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FOR IMMEDIATE RELEASE

Grab your car keys, the PEI Farm Tour is back for another Summer! - June 18th, 2020

Each year the variety of crops covering Prince Edward Island continues to grow and yield healthy, nutritious and delicious food for islanders and beyond. Now with restrictions being eased back, many islanders will be traveling around the Island passing by many fields and seeing a diverse variety of crops. To the public eye, many cannot determine what is growing in the fields when they are passing by.

To help islanders identify and distinguish between crops and watch them grow and then be harvested, there are crop signs installed in many fields along roads across PEI. The PEI Farm Tour has a website (www.peifarmtour.ca) full of information about the crops and agriculture on PEI. There are 15 different crops that we have signs printed for, with three of them being new this year: Corn, Strawberries, and Pollinator Refuge fields.

Additionally, there is a Field Crop Sign Contest, where anyone that has seen these crop signs can go to the PEI Farm Tour website (www.peifarmtour.ca). On this website, they can enter the crop sign they saw for a chance to be chosen to receive an agriculturally-themed canvas print from FarmYard Photos (Bryan Maynard Photography)! Our 2019 Field Crop Sign Contest winner was Lloyd Gallant!

We encourage the public to not disturb or pick any of the crops with this signage or enter any fields without permission, but photos of Island fields can be shared on social media with the hashtag #peifarmtour. The PEI Farm Tour is an initiative led by Farm & Food Care PEI and the Prince Edward Island Potato Board, in partnership with the PEI Federation of Agriculture, PEI Wild Blueberry Growers Association, PEI Horticultural Association Inc, PEI Department of Agriculture and Land, PEI Women's Institute and the Canadian Agricultural Partnership. Special thanks to the large number of farmers who have allowed us to temporarily place signs in their fields for this agricultural awareness project.