



For immediate release

Ontario Farm Animal Council program manager wins international travel bursary

Kelly Daynard will represent Canadian farm writers at the 2008 International Federation of Agriculture Journalists congress in Austria and Slovenia thanks to her membership in the Canadian Farm Writers' Federation (CFWF). As the CFWF International Bursary recipient, Daynard receives up to \$2,500 to reimburse her costs for this once-in-a-lifetime opportunity.

"Canadian agriculture is constantly affected by issues abroad. It's crucial that those of us working in the industry ensure that we don't operate in isolation or ignorance. The chance to learn of another country's culture, economy, government and agriculture will be an invaluable experience and will enable me to approach my career and the producers I work for from a much broader perspective," says Daynard who is program manager with the Ontario Farm Animal Council (OFAC).

An accomplished communicator, Daynard was unanimously selected as the winner from 12 entrants. This was double last year's applications and demonstrates the growing interest and value those who write about Canadian agriculture see in learning about international agriculture first-hand.

With an Honours BA in English from Wilfrid Laurier University, Daynard began her career as a reporter. She left reporting to be Communications Manager with the Ontario Cattlemen's Association for seven years. In the role, she coordinated media information during the Walkerton tragedy of 2000 and the Bovine Spongiform Encephalopathy (B.S.E.) crisis. She's coordinated and participated in hundreds of media interviews and was the editor of Ontario Beef magazine. She is also a graduate of Class Nine of the Advanced Agricultural Leadership Program.

Today, Daynard is responsible for all OFAC written materials. She spearheaded the development of the Virtual Farm Tour Project at www.farmissues.com and the successful Faces of Farming calendars. She also project-managed *The 'Real' Dirt on Farming* publication, a document that was awarded the title of Best New Canadian Agricultural Periodical by the Canadian Farm Writers' Federation in 2006.

Kelly is an avid freelance writer, authoring *Photographic Memories – 150 Years in Wilmot Township* and co-authoring and editing *Share the Fear*, a book for cancer patients, their friends and families. And she's an accomplished public speaker presenting to an estimated rural and urban audience of 1,500 people a year about agriculture issues.

Recognizing the importance of giving back to the industry of agriculture, she's Vice President of the Eastern Canadian Farm Writers' Association and co-chaired the 2007 national CFWF conference in Belleville, Ontario. Daynard will publish a blog about her experience throughout the IFAJ congress this fall.

The CFWF bursary is funded through the generosity of Monsanto, Canada. Applicants complete a written application and are evaluated by two CFWF past-presidents and a member at large. One of the major goals is to encourage international exposure for Canadian agriculture journalists and communicators, especially in advance of the IFAJ Congress being held in Canada in 2011.

"I look forward to being part of a strong and enthusiastic team who will help build excitement for, and interest in, the upcoming Canadian event," concludes Daynard.

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