

**USC CANADA AND PLANET IN FOCUS ANNOUNCE
THE 2016 SEED PITCH COMPETITION.**

USC Canada is providing a Cash Prize of \$5,000 for the production of a short film.

FOR IMMEDIATE RELEASE:

Toronto – November 30, 2015 Good food comes from good seeds. Farmers have selected, planted and saved an enormous variety of bio-diverse seeds for thousands of years. Seeds are the underground heroes of agriculture, with a bearing on healthy soils, clean water, and climate. Seed saving is remarkably skilled and complex work but it is also vastly under-appreciated.

We are calling for pitches for short films that convey this in a fun, easy-to-understand, and easy-to-share way. This \$5000 grant will support the production of one well-crafted, creative short film that engages, informs and inspires (2 to 3 minutes) of any genre.

- **The purpose of this short film:** To shed light on the critical role that bio-diverse seeds play in feeding us and in nurturing our planet.
- **Overall theme:** Seeds are our underground heroes that keep local and global food systems healthy, feeding people, and safeguarding biodiversity.

The Seed Pitch **application deadline is January 15, 2016**. There will be a jury process with representatives from the film industry, USC Canada and Planet in Focus, who will shortlist project for consideration. Shortlisted candidates will be contacted for interviews in late January with the announcement for the successful pitch in early February. A finished film must be delivered by June 5, 2016.

Applications & submission details can be found at www.planetinfocus.org

About USC Canada & the I Am A Seed Saver Campaign:

USC Canada works with small-scale farmers in 12 countries including Canada to grow healthy food in ways that work with nature, build ecosystem resilience, and protect biodiversity. Explore USC Canada's website for ideas at usc-canada.org and their iamaseedsaver.org campaign.

About Planet in Focus

The is a non-for-profit, charitable organization whose mission is to promote environmental education by raising awareness of critical environmental issues through a variety of media-based initiatives including; the *Planet in Focus Environmental Film Festival*, the *Green School Tours*, cross-Canada *Earth Day Screenings*, the *Eco-Film Lab* and the *UN World Environment Day Student Film Festival*. The *Salon Vert* screening series showcases the best environmental films from Canada and around the world.

PLANET in FOCUS

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