

YORKSHIRE VALLEY FARMS CANADIAN ECO-SCHOLAR AWARD 2021 FULL RULES AND REGULATIONS

1. The entry period for the Yorkshire Valley Farms Canadian Eco-Scholar Award ("YVF Eco-Scholar" or "this Award") period begins on January 20, 2021 12:01 am Eastern Time and ends on March 19, 2021 11:59 pm Eastern Time. Yorkshire Valley Farms (the "Award Sponsor") reserves the right to terminate this Award at any time.

2. HOW TO ENTER: To enter this Award, go to <https://guelphorganicconf.ca/eco-scholar-2> and complete the registration form. A video submission is requested, but is not mandatory. The video submission must meet the criteria as outlined on the electronic application form. All video submissions must be original footage captured and produced by the applicant. Any music or effects must be used with permission and be in compliance with all applicable copyright and intellectual property laws. Symbols, elements and objects captured in the background must not be used in a way that suggests the owner of those items endorses the ideas or people presented in the video.

All ideas should be original content, and may not plagiarize from past or current applicants. All applicants must confirm that the ideas presented are their own, and that they take responsibility for the statements made within the video. Audio components of the video should be in the English language.

All video content should be respectful, and should not contain statements, qualifications or references that would be considered harmful or misrepresentative of an individual or group of individuals based on race, ancestry, place of origin, colour, ethnic origin, citizenship, creed, sex, sexual orientation, record of offences, age, marital status, family status or disability.

Videos will be uploaded to the applicant's YouTube channel and must meet all YouTube guidelines and requirements, which can be viewed at <https://www.youtube.com/howyoutubeworks/policies/community-guidelines>. Entries that do not comply with all YouTube guidelines and requirements will be disqualified. YouTube is not a sponsor of this award and by submitting an entry each applicant agrees to release YouTube from any liability related to this award.

A maximum of one (1) entry per applicant is permitted. No purchase necessary to apply. Past applicants and winners are allowed to enter, as long as they meet the eligibility requirements.

If video is not available to an applicant, entrants may submit an essay through the application form at <https://guelphorganicconf.ca/eco-scholar/> describing in 300 words or less "**what role do you hope to play in the organic regenerative movement?**". All entries must be received by the Award closing date of March 19, 2021 by 11:59pm. A maximum of one (1) written entry per person is permitted. Written entries must be in the English language.

3. This Award is only open to residents of Canada, outside Quebec, who are 16 years old and are actively enrolled in full-time study in a Canadian educational institution at any level of study. Applicants will be required to provide proof of active enrollment at their chosen academic institution. Representatives from The Guelph Organic Conference and/or the Award Sponsor reserve the right to contact the applicant's educational institution to verify details regarding the student's academic status. For any applicant who has not reached the age of majority in their province or territory of residence, the consent of their parent or legal guardian is necessary to enter, and as such, where appropriate the terms "applicant", "entrant" and "winner" mean the consenting parent or guardian of the minor who caused the submission of the applicable entry.

4. Four (4) Award winners will be selected under the supervision of a judging panel, as appointed by Yorkshire Valley Farms and The Guelph Organic Conference. \$10,000 is available in total in Award funding to be distributed as: 1 x \$5000 / 2 x \$2000 / 1 x \$1000. Each such prize must be accepted as awarded and may not be transferred or exchanged. Winners will be notified on or about April 12, 2021. Odds of winning depend on the number of eligible entries received. Winners will be contacted by phone unless a phone number has not been provided. An email confirmation will also be sent to the email address provided within five (5) business days. No communications will be entered into except with the winner(s).

5. If a winner cannot be reached within five (5) business days of the first communication and after a minimum of two (2) attempts by the Award Sponsor or if a winner declines the prize, or does not otherwise comply with these Award rules (these "Rules"), another review will be conducted to select a replacement winner.

6. The Award Sponsor's rulings are final and without appeal in all matters related to this Award and the awarding of the cash payments.

7. All entries other than those submitted through YouTube become the property of the Award Sponsor. Applicants consent to allowing the Award Sponsor to modify, edit and use the video footage submitted in marketing and promotional materials. No materials submitted as part of any application will be returned to the applicant.

8. The Award Sponsor assumes no responsibility for lost, stolen, delayed, damaged, illegible or misdirected entries that have been submitted through illicit means, or do not conform to or satisfy these Rules or for failure of the website during the entry submission period, for any problems or technical malfunction of any telephone network or lines, computer on-line systems, servers, access providers, computer equipment, software, failure of any email or traffic congestion on the internet or at any website, or any combination thereof including any injury or damage to an entrant's or any other person's computer related to or resulting from uploading or downloading any material relating to the entrant's application. The Award Sponsor reserves the right, in its sole discretion, to cancel or suspend the online portion of this award should a virus, bug or other cause beyond the reasonable control of the Award Sponsor corrupt the security or proper administration of this Award. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Award is a violation of criminal and civil laws. Should such an attempt be made, the Award Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution. The Award Sponsor is not responsible for any errors or omissions in advertising this award.

9. Without further notice or compensation, by entering this Award and by providing the personal information as part of or related to an application (including without limitation name, age, address, email address, postal code, telephone number, educational institution and status, social media handle(s), comments and image, whether on video, photograph or any other means), the entrant: (a) consents to the collection of, and agrees to use of, such personal information by the Award Sponsor for the purposes of administering this Award and awarding prizes and other promotional purposes carried out by Yorkshire Valley Farms and/or the Guelph Organic Conference and their respective advertising and promotional agencies and agents; and (b) acknowledges and agrees that he or she may receive from Yorkshire Valley Farms and/or the Guelph Organic Conference additional promotional information from time to time via the email address provided as part of the application.

10. By entering this Award, entrants release, indemnify and hold harmless both the Guelph Organic Conference (Organic Food Conferences Canada) and Yorkshire Valley Farms Ltd, together with each of their respective officers, directors, employees, agents, and advertising and promotional agencies, from any liability in connection with this Award, participation in any Award-related activities, any travel related to or required as a result of submitting an application, and/or, if declared a winner, the use or misuse of an awarded prize or any portion of an awarded prize, including personal injury, death or property damage. This Award will be conducted in accordance with these Rules, subject to amendment by the Award Sponsor. The Award Sponsor reserves the right to cancel, amend, modify or terminate this Award or the Rules at any time in its sole discretion and without further notice. Entrants must comply with these Rules, and will be deemed to have received and understood the Rules if they participate in this Award.

11. Prizes awarded must be accepted on an "as is" basis and there is no substitution of prizes. The Award Sponsor reserves the right, as part of confirming the eligibility of any Award winners, to request additional documents and/or personal information. Without further notice or compensation, by entering this Award, each applicant agrees to provide such documents and/or information and consents to the Award Sponsor's collection and use thereof for purposes of such confirmation. The failure of any potential winner to fully cooperate with the Award Sponsor to confirm eligibility, as determined by the Award Sponsor in its sole and unfettered discretion, will result in immediate ineligibility.

12. This Award is subject to and intended to comply with all applicable federal, provincial, and municipal laws, and to the extent any provision of this Award does not comply with such laws such provision shall be void.

13. By entering this Award, entrants agree to abide by the Rules and decisions of the Award Sponsor and Award judging panel, which are final.