

Bayer launches industry first INTL web video competition for farmers

YouFarm International is a new global web video competition for farmers and people passionate about farming to increase awareness and boost understanding of modern agriculture with the public.

"Most people have an incomplete image of modern agriculture and the origins of the food they consume. The common, romantic ideal of traditional farming is very far from the reality and challenges of contemporary farms," said Liam Condon, CEO of Bayer CropScience, the company that launched the competition. "Here, YouFarm steps in and gives farmers a global platform to have their voice heard and to put faces and personalities to modern agriculture. At the same time, the public can gain first-hand insights into the various challenges and conditions of farming around the world while being directly involved in the selection of the winning videos and interacting with its participants."

The YouFarm International video competition is envisaged to sport a new motto every year. This year, "Farm n' Family" gives credit to the family farms around the world. They are the backbone of agriculture and account for almost 90% of the world's 570 million farms. Bayer CropScience has continually worked together with family farmers around the world to develop and implement innovative agricultural techniques and thus to ensure food safety and security.

How it works

Participants upload short videos via the YouFarm [website](#) or submit them via post, should they lack the necessary internet access. A jury of international experts from the agricultural and media sectors will then choose the winning video from a shortlist, which includes the Top 10 videos selected via public online voting. The winning video will be awarded a *Farming Around the Continent Tour*. Together with a partner, the winner will have the opportunity to gain new insights by visiting farms and agricultural heritage sites in Asia Pacific this year. The participants placed second to 20th will be awarded material prizes.

Participants can upload their videos through 15 June 2015. Online voting will run through 1 July 2015. Anyone can vote directly for their favourite videos on the YouFarm website or by sharing them on social media. The winning videos will be presented during the Youth Ag Summit in Australia, 24-28 August 2015. Find more information at www.youfarm.international.

For more, visit: <https://www.bizcommunity.com>