



Editorial guidelines for contributors

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, and 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, journalists, or other interested members of the public.

What we are looking for

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

It might help to look at our website categories. They 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)

As a contributor, you will already be creating content - we just want to put what you are doing in one easily accessible place and help push more traffic to your blog / vlog / podcast. If you are not yet creating content, but would like to, check out our section on the website entitled "Tips and tricks".

Content formats

We accept blogs, videos, podcasts and picture-led blog posts. The word count of blog posts and time length of videos and podcasts varies depending on the contributor - we are simply showcasing what you are already producing. So if it works for you and your followers, then it probably works for us too.

However, it's worth bearing in mind that 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. Particularly long pieces (1,000 words plus) may be cut by the EFN editorial team if we feel they need it, following discussion with you.

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.

Photographs, videos and graphics should also be your own work. However, if you need to use other examples please ensure you get the owners' permission in writing and attribute the work to them as they request.

Content we are NOT looking for

We feel the internet is awash with recipes and diet blogs, and we don't think it needs one more - therefore we do not accept content on recipes, diets, cooking, or restaurant reviews, unless particularly educational.

Please also do not submit content which is significantly out of date, for example about an event that happened months ago.

We do not accept content where the purpose is to promote a company, service, brand or product for financial gain. If you are a company or organisation which would like to submit content or sponsor EatFarmNow, please refer to our "Guidelines for companies, partners and sponsors".

If you are a genuine, grassroots contributor, please note that the above does not mean you cannot feature products, brands, services or companies in your content.

For example, if you are a farmer, you might post a video comparing different types of machinery brands, or you might be a podcaster interviewing a food company, looking behind the scenes of their operations. The key thing is that you are an independent third party, and present your story as such.

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.

Submission process

Once you have registered, the EatFarmNow team will check that you are creating content that we feel fits with our editorial guidelines. Once you have been approved, you will be sent an email inviting you to create a profile.

For the first few times, please email the EFN editor Jez Fredenburgh, with the content you would like to include on EFN - jez@eatfarmnow.com. Once you have approval, please upload your content. You will receive an email notification confirming publication.

Please note all content is subject to our editorial review to make sure it fits our guidelines and offers our audience the very best in farming and food content.

The EFN editors may also tweak the headline to make it fit with our website better, and may also copy-edit to ensure it copy is grammatically accurate and website-friendly.

Please be aware that content approval may take a few days dependent on volumes of submissions.

How to get in touch

If you have any queries regarding submitting articles please contact our editor Jez Fredenburgh on jez@eatfarmnow.com or community manager Will Evans on will@eatfarmnow.com