Beginning Farmer of the Year
Call for Nominees

Sponsored by:
Routes2Farm.org
and
farmer alliances of the greater Chicago foodshed

Awardees recognized at:
The Good Food Fest
Chicago, March 25, 2016
Call for nominations for outstanding beginning farmers!

Cash Prize!
Public Recognition!
Raise the profile of all beginning farmers!
Promote your farmer alliance!

Submit your simple 3-minute video nomination by Jan. 31st, 2016.

In order to submit your video, upload the video to youtube and mail the link to molly@ilstewards.org

To see simple videos from past awardees, click here:
- 2014 winner: LotFotL Farm: https://youtu.be/bDP0m2Tsl-c
- 2013 winner: Radical Root Farm: http://youtu.be/98L5zLocVhs

Awards:

1. Beginning Farmer of the Year receives a $1,000 honorarium, award at public ceremony, a free pass to the Good Food Festival in Chicago, and partial travel support to the event.
2. Finalists will receive honorable mention, a $100 honorarium, and a free pass to the Good Food Festival (one farmer from each farmer alliance in Routes to Farm).
3. Finalists are selected by their farmer alliance by Feb. 7th.
4. Beginning Farmer of the Year is selected by the steering committee of Routes to Farm by Feb. 15th.
5. Mentor Farmer of the Year receives a $200 honorarium, free pass to the Good Food Festival, and partial travel support to the event. (The Beginning Farmer of the Year selects a Mentor Farmer of the Year to be honored.)
6. Winners are presented awards in a public ceremony along with the video of the recognized Beginning Farmer of the Year at FamilyFarmed.org’s Good Food Festival in Chicago on March 25, 2016. The Good Food Festival & Conference is the leading event of its type in the country, and will be celebrating its 12th Anniversary, March 24-26, 2016. FamilyFarmed.org is delighted to offer three-day passes to the two winners and the finalists.
7. The beginning farmer of the year and the mentor farmer of the year must be present at the award ceremony to receive the award, will be featured in a press release, and need to be available for various media interviews.
8. The beginning farmer honorable mentions will be featured in a press release and will need to be available for various media interviews as requested.
9. The submitted videos will become property of Routes to Farm and may be used solely by Routes to Farm and its program partners for publicity and in online marketing materials to promote beginning farmer training.

Angelic Organics Learning Center and the Upper Midwest CRAFT farmer alliance launched the Beginning Farmer of the Year and Mentor Farmer of the Year awards in 2013 in order to celebrate and promote the individuals who are entering sustainable farming and the experienced farmers in regional farmer alliances who generously mentor the beginning farmers.

How to Submit a Nomination—Instructions:
To nominate yourself or another farmer, upload a 3-minute max. video to YouTube no later than midnight Jan. 31st, 2016, and email to: molly@ilstewards.org with the link to view your video. Each video must answer these nine questions to be eligible:

1. What is your name and what is your farm's name?
2. What farmer alliance in Routes to Farm (routes2farm.org) are you a member of and for how many years have you been a member?
3. How has your farmer alliance helped you launch or grow your farm?
4. Where is your farm?
5. How much land do you farm and what is it like? Is it urban, peri-urban or rural?
6. What does your farm produce/sell and to whom?
7. What is the biggest obstacle you face or have overcome as a beginning farmer?
8. What is new on your farm next season? How are you innovating or growing?
9. Why do you farm?

Criteria for Selection:
1. Video is less than 3 minutes and all questions are addressed
2. Video shares a compelling, creative, humorous, or inspiring story
3. Video demonstrates how farmer has been a leader, innovator, or community-builder
4. Video features footage of the farm and the farmer
5. The farmer is a member of at least one farmer alliance in Routes to Farm (routes2farm.org)
6. The farmer is in the first 10 years of farm business operation
7. The awardee agrees to attend and participate in the award ceremony at the Good Food Festival in Chicago.
8. The video raises the public profile of beginning farmers, mentor farmers and the farmer alliances that support them.
Benefits of Participation:

1. Builds credentials with the farmer’s customers
2. Broadens the farm’s visibility through feature on routes2farm.org, inclusion in the Good Food Festival & Conference (FamilyFarmed.org), and farmer alliance websites and social media outlets
3. Benefits from using the video submission in the farm’s own marketing and social media presence
4. Features the farm in alternative agriculture publications, in collaboration with staff support at Angelic Organics Learning Center and FamilyFarmed.org
5. Builds connections for the farm through attendance at the Good Food Festival & Conference
6. Raises the public profile of your farmer alliance.