



FOR IMMEDIATE RELEASE

Farm writers across Canada celebrated

(Moose Jaw, SK – October 2, 2010) The best and brightest agricultural journalists, broadcasters, communicators and photographers were honoured at the 2010 Canadian Farm Writers' Federation (CFWF) Awards Banquet, held on October 1, 2010 in conjunction with the CFWF's annual conference.

Gold, silver and bronze awards were presented in 14 categories at the banquet held at the Temple Gardens Mineral Spa. The banquet concluded the three-day conference which included diverse tours in the agri-food sector and professional development sessions. A total of 42 awards were presented with winners taking home cheques of \$300, \$200 and \$100 for the three recipients in each category.

Winners were chosen by 25 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.

This year, CFWF also announced a new category title. The Feature Photograph category has now been named after one of the five founders of CFWF, Don Baron. Don was raised in the Ottawa Valley, graduated with an agricultural degree from the University of Guelph (at that time the Ontario Agricultural College), then worked for Country Guide as an Ontario field editor until he was appointed editor in Winnipeg. He left in 1975 to move to the CBC in Ottawa as head of agriculture and natural resources, then moved after a short stay at CBC to the Government of Saskatchewan in Regina as assistant deputy minister.

CFWF (www.cfwf.ca) represents more than 350 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 2010 are listed on the attached pages.

-30-

For more information, contact:
Christina Franc
2010 CFWF Awards Administrator
office@cfwf.ca



CFWF 2010 Awards Program – Categories & Winners

Television News Reporting The Jack McPherson Award

Sponsor: Dow AgroSciences

Gold: Natalie Osborne University of Guelph SPARK *Biosensor Bacteria*

Silver: Carol Moore University of Guelph SPARK *Honeybees - What's happened?*

Bronze: Joey Sabljic University of Guelph SPARK *Bioproducts - soy plastics*

Radio News Reporting The Tom Leach Award

Sponsor: Qu'Anglo Communications & Consulting

Gold: Marilyn Maki CBC Radio Noon Manitoba *Potato wars*

Silver: Alice McFarlane *Canola Conundrum*

Bronze:

News Release The Alice Switzer Award

Sponsor: Farm Business Communications

Gold: Bill Strautman Western Grains Research Foundation *Hairy canola resists flea beetle damage*

Silver: Brad Brinkworth The CLA Network *New results boost health promise for natural dairy and beef trans fat*

Bronze: Helen Button *New Agrisure Viptera corn trait to revolutionize pest control*

General Periodical The Felix Schmaltz Award

Sponsor: AdFarm

Please note: Due to a transcription error, at the awards banquet on October 2nd, the Gold prize in the General Periodical category was mistakenly awarded to Margaret Boyd, Andrea Smart and Andrea Labaj of Agriculture Canada for their entry "100 years of agricultural research excellence". CFWF very much regrets the error and any inconvenience it may have caused. The correct winner of the Gold prize is indicated below.

Gold: Wayne Riley Agriculture Canada *100 years in the making*

Silver: Owen Roberts, Louise Jessop & SPARK *ADVANCE Magazine*

Bronze: Glenn Cheater CFBMC *Different is good*



Technical Feature The Peter Lewington Award

Sponsor: Syngenta Seeds Canada, Inc.

Gold: Gord Gilmour Country Guide *Action heroes*

Silver: D'Arce McMillan The Western Producer *Mapping canola/filling empty seeds with designer proteins/Making friends with frost*

Bronze: Gord Leathers Canola, pulse and special crops guide *Friend or foe?*

Madeleine Baerg Small Farm Canada *Getting the best bang for your cluck*

Press Column The Frank Jacobs Award

Sponsor: fccvision.ca

Gold: Ron Friesen The Manitoba Cooperator *Starvation in an age of plenty*

Silver: John Greig Ontario Poultry Farmer *What would Aunt Mildred think?*

Bronze: Laura Rance Winnipeg Free Press *Are farmers rational?*

Press Editorial The O.R. Evans Award

Gold: D'Arce McMillan The Western Producer *Market acceptance bill could stifle development*

Silver: Terry Fries The Western Producer *Conflicting data on GHG makes solutions difficult*

Bronze: Lilian Schaer Owen Sound Sun Times *Stop bashing those who grow our food*

Press Feature The Dick Beamish Award

Sponsor: Monsanto Canada

Gold: Anne Lazurko Country Guide *A farm of her OWN*

Silver: Shirley Byers Small Farm Canada *And then another pig/goat/sheep...*

Bronze: Laura Rance Manitoba Cooperator *Facing depression on the farm*

Monthly Press Reporting The Jack Cram Award

Sponsor: Canadian Seed Growers' Association

Gold: Tom Button Country Guide *Go south, Canadian*

Silver: Lilian Schaer Ontario Dairy Farmer *Teats and tweets*

Bronze: Mary Baxter Better Farming *The scourge and stigma of mental illness on the farm*

Weekly Press Reporting The Q.H. Martinson Award

Sponsor: Ontario Farmer Publications

Gold: Ron Friesen The Manitoba Cooperator *Growers allege discrimination*

Silver: Sean Pratt The Western Producer *Delivering the right stuff: a new push for accountability*

Bronze: Allan Dawson Manitoba Cooperator *Questions raised about Monsanto penalties*



Daily Press Reporting The C.B. Fairbairn Award

Sponsor: Western Producer

Gold: Elizabeth Thompson Sun Media *Cash crops - farm credit staff and execs enjoy posh hotels, trips to Disney World*

Silver: Bill Redekop Winnipeg Free Press *A new job at 61 after life in cattle*

Bronze: Bartley Kives Winnipeg Free Press *Spuds dumped over dispute*

World Wide Website The Henry Heald Award

Sponsor: Quarry Integrated Communications

Gold: Paul Yanko The Western Producer *www.producer.com*

Silver: Rachel Kehrig *Pulses for every body*

Bronze: Dave Bedard, Chris Johnston, Dimos Zarkada Farm Business Communications *AgCanada.com*

Feature Photograph The Don Baron Award

Sponsor: George Morris Centre

Gold: William DeKay The Western Producer *Team spirit*

Silver: Ken Gigliotti Winnipeg Free Press *A new job at 61 after life in cattle*

Bronze: Mary MacArthur The Western Producer *Species confusion - Chirpy*

News Photograph The John Phillips Award

Sponsor: Better Farming

Gold: William DeKay The Western Producer *Lunch served on the go*

Silver: Phil Hossack Winnipeg Free Press *Farmers springing into action*

Bronze: Lorne McClinton The Farrow *Camelina*



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

Television News Reporting	Hannah Thibedeau, <i>Palindrome Productions</i> Jim Van Horne, <i>Fanshawe College</i>
Radio News Reporting	Jim Van Horne, <i>Fanshawe College</i> Jon Steinman, <i>Deconstructing Dinner</i>
News Release	Tim Cook, <i>The Canadian Press Prairies/North News Editor</i> Michael Robin APR,
General Periodical	Holly Spangler, <i>Prairie Farmer, Farm Progress</i> Fred Myers,
Technical Feature	Rhonda Thornley, <i>Campbellton Berry Farm</i> Joe Dales, <i>Farms.com Ltd.</i>
Press Column	Malcolm French, <i>Equitum Consulting</i> Janet Connor, <i>Atlantic Agriculture and Agri-Food Canada</i>
Press Editorial	Deborah Drolen Jones, <i>Farm Industry News</i> Barry MacCormack, <i>Rural and Co-Operatives Secretariat - AAFC</i>
Press Feature	Cheryl Tevis, <i>Successful Farming Magazine</i> Jeff Caldwell, <i>Agriculture.com</i>
Monthly Press Reporting	Tom Henry, <i>Small Farm Canada Magazine</i> Fred Fletcher, <i>School of Journalism, University of British Columbia</i>
Weekly Press Reporting	Elaine Stovin, <i>BC Cattlemen's Association</i> Harry Siemens, <i>SiemensSays.com</i>
Daily Press Reporting	Norma Greenaway, <i>Postmedia News</i> Cam Fortems, <i>Kamloops Daily News</i>
World Wide Website	Linda Sleichter, <i>Freelance writer and web manager</i> Todd Crowe, <i>Farms.com Ltd.</i>
Feature Photograph	Fred Lum, <i>The Globe & Mail</i> Linda Smith, <i>Farm Journal Media</i>
News Photograph	Fred Lum, <i>The Globe & Mail</i> Linda Smith, <i>Farm Journal Media</i>