



Canada's Outstanding Young Farmers

For immediate release

PEI potato farmers named 2014 Outstanding Young Farmers for the Atlantic region

Truro, NS [April 15, 2014] – Andrew and Heidi Lawless of Kinkora, PEI are the 2014 Outstanding Young Farmers (OYF) for the Atlantic region. The potato producers who own and operate Hilltop Produce Ltd. along with Andrew's parents, will go on to represent the Atlantic region at the Outstanding Young Farmers national event later this year in Quebec City.

Andrew and Heidi were chosen at the Atlantic OYF annual banquet held recently in Truro, Nova Scotia, a program sponsored by Farm Credit Canada, as well as Green Diamond Equipment Ltd., Dalhousie Faculty of Agriculture, and the Atlantic Farm Mechanization Show.

“Attention to detail is what truly sets innovative farm businesses apart, and Andrew and Heidi clearly demonstrate the importance of careful planning and management of finances, production and human resources,” says OYF Vice President East Carl Marquis. “Potato farming has a long history in Atlantic Canada, and Andrew and Heidi are carrying on that tradition while injecting several innovative new twists to the business.”

Growing up on farms equipped Andrew and Heidi with a passion for farming and a strong work ethic from a young age. They are carrying on the tradition as they instill similar values in their three young children on the family potato farm. Their business goal is to grow a high quality product in an environmentally friendly way.

Andrew and Heidi constantly look for ways to grow and enhance their family farm – seeking out new contracts, new markets and new environmental initiatives for the 40 million pounds of potatoes they grow each year. Striving for balance and efficiency has led them to new warehouses to improve year-round storage, and a partnership with a neighbour to build a potato washing facility. This new plant will provide all PEI potato farmers with a high speed, high volume service to increase profitability and deliver a more consistent and competitive product.

Andrew is currently participating in the Atlantic Ag Leadership Program, and he and Heidi are also very active in 4-H, their children's schools and their church.

Celebrating 34 years of identifying great agricultural successes, Canada's Outstanding Young Farmers' program is an annual competition to recognize farmers that exemplify excellence in their profession and promote the tremendous contribution of agriculture. Open to participants 18 to 39 years of age, making the majority of income from on-farm sources, participants are

selected from seven regions across Canada, with two national winners chosen each year. The program is sponsored nationally by CIBC, John Deere, Bayer CropScience, and Agriculture and Agri-Food Canada, and supported nationally by AdFarm and Farm Management Canada.

Canada's Outstanding Young Farmers for 2014 will be chosen at the National Event in Quebec City, Quebec from November 26-30, 2014.

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For more information or a photo of Andrew and Heidi, contact:

Joan Cranston, Program Manager, Canada's Outstanding Young Farmers' Program,
(905) 648-0176 · cranstonclydes@yahoo.com · www.oyfcanada.com