

Media advisory

FCC Drive Away Hunger in Quebec

Blainville, Quebec, October 5, 2011 – Farm Credit Canada (FCC) invites media and the public to come out and show support for the FCC Drive Away Hunger tractor tour travelling Quebec on October 12 and 13.

What is FCC Drive Away Hunger? It's a unique food drive that involves driving a tractor and trailer through communities to collect food and cash donations for food banks across the country.

FCC employees from coast-to-coast, along with several community partners, will join forces to fight hunger from October 11 to 14.

FCC Drive Away Hunger is about making a difference in our communities by working together to help Canadian food banks feed people in need. Since 2004, the program has raised over 5.2 million pounds of food. To learn more about FCC Drive Away Hunger, and watch the Drive Away Hunger video, go to www.fccdriawayhunger.ca and visit the FCC Drive Away Hunger [media newsroom](#)

Next week, FCC Drive Away Hunger tractor tour will hit Quebec roads.

Tour itinerary:

Wednesday October 12

| Sainte-Sophie - Blainville | | |
|----------------------------|---------------------|---|
| 9:00 – 10:00 a.m. | Serres Sagami | 2743, Chemin Sainte-Sophie, Sainte-Sophie |
| 11:00 a.m. – 1:00 p.m. | La Petite Bretonne | 1210, boul. Michèle-Bohec, Blainville |
| 1:00 à 3:00 p.m. | FCC office | 1060, boul. Michèle-Bohec, Blainville |
| 3:30 – 5:00 p.m. | Moisson Laurentides | 25, rue Rolland-Brière, Blainville |

Thursday October 13

| La Présentation - Saint-Hyacinthe | | |
|-----------------------------------|--------------------------------|--|
| 9:00 – 9:30 a.m. | Ferme Bousquet et Blanchette | 875, Grand Rang, La Présentation |
| 9:45 – 10:15 a.m. | CPE Les Amis Gators | 910, rue Principale, La Présentation |
| 10:30 – 11:15 a.m. | Groupe Aquino | 7895, boul. Laframboise, Saint-Hyacinthe |
| 11:30 a.m. – 1:30 p.m. | Délimax veaux lourds Ltée | 3700, boul. Laframboise, Saint-Hyacinthe |
| 2:00 – 3:00 p.m. | Nutri-Œuf | 6655, rue Picard, Saint-Hyacinthe |
| 3:30 – 6:00 p.m. | FCC office (barbecue) | 3271, boul. Laframboise, Saint-Hyacinthe |

FCC Drive Away Hunger national program partners:

BDO, Parrish and Heimbecker Limited (New Life Mills) and Windset Farms™.



Media advisory

About Farm Credit Canada:

As Canada's leading agriculture lender, FCC is advancing the business of agriculture. With a healthy portfolio of more than \$21 billion and 18 consecutive years of portfolio growth, FCC is strong and stable – committed to serving the industry through all cycles. FCC provides financing, insurance, software, learning programs and other business services to producers, agribusinesses and agri-food operations. FCC employees are passionate about agriculture and committed to the success of customers and the industry. For more information, visit www.fcc.ca.

- 30 -

To arrange an interview with local FCC employees and food bank representatives or for more information, contact:

Éva Larouche (bilingual)
Communication Consultant
Farm Credit Canada
Tel : 1-888-780-6647
eva.larouche@fcc-fac.ca

FCC Drive Away Hunger is possible in Quebec thanks to:

Gold partners

Aliments Ouimet Cordon Bleu
Centre agricole JLD inc.
Défi Jeunesse
Delta Daily food
Inotrac
www.mamanpourelavie.com
Ray-Mont Logistiques

Silver partners

Ferme Michel Lauzon
Spécialités Prodal
Viandes du Breton

Bronze partners

Canard Impérial de Brome Ltée
Exceldor
Ferme Bousquet & Blanchette
KSA, avocats
NutriOeuf
Samson Bélair/Deloitte & Touche s.e.n.c.r.l.
Sublime Desserts Inc.

