



PRESS RELEASE FOR IMMEDIATE RELEASE

Canadian Agricultural Safety Week Launch and Training Event to be Held in Charlottetown, Prince Edward Island

Charlottetown, PE, February 27, 2015: The Canadian Agricultural Safety Association (CASA) and the Canadian Federation of Agriculture (CFA) are pleased to announce they will be launching Canadian Agricultural Safety Week 2015 presented by Farm Credit Canada (FCC), in Charlottetown, PEI this year.

Canadian Agricultural Safety Week (CASW) is an annual public education campaign focusing on the importance of safe agriculture. This year's theme is Be the Difference, and organizers want to inspire all Canadians to become farm safety champions through feature champion testimonials, farmer resources and a social media contest.

On Monday, March 16, 2015, CASA and CFA are teaming up with PEI Federation of Agriculture to host Be the Difference launch activities. This includes a luncheon with speeches from farm safety champions, as well as a choice of a half-day training session on either WHMIS, CPR or Hazard and Risk assessment. **Both the luncheon and training event are open to producers and safety champions from across the province.**

"These launch activities reinforce the theme of Canadian Agricultural Safety Week— Be the Difference— by showcasing farm safety champions who are making safety a priority, as well as offering training that supports producers to Be the Difference on their farms," says Marcel Hacault, Executive Director of CASA.

"PEI is proud to see this year's CASW launch on Island soil," says Charlotte Crooks, Farm Safety Coordinator of PEI Federation of Agriculture. "We look forward to sharing what our province has been doing to "Be the Difference" and we look forward to hearing about what others are doing in their areas to promote farm safety. This event is an opportune time to share ideas, network with others and promote safe work practices before a busy season ahead."

"One of the ways we support the industry is by equipping producers with resources to manage risks on their farm or agri-business operation," said Faith Matchett, FCC's Vice-President of Atlantic and Eastern Ontario Operations. "We're pleased to partner with CASA to empower producers and their families to Be the Difference and share their farm safety stories and learnings with others."

To register for Prince Edward Island launch luncheon and /or training activities go to www.agsafetyweek.ca.

The launch will feature speeches from farm safety movers and shakers including testimonials from an injured farmer and representation from agri-buisness, government and farm safety advocates. The launch and luncheon are free to attend.

A choice of three different training events are available following the launch. The PEI Federation of Agriculture will deliver Workplace Hazardous Materials Information System (WHMIS) training; Island First Aid will deliver a CPR training and the Workers Compensation Board of PEI will deliver a Hazard and Risk workshop training immediately following the luncheon. Training sessions are \$20/each. Attendees will receive a certificate of completion for the WHMIS and CPR training.

For more information about CASW or to access CASW media kits, visit www.agsafetyweek.ca. Media kits include press releases, feature profiles, safety advice articles, psas and radio psas, graphics and more. Photos from launch activities will be posted to the campaign website in the lead up to, throughout, and following CASW.

CASW 2015 is presented by Farm Credit Canada and brought to you by the Canadian Agricultural Safety Association and the Canadian Federation of Agriculture with assistance from the Government of Canada through Growing Forward 2, a federal, provincial and territorial initiative. In 2015, CASW sponsors include long-time corporate sponsor Farm Credit Canada, Imperial and their Esso Branded Resellers, Ag for Life, Canadian Fertilizer Institute, Dupont Pioneer, Princess Auto Viterra and Brandt.

- 30 -

For more information contact:

Robin Anderson, CASA Communications, Tel: 1-877-452-2272 E-mail: randerson@casa-acsa.ca

Jessica Goodfellow, CFA Director of Communications, Tel: 613 236 3633 ext. 2322 Email: jessica@canadian-farmers.ca

