



*FOR IMMEDIATE RELEASE*

## **Agricultural communicators celebrated**

*(Edmonton, AB- September 12, 2009)* The best and brightest agricultural journalists, broadcasters, communicators and photographers were honoured at the 2009 Canadian Farm Writers' Federation (CFWF) Awards Banquet, held on September 12, 2009 in conjunction with the CFWF's annual conference.

Gold, silver and bronze awards were presented in 14 categories at the banquet held at the Delta Edmonton South. The banquet concluded the three-day conference which included diverse tours in the agri-food sector and professional development sessions. A total of 44 awards were presented with winners taking home cheques of \$300, \$200 and \$100 for the three recipients in each category.

Winners were chosen by 28 judges from across Canada and the United States. These judges ranged from journalists, professors and communicators from various mainstream publications – some of which have agricultural backgrounds and some of which did not.

Also, special mention was given to David Schmidt and Janet Kanters for their long-time contributions to CFWF as the B.C. and Alberta representatives on the CFWF board of directors.

CFWF ([www.cfwf.ca](http://www.cfwf.ca)) represents almost 400 English-speaking agricultural journalists, broadcasters and communicators across Canada through five regional associations in Eastern Canada, Manitoba, Saskatchewan, Alberta and British Columbia.

The awards categories, winners and sponsors for 2009 are listed on the attached pages.

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For more information, contact:

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# CFWF 2009 Awards Program – Categories & Winners

## Television News Reporting

The Jack McPherson Award - Sponsored by Dow AgroSciences

**Gold: Rhea Yates** - Pulse Canada: *The Pulse Innovation Project: Growing Pulse Markets*

**Silver: Arthur Churchyard** - University of Guelph/OMAFRA Partnership: *Building Bridges for Agriculture*

**Bronze: Kerri-Sue Lang** - [www.youtube.com](http://www.youtube.com): *Pork Safety Explained*

## Radio News Reporting

The Tom Leach Award - Sponsored by Bayer CropScience

**Gold: Diane Lonergan** - CBC Radio Noon, Winnipeg: *Arborg Elevator*

**Silver: Dianne Finstad** - Agri-News Cast: *Lacombe 100th Bull Sale*

**Bronze: Natalie Osborne** - CKNX Radio: *Feed Efficiency*

## News Release

The Alice Switzer Award - Sponsored by Farm Business Communications

**Gold: Theresa Whalen** - TMC News: *Farmers' Markets Sell 'Community Shopping Experience'*

**Silver: Brad Brinkworth** - The CLA Network: *CLA and Omega 3 Set to Deliver*

**Bronze: Lilian Schaer** - AGCare: *Gardeners can Learn from Farmers*

## General Periodical

The Felix Schmaltz Award - Sponsored by AdFarm

**Gold: Wayne Riley** - Canada's Buried Treasure: *Canada's Buried Treasure—The International Year of the Potato*

**Silver: Heather Frayne** - Canadian Wheat Board: *Exceptional: 2007-2008 Annual Report*

**Bronze: Mike Tisdall** - Farm Credit Canada: *AgriSuccess Journal*

## Technical Feature

The Peter Lewington Award - Sponsored by Syngenta Seeds Canada Inc.

**Gold: Ray Ford**- Small Farm Canada: *Great Soil, Better Farm*

**Silver: Gord Leathers** - Wheat, Oats and Barley: *Genetic Lottery*

**Bronze: Tom Button** - Country Guide: *When Parents Become Bankers*

### **Press Column**

The Frank Jacobs Award - Sponsored by fccvision.ca

**Gold: Gerald Pilger** - Country Guide: *The Gaping Hole in Farm Marketing*

**Silver: Owen Roberts** - Guelph Mercury : *Candidates face food issues without farmers*

**Bronze: John Greig** - Ontario Hog Farmer: *Re-thinking sows*

**Bronze: Ray Ford** - Small Farm Canada: *Farm smart: bale graze*

### **Press Editorial**

The O.R. Evans Award - Sponsored by Pioneer Hi-Bred Limited

**Gold: Dave Bedard** - Manitoba Co-operator: *Policy Plonk*

**Silver: Dave Harrison** - Greenhouse Canada: *Ensuring fair trade in new agreement*

**Bronze: Terry Fries** - The Western Producer: *CWB monopoly fate is farmers' decision*

**Bronze: Wendy Holm** - The Vancouver Sun: *Canadian cheese should be made from Canadian milk*

### **Press Feature**

The Dick Beamish Award - Sponsored by Monsanto Canada Inc.

**Gold: Gord Gilmour**- Country Guide: *Young Turk*

**Silver: Mary Baxter** - Better Farming Magazine: *Women's changing role on the farm*

**Bronze: Andrew Douglas** - Country Guide: *Venture Cap*

### **Monthly Press Reporting**

The Jack Cram Award - Sponsored by Canadian Seed Growers' Association

**Gold: Mary Baxter** - Better Farming Magazine: *The new ethanol*

**Silver: Gord Leathers** - Wheat, Oats and Barley: *Line of Scrimmage*

**Bronze: Andrew Douglas** - Country Guide: *Venture Cap*

### **Weekly Press Reporting**

The Q.H. Martinson Award - Sponsored by Qu'Anglo Communications & Consulting

**Gold: Sean Pratt** - The Western Producer: *RESCUED from RUIN—New game plan left casualties on field*

**Silver: Ian Cumming** - Ontario Farmer: *Solar Farm prompts fight over use of prime farmland*

**Bronze: Brian Cross** - The Western Producer: *Revved economy throttles farm labour recruitment*

### **Daily Press Reporting**

The C.B. Fairbairn Award - Sponsored by The Western Producer

**Gold: Tiffany Mayer** - St. Catherines Standard: *Residents raise stink over Jordan digester*

### **World Wide Web Site**

The Henry Heald Award - Sponsored by Quarry Integrated Communications

**Gold: Dave Bedard, Dimos Zarkadas & Chris Johnston** – AGCanada: [www.agcanada.com](http://www.agcanada.com)

**Silver: Susy Kilby** - Canadian Farm Business Management Council: [www.farmcentre.com](http://www.farmcentre.com)

**Bronze: Mike Tisdall** - Agri-Success Journal/ Agri Success Express: [www.fcc-fac.ca/en/agnews/agnews\\_e.asp](http://www.fcc-fac.ca/en/agnews/agnews_e.asp)

### **Feature Photograph**

Sponsored by George Morris Centre

**Gold: William DeKay**- The Western Producer: *All hands on deck*

**Silver: Kevin Hogarth** - Country Guide: *Disconnected*

**Bronze: Allan Dawson** - Manitoba Co-Operator: *Sclerotinia Assessment*

### **News Photograph**

The John Phillips Award - Sponsored by Better Farming

**Gold: William DeKay** - The Western Producer: *A cowboy hug*

**Silver: Wendy Dudley** - The Western Producer: *Slim pickings: Hawk and Skull*

**Bronze: Suzanne Atkinson** - Ontario Farmer: *Untitled*

## **Adjudication Process**

Each category entry was independently reviewed, evaluated and scored by two judges where possible. Judges scores are averaged to determine gold, silver and bronze winners in each category. In the case of a tie or an extreme variation in scores between judges, the awards chair may be required to independently scrutinize and score the relevant entries.

## **Awards Chair**

Hugh Maynard - *Qu'anglo Communications & Consulting*

## **Awards Administrator**

Christina Franc - *Qu'anglo Communications & Consulting*

## **Founding Patron**

Monsanto Canada Inc.

## **Prizes**

Gold - \$300, Silver - \$200, Bronze - \$100

## **Judges**

<b>Television News Reporting</b>	Jim VanHorne, <i>Fanshawe College</i> Bruce Sundeen, <i>North Dakota State University</i>
<b>Radio News Reporting</b>	Tanya Birkbeck, <i>CBC Montreal</i> Jim VanHorne, <i>Fanshawe College</i>
<b>News Release</b>	Troy Turner, <i>The Western Star</i> Jill Forrester, <i>Saskatchewan Association of Health Organizations</i>
<b>General Periodical</b>	Clyde Graham, <i>Canadian Fertilizer Institute</i> Philip Lee, <i>Associate Professor, Journalism and Communications, St. Thomas University</i>
<b>Technical Feature</b>	Barbara Metrycki, <i>Technical Communications Instructor, University of Manitoba</i> Betsy Freese, <i>Living the Country Life</i>
<b>Press Column</b>	Malcolm French, <i>Equitum Consulting</i> Steve Fairchild, <i>Today's Farmer, MFA Inc.</i>
<b>Press Editorial</b>	Deborah Drolen Jones, <i>Farm Industry News</i> Barry MacCormack, <i>Rural Secretariat AAFC</i>
<b>Press Feature</b>	Fred Fletcher, <i>School of Journalism, University of British Columbia</i> Jeff Caldwell, <i>Multimedia Editor, Agriculture.com</i>
<b>Monthly Press Reporting</b>	Tom Henry, <i>Southern Tip Publishing Inc.</i> Gregg Hillyer, <i>The Progressive Farmer</i>
<b>Weekly Press Reporting</b>	Elaine Stovin, <i>BC Cattlemen's Association</i> Tony Greaves, <i>Retired Freelance Writer</i>
<b>Daily Press Reporting</b>	Duncan McMonagle, <i>Red River College, Winnipeg</i> Norma Greenaway, <i>Canwest News Service</i>
<b>World Wide Web Site</b>	Todd Crowe, <i>Project Manager, Farms.com Ltd.</i> Linda Sleichter, <i>Kansas State University</i>
<b>Feature Photography</b>	Linda Smith, <i>Farm Journal Media</i> Fred Lum, <i>Staff photographer, The Globe and Mail</i>
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