harvest time, when farmers take their crop to the local elevator, they need to indicate how much they want to donate to the Foodgrains Bank, dedicated to the “Grain Growers” Growing Project and the elevator staff do the rest.” Tax receipts are issued by the Foodgrains Bank for the value of the grain donated on the day of delivery.

“I challenge Canadian farmers to pledge what they can this Christmas and through the new year,” says Vandervalk. “Although we may not farm side by side in our fields, we can all join this community effort by pledging what we can.”

To make your pledge visit: www.growingproject.ca or send your contact information and the amount of acres you plan to donate to office@ggc-pgc.ca.

Both the Grain Growers of Canada and the Canadian Foodgrains Bank would like wish everyone a Merry Christmas and a safe and prosperous new year!

Representing tens of thousands of successful wheat, durum, barley, canola, oat, corn, pea, lentil, rye and triticale farmers, the Grain Growers of Canada is well known as the national voice of Canadian grain farmers. Please visit www.ggc-pqc.ca .

Canadian Foodgrains Bank is a partnership of 15 churches and church-based agencies working to end global hunger. Together with support from the Canadian International Development Agency (CIDA), last year the Foodgrains Bank provided \$38 million of assistance to 2.3 million people in 35 countries. For more information, visit www.foodgrainsbank.ca.

For more information:

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