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**FOR IMMEDIATE RELEASE**

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## **2019 Food & Farming Champion Award**

**Charlottetown, PE, April 9, 2019** – The “Food & Farming Champion” Award is presented to an individual, organization or business who has taken the initiative to engage with consumers in a conversation about food and farming in PEI. The Champion is someone who is passionate about food and agriculture and proud of our industry – they use their skills to share their stories and provide consumers with accurate information about agriculture and food production.

The recipient of the 2019 Food & Farming Champion Award is Bryan and Kyle Maynard of Farmboys Inc.

Bryan and Kyle Maynard are young farmers with a farm success story—told through photography, video and social media - that is renewing enthusiasm for agriculture in Prince Edward Island.

The farmboys, as they are known, grew up on the family farm in Arlington. Bryan returned to farming shortly after finishing school, while Kyle embarked on a career with a local aerospace company. After ten years, the opportunity came up to purchase part of Arlington Farms from their grandfather, Allison Dennis. The brothers reunited to form Farmboys Inc in 2015.

The company name is a way of honoring their late father, who would have been proud of his boys for keeping the farm in the family. Bryan and Kyle’s own children are now the fifth generation on this land.

Farmboys Inc. is making waves in the province's agricultural scene. Through interviews and videos, Bryan’s BarnYard photography, Instagram photos and two websites, a Youtube video with North Capes Coastal Drive and more, they are capturing what it takes to grow potato, pulse and cereal crops and improve their environmental footprint.

The Maynards are passionate about increasing awareness of the ups and downs of the farming lifestyle, by capturing what it’s really like to be a farmer. They are trying to bridge the gap between farmers and non-farmers by showing their followers where their food comes from and how it’s made.

We all have a part to play in sharing the story of where our food comes from. Advocating takes a team and the Farmboys humbly shares this honour with all Islanders who are activity engaging the public in honest and open conversations about how we produce the highest quality food in the world!

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