

## NEWS RELEASE

**For Immediate Release**

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### **Local Farming Family to Be Featured on Oprah Winfrey Network**

*Popular Canadian Chef comes to Perth County*

**STRATFORD-** A local farming family is set to take centre stage on the Oprah Winfrey Network on November 8<sup>th</sup>.

Canadian Chef and well-known Food Network Canada personality Christine Cushing visited Erbcroft Farms west of Stratford in May to shoot an episode of "Fearless in the Kitchen".

Luann and Tim Erb are the fourth generation of Erbs to continue the farming tradition in Sebringville.

Although hard work has remained at the heart of farming practices from one generation to the next, the Erbs of today have chosen to raise animals in a more natural manner and with a focus on selling locally.

Naturally-raised lamb, duck, free-range chicken and turkey are amongst the products they currently offer, but it was their free-range eggs that Chef Cushing wanted to showcase for the upcoming episode that will feature a *fearful* cook learning the ropes in the kitchen.

When asked about the upcoming appearance on OWN, Luann replied, "We are pleased to have the spotlight on us and Perth County."

But she was quick to point out that celebrity is certainly not a motivating factor for doing what they do. "Farming has to be a labour of love." Despite all of the romantic notions about farming and living in the country, underneath it all is a 24/7 commitment and a lot of hard work.

"Fearless in the Kitchen" featuring Erbcroft Farms airs Tuesday, November 8<sup>th</sup> at 9pm EST on OWN.

To find out more about Erbcroft Farms, visit [www.ercroft.com](http://www.ercroft.com) or catch them at the Slow Food Market every Sunday from 10am-2pm.

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