

## **FarmLead Partners with APAS Youth Leadership Program**

*Supporting the Development and Mentorship of Young Farmers in Saskatchewan*

Saskatoon, SK, December 20, 2017 – [FarmLead](#), North America's largest and fastest growing online grain marketplace, today announced its charitable partnership with the [Agricultural Producers Association of Saskatchewan](#)'s Youth Leadership and Mentorship Program. For every farmer who registers their free FarmLead account using the referral code "APAS," FarmLead will make a \$25.00 charitable donation payable to APAS in support of the Youth Leadership and Mentorship Program.

"We are very proud of the APAS Youth Leadership and Mentorship Program, which has almost doubled in size in its fourth year," said Todd Lewis, President of the Agricultural Producers Association of Saskatchewan. "We're pleased that FarmLead also recognizes the importance of investing in the future of ag leadership in Saskatchewan."

Future generations of farmers need to think beyond the historical challenges faced by their predecessors, including weather and commodity price cycles. They need to consider balancing their primary duties, responsibilities and challenges with the adoption of new technologies that make farm operations more efficient. The FarmLead and APAS partnership seeks to provide a winning solution.

The goal of the APAS Youth Leadership and Mentorship Program is to help young producers of Saskatchewan gain valuable experience, take advantage of networking opportunities and develop the skills necessary to become future industry leaders. This year's program runs from the Fall of 2017 to the Summer of 2018 and will highlight leadership skill development, mentorship from experienced Saskatchewan farmers, and opportunities to connect with young producers sharing the same concerns and challenges.

"My young friends and family are all future farmers who want to be as successful as their parents and grandparents," added Brennan Turner, President & CEO of FarmLead, who is originally from Foam Lake, Saskatchewan. "I want as many young farmers as possible to learn through the Youth Leadership and Mentorship Program so that they can meet the many new challenges facing farmers head on."

From market analysis, grain testing and pricing recommendations, to accessing more qualified buyers and ensuring the best possible price for grain, FarmLead aims to provide end-to-end value throughout the grain marketing life cycle. Keeping core to its roots in Saskatchewan, FarmLead is pleased to support the next generation of Saskatchewan farmers, encouraging them to explore new agricultural technologies in order to lead and advance the industry.

For more information about the APAS Youth Leadership and Mentorship Program, please visit: [www.apas.ca/youth-leadership-program](http://www.apas.ca/youth-leadership-program).

For more information about FarmLead, please visit: [www.farmlead.com](http://www.farmlead.com).

**About the Agricultural Producers Association of Saskatchewan (APAS)**

APAS is Saskatchewan's general farm organization – formed to provide farmers and ranchers with a democratically elected, grassroots, non-partisan, producer-run organization based on rural municipal boundaries. As the united voice of thousands of agricultural producers and ranchers in Saskatchewan, we strive to represent the views of a wide variety of agricultural stakeholders in order to form comprehensive policies that can benefit all sectors of society. APAS is a member of the Canadian Federation of Agriculture.

For further information and to arrange an interview, please contact:

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**About FarmLead**

Built by farmers for farmers, FarmLead is reinventing how grain is marketed and sold through the world's fastest growing grain marketplace. Available online and as a mobile app, FarmLead also provides farmers access to exclusive market research, grain testing, price visibility and reduced brokerage fees and risks. The FarmLead Marketplace facilitates greater equality, efficiency and transparency for the grain industry. Farmers find more verified buyers and identify the best possible deal, while grain buyers easily access and identify the grain for sale in their desired location.

For further information and to arrange an interview, please contact:

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