



MEDIA ADVISORY

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Farmer's Share Project Focuses on Prairie Grown Commodities

Winnipeg – Keystone Agricultural Producers (KAP) wants to inform consumers about how much of their food dollar goes back to the farmer through the release of its 4th Farmer's Share research project at a news conference on Monday, August 15 at The Forks Market.

What: Farmer's Share News Conference

When: 10 a.m. on Monday, August 15, 2011

Where: The Forks Market (near Tall Grass Prairie Bread Company)

The Farmer's Share research project is an analysis of farmer income in relation to consumer money spent on groceries. This year, KAP has revamped the project and a new Farmer's Share calculation has been developed to specifically reflect Prairie province farm produce and to include consumer costs at three grocery store chains instead of one chain.

KAP will release a snapshot of what consumers pay for products such as vegetables, grains, dairy products and meat as well as what the farmer receives from products when they leave the farm. Speakers will include Doug Chorney, KAP President and grain farmer from East Selkirk, and researcher Dr. Alma Kennedy. Media will be provided with the Farmer's Share research project information at the event.

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Attached photos: Farmer's Share Event 2010

For more information, please contact:

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Keystone Agricultural Producers is Manitoba's largest general farm policy organization, representing over 7,000 farm families and 22 commodity groups throughout the province. Our strength is our democratic structure, and our mission is to represent and promote the interests of the province's farm families.



Researcher Dr. Alma Kennedy



Manitoba Food Products