



A farmer and a home economist inspire community with their stories

March 27, 2014 (Winnipeg, MB) — Last night at the Canadian Western Aviation Museum, the Manitoba Canola Growers Association (MCGA) launched Curtis McRae and Mairlyn Smith's "My Be Well Story" videos live on the big screen. McRae and Smith were the winners of a national contest MCGA launched last year.

The videos capture McRae and Smith's personal stories, their passions and ideas to serve as inspiration for others. "The contest was held in hopes of finding innovators, influencers and passionate people who are inspiring and motivating our community," says Ellen Pruden Education and Promotion Manager with the MCGA.

McRae is a farmer, vice president of Keystone Agriculture Producers and volunteer board member of Agriculture in the Classroom. The latter allows him to visit Manitoba schools to speak to students and bridge the gap in communication about agriculture. [McRae's video](#) shows his love for farming and his family, as well as his talent in Judo.

Smith is a professional home economist and author of four best-selling cookbooks. She's also an alumnus of the Second City Comedy Troupe making her a popular TV and media food personality. [Smith's video](#) captures her hilarious and charming personality, her love and knowledge about food, nutrition and healthy living. She reveals the pivotal point in her life that made her choose a healthier lifestyle.

The video launch was followed by a panel discussion on a theme that played on the venue: *navigating food choices*. The panel included three food savvy professionals from the food chain – a farmer (McRae), a foodie (Shel Zolkewich) and a home economist (Smith).

Guests in attendance were also treated to a sneak preview sample of a cold pressed canola oil which MCGA will launch for sale in the near future.

The Manitoba Canola Growers Association is committed to maximizing net income for canola farmers through sustainable production.

-30-

For more information contact:

Ellen Pruden
Education and Promotion Manager
Manitoba Canola Growers
Cell: (204) 479-0166
Email: ellen@mcgacanola.org

mcgacanola.org