



SEED TO STORE
The Story of Australian Grain



**ROYAL ADELAIDE SHOW
GRAINS VIDEO CLIP
COMPETITION**

We want an insight into the innovation and excitement of the grains industry! Create an entertaining one minute YouTube clip profiling the Australian grains industry to **WIN \$1000 CASH** presented by Grains Ambassador, Andrew 'Cosi' Costello, at the 2015 Royal Adelaide Show!

Seed to Store – The Story of Australian Grains is an exciting video clip competition which will run in conjunction with the Royal Adelaide Show's 2015 Competitions.

School students and community members are invited to produce a one minute video looking at the journey of grains, legumes, oilseeds and pulses from the paddock to the plate.

Give the inside scoop of the grains industry! Consider including best practice science, innovation, farming, food production and the people making it happen – farmers, agronomists, research scientists, food technologists, transporters, marketers, millers, bakers, retailers!

> **Enter online at www.theshow.com.au**

(Select 'Show Entries and Results' then 'Online Entries' and then 'Seed to Store')



The Seed to Store YouTube clip competition is an initiative of AgCommunicators and is proudly sponsored by the South Australian Grains Industry Trust and Grains Research and Development Corporation with support from the Royal Agricultural and Horticultural Society of SA

ENTRY DETAILS:

- > Enter as an individual or team and enter as many times as you like! Entry is \$10 per video clip.
- > There are two categories within this competition 'School Student Entrant' and 'Community Entrant', each with \$1000 to win!
- > Entries close **5.00pm Friday 21st August 2015** and the video clip must be completed at the time of entry.
- > The top five entries will be played during the Royal Adelaide Show on the Coke Stage and feature on a rolling loop in the Golden Grains Pavilion with these entrants receiving free admission to the show on Tuesday 8th September for presentations.
- > The Winning video clip will be promoted via Facebook and other media channels.
- > Entrants must profile best practice grain farming. We would love to see it promote the opportunities and achievements of the grains sector.
- > Try to highlight a diverse range of players in the paddock to plate process, such as farmers, agronomists, research scientists, food technicians, transport and logistics, marketers and communicators, millers and bakers plus retailers and restaurateurs.
- > Be sure to consider the health and nutritional aspects of grains, legumes, oilseeds and pulses.

For more information, or to access complementary stock footage to assist with your production please contact:

**Sarah McDonnell – YouTube Video Clip Coordinator
AgCommunicators**

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INTERESTING FARM FACTS

Did you know?

- > In Australia 99% of farms producing grain are family owned!
- > Australia has some of the best scientists and farming groups which are working hard to breed varieties of grains, legumes, oilseeds and pulses specifically suited to Australia's growing conditions.
- > 3 grains make up 60% of the energy intake of the world's population! Wheat, Maize and Rice!
- > On average each Australian farmer produces enough food to feed about 600 people annually.

