



**PEI Virtual Open Farm Day 20<sup>th</sup> Anniversary 2020 – September 20<sup>th</sup>, 2020 –  
Registration & Activities Form**

The PEI Agriculture Awareness Committee invites you to become a PEI Agricultural Ambassador and participate in this year's Open Farm Day. This is the farming community opportunity to ensure that factual information about the agriculture industry is being communicated to the general public to embrace our agricultural heritage. It is your opportunity to take pride in your farm, your products, your contribution to a vibrant culture and economy, and, most importantly, to take pride in your profession. Let's make it our responsibility as agriculture producers to make sure that every Islander understands the work, knowledge, skills, and investment (personal and financial) in building a strong farming business that provides consumers with the highest quality PEI grown agricultural products. This year, the values of the much-loved event will be no different.

This being said, due to the uncertainties and restrictions surrounding Covid-19, a physical Open Farm Day will not be possible this year. However, we would like to bring the farms to the public with a VIRTUAL Open Farm Day. 2020 will celebrate the 20th anniversary of Open Farm Day in Atlantic Canada, and we are looking for participating farms to join us for this special virtual celebration.

We are offering two options for farms wanting to participate in VIRTUAL Open Farm Day this year. They include hosting a Facebook Live on your farm business Facebook page or capturing pre-filmed videos of your farm. Our staff will offer the most support possible by visiting your farm and looking after the filming/editing of the videos. We will be posting the pre-filmed video on a joint Atlantic YouTube channel and our Facebook page. Any question about this year's Open Farm Day can be sent to [peiopenfarmday@gmail.com](mailto:peiopenfarmday@gmail.com).

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Contact name: \_\_\_\_\_ Farm name: \_\_\_\_\_  
Farm address: \_\_\_\_\_ Postal code: \_\_\_\_\_  
Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Yes, I understand that, as an agricultural ambassador, I can play a key role in promoting a positive and proactive image for our industry, and will participate in PEI Open Farm Day.

### **Open Farm Day: Farm and Activity Descriptions**

*Note: The following information will be used for promotional purposes.*

**Host(s):** Who will be the person(s) leading the event?

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**Format:** How will you participate in Open Farm Day this year?

Facebook Live  Pre-filmed videos

**Farm Type:** What are the commodities produced on your farm? (cattle, dairy, potatoes, pumpkins, etc.)

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**Activity(s):** What are you planning to talk about in your Open Farm Day video or Facebook live? Will you be showcasing certain topics about your farm? (ex: planting, breeding, farm management, farm safety, family /workers)

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**Time:** What time would you like to host your Facebook live event? This will help the public plan their virtual visits.

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Return by e-mail: [peiopenfarmday@gmail.com](mailto:peiopenfarmday@gmail.com)

Mail: Farm Centre, 420 University Avenue, Suite 113, Charlottetown, PE C1A 7Z5

**Please return the form no later than July 31, 2020**

**OFD brought to you by the PEI Agriculture Awareness Committee**

