



## Alforex Seeds Launches “Agriculture’s Brighter Side Video Contest”

March 17, 2021

**FOR IMMEDIATE RELEASE—**

CONTACT: Doug Bastian, Marketing Manager, [d.bastian@alforexseeds.com](mailto:d.bastian@alforexseeds.com)

Today, fewer than 2 percent of the United States population are farmers. On average, one farm in the U.S. can feed 165 people around the world. The COVID-19 pandemic has shown us how vulnerable our food production and supply systems can be, making it more important than ever to raise awareness of what the agriculture industry does for everyone.

Alforex Seeds is launching the “Agriculture’s Brighter Side” video contest to promote a positive message about the agriculture industry. The contest allows everyone from farmers to consumers to promote the positive impact that agriculture has in their lives and on others.

This contest is all about shining sunlight on American agriculture. Why sunshine? Farmers utilize the sun to produce nourishing food for all of us to enjoy. The sunshine is passed from the plants to the animals to the meat and dairy products that the farmer brings to the consumer every day.

We invite everyone to share your brighter side, whether you’re on a farm or in the city. Create up to a 3-minute video to celebrate “Agriculture’s Brighter Side” showing how you utilize products produced by our hard-working farmers or highlighting the agriculture industry.

The first contest begins April 1, 2021. Entrants can submit videos through April 30, 2021. Visitors to the website will vote for their favorite videos until May 9, 2021. The three most popular videos will receive a prize and will be announced on May 10, 2021. The contest will proceed every other month throughout the year. Watch Alforex Seed’s social media for further contest announcements.

Contest entry, rules and videos may be found at [agriculturesbrighterside.com](http://agriculturesbrighterside.com).

This contest is supported by Professional Dairy Producers of Wisconsin (PDPW), Dairy Farmers of Wisconsin (DFW), Dairy Business Association (DBA), Alice in Dairyland, Wisconsin Cheese Makers Association, Wisconsin 4-H, Wisconsin FFA and Wisconsin FFA Alumni. We welcome support from additional agricultural partners and anyone who admires the American farmer.