Editorial guidelines for companies and organisations

Our mission
EatFarmNow's mission is to put the world's best podcasts, blogs, videos and pictures created by the world's food community - farmers, food thinkers, journalists, chefs, writers - all in one place.

The stories we publish inspire, entertain, spark debate, and educate about the world of food.

Our audience
EatFarmNow users are a global mix of people connected by an interest in food and farming – whether they be farmers, chefs, schools, self-proclaimed foodies, or interested members of the public.

Our main, grass-roots contributors
The contributors we work with are ordinary people creating high quality, real, grass-roots content. They might be a farmer vlogging about their daily life, a chef writing about the history behind a dish, or perhaps an interested citizen podcasting about the big debates in food sustainability.

How commercial content fits in
We recognise that companies and other organisations are increasingly producing great content too – and also that they can offer insights and perspectives that others can't.

We feel there is room for this type of content on EFN, providing that it still abides by our editorial guidelines of being inspiring, entertaining, sparking debate, and being educational about the world of food and farming.

Offering useful and actionable information in an entertaining way will do far more to promote your brand than an old-fashioned advertorial. We accept that you may want to mention your company's work, but it's important that you broaden the focus to developments, trends, or issues happening in the industry and community.

At its core, your content should tell a story, and the better you can do this, the more impact you will have. Users like authenticity and transparency, so whenever possible be sure to describe real people in real situations and give details that offer insight.

In the name of transparency, we believe that it is important that EFN users can determine whether content is paid-for, part of an in-kind partnership, or created by one of our grass-roots contributors. This means that all content from commercial entities will be labelled (see more under 'Types of partnerships' below).

Paid-for content will sit alongside our main grass-roots content under the website category that the EFN editor deems most appropriate. The categories are:

• Farm Diaries (farming stories, daily farm life)
• Food Files (trends, farm-to-fork stories, food interest, food culture, food history, food science, people in food/ farming)
• Practical Farming (farmer-to-farmer tips/ issues/ discussions/ behind the scenes)
• The Big Issues (current affairs, business, community, innovation, sustainability, mental health in farming, young farmers, climate change, rural matters, animal welfare, wildlife and conservation, diets, food education)

Types of partnerships
'Associate'
We sometimes work with relevant organisations, which may include charities and NGOs. If these partners create valuable content that fits with our editorial guidelines, and which we feel is of interest to the EatFarmNow audience, we may accept content submissions at no cost.

Commercial - 'partner' and 'sponsored'
We partner with companies and organisations to promote content which they have produced. This content placement is paid for and is tagged 'partner' content. We maintain editorial integrity and the right to refuse based on the quality, relevance and suitability of this content for #EatFarmNow. All such content must fit with our editorial guidelines.

We can also work with commercial entities on 'sponsored' content: This is content produced by the #EatFarmNow editorial team in collaboration with a third party organisation. Again, it must meet our editorial guidelines.

Content we are NOT looking for
EatFarmNow does not publish content that is overtly promotional. All paid-for content must have value to our audience and sit comfortably next for our non-paid-for content.

It must inspire, entertain, spark debate, and educate about the world of food. Paid-for content should seek to inform and engage, but not advertise.

Please also note that we do not publish content that is not connected to food and farming in some way. Also, we do not accept content on recipes, diets, cooking, or restaurant reviews, unless particularly educational, as we feel the internet is awash with this already.

EatFarmNow reserves the right not to publish anything we deem to be offensive, incorrect, defamatory, or which does not fit with our guidelines in any way.

Content formats
We accept blogs, videos, podcasts and picture-led blog posts too. The word count of blog posts and time length of videos and podcasts may vary. However, the absolute golden rule is that the content should be entertaining / informative enough to hold a user's attention.

Blog posts, in general, are best kept to a maximum of about 500-600 words. But please discuss all content lengths, formats etc with the editorial and commercial teams first.

Please be aware when uploading images, videos and podcasts, that we currently take these formats:

• Video: Maximum size 1.2GB, format MP4 / MOV / AVI
• Audio: Maximum size 600MB, format MP3 / WAV
• Images: Maximum size 5MB, format JPG / PNG

Most of our users simply embed their videos and podcasts by copying and pasting a code from their player/ host - these players below are supported. If podcast or video hosts are not listed, please contact us (see below) to discuss this:

• Soundcloud, Libsyn, Podomatic, Youtube, Vimeo or Dailymotion.

Staying accurate and transparent
When quoting others' work, please include references. When using facts, statistics, or research from a third party, please say who they are/ where you got the information from.

All claims and statements made should be accurate to the best of your knowledge.

Submission process

All paid-for, or associate content must be discussed with the EFN commercial and editorial teams. Please initially email **Emily Davies - editor@eatfarmnow.com** to discuss working with us.

EFN has the right not to accept content it feels does not meet its editorial guidelines.