

Canadian Farm Writers' Federation



2007 Annual Report

Presented to the CFWF 2008 Annual Meeting
Best Western Westerly Hotel, Courtney, BC
Saturday, October 4th, 2008



Canadian Farm Writers' Federation

Annual Meeting

8:00 am
Saturday, October 4th, 2008
Best Western Westerly Hotel, Courtney, BC

Agenda

1. Welcome
2. Adoption of the agenda
3. Adoption of the minutes of the 2007 annual meeting
4. Business arising from the minutes
5. President's Report
6. Secretary-Treasurer's Report and Financial Statement
7. Conference Reports
 - 2008
 - 2009
8. Awards Program Report
9. IFAJ Report
 - IFAJ Bursary
 - IFAJ Congress in 2011
10. Regional Reports
11. Senate Report
12. Executive Elections
13. New Business
 - Membership fee
 - Headquarters by-law
14. Adjournment

Canadian Farm Writers' Federation

Minutes of the 2007 Annual Meeting

Saturday, September 29th, 2007,
Ramada Inn, Belleville, Ontario

1. Welcome:

Hugh Maynard called the meeting to order at 7:45 a.m.

2. Adoption of the Agenda:

David Schmidt moved adoption of the agenda. Seconded by Clare Illingworth.

Carried

3. Adoption of the minutes of the 2006 annual meeting:

Liliane Schaer moved the minutes of the 2006 annual meeting be adopted.

Seconded by Lorne McClinton.

Carried

4. President's Report:

Janet Kanters presented the business for the year. Among the highlights were the review of the constitution and the new CFWF IFAJ bursary sponsored by Monsanto. There were 3 applicants for the bursary to attend the IFAJ conference in Norway, and she was the lucky recipient. She strongly urged members to attend future conferences (especially the 2009 conference in Texas) as it was a valuable experience. She thanked the executive and the volunteers for their contribution to the Federation and the conference this year.

5. Secretary-Treasurer's Report and Financial Statement:

Hugh Maynard presented the summary of items from the Secretariat. The part-time administrative assistance has continued to be an asset to the Secretariat. The membership has been maintained at around 400 ag. communicators, however regional associations need to get fees paid up on time. The increase in awards entry fees and sponsorship has kept the finances on track. The books were reviewed by Flo Johnson. The conference rotation, including the IFAJ conference in 2011, needs to be analysed and set for the next 10 years. The constitution was reviewed for the first time since 1978.

Hugh Maynard presented the 2006 financial statement and responded to questions about administrative costs, the surplus and costs for the Farm Journalist.

Hugh Maynard moved adoption of the 2006 CFWF financial statement, seconded by Sally Stewart.

Carried

Hugh Maynard moved that Flo Johnson review the books next year, seconded by Janet Kanters.

Carried

Hugh Maynard briefly reviewed the 2007 financial statement and budget for information purposes.

6. 2007 Conference Report:

Liliane Schaer reported on the 2007 conference. She said it had been a wonderful conference and there has been a great turnout. They've had great support from sponsors. There were 113 delegates this year and 128 attendees, 35 sponsors, 4 in-kind donations, 23 people helping to organize the conference all over the course of 18 months of hard to work to make was has been a great success.

2008 Conference will be hosted by BCFWA in Comox (Vancouver Island), BC from October 2nd to 4th.

Conference rotation will be amended to accommodate the hosting of IFAJ Congress in 2011. The new conference rotation will be:

2008	BC
2009	AB
2010	SK
2011	EC (IFAJ)
2012	MB
2013	BC
2014	EC
2015	AB

7. Awards Program Report:

Jeannie Bryson presented the 2007 Awards Program update. This year's awards program had 236 entries. In the last few year's we've had a slight downward trend in the amount of entries, from 245 in 2005 and 239 in 2006. The Press Feature category remained the largest category having 45 submissions and Radio News Reporting remained the smallest category with 3 entries. There were many new judges this year and they really enjoyed their task. It has become increasingly hard to find judges; your suggestions for next year would be gladly accepted. The George Morris Centre graciously agreed to sponsor the Feature Photography award this year. And we are happy to have Farm Business Communications as a new sponsor for the Alice Switzer, News Release Award. The gold award recipients will receive *The Canadian Dairy Commission, a 40-year retrospective* book, donated by the CDC. Monsanto continues to support the awards as founding patron.

Discussion followed on how to improve the radio category in order to get more entries. Some suggestions from the floor were to expand the criteria rather than drop the category all together, and to expand the criteria as 15-20 seconds is very brief. The suggestion was made to check what other awards programs do and that members should encourage non-members to submit entries.

Discussion followed on the need to name the two photography categories after deserving farm writers. It was suggested that the news photography category be named after John Phillips, former editor of Farm & Country.

Moved by Don Stoneman and seconded by Leslie Ballentine that the News Photography category be named after John Phillips.

Carried

8. IFAJ Report:

Kim Waalderboos was awarded the CFWF Monsanto bursary and Karli Flinta-Murphy was awarded the Altech bursary. Both attended the IFAJ conference in Japan, Kim will give a presentation at the awards banquet.

Janet Kanters attended the IFAJ congress in Japan on behalf of CFWF and gave a report on the events and activities there. She also reported on the 2011 IFAJ conference to be held in Canada by CFWF. For the first time in 40 years, Canada has been selected to host the annual congress of the International Federation of Agricultural Journalists. The Canadian Farm Writers' Federation (CFWF), the official hosting organization, has chosen Guelph, Ontario, as the congress location. The congress will be held September 14-18, 2011. Information can be found on the website www.ifaj2011.org

Owen Roberts, one of the co-chairs for the congress, noted that it will be an opportunity to promote Canada and that there was a buzz at IFAJ about coming to Canada.

Committees and Chairs

Co-Chairs: Owen Roberts, University of Guelph, owen@uoguelph.ca; Lilian Schaer, University of Guelph, lilian@uoguelph.ca

Tours: John Greig, Ontario Farmer, jgreig@bowesnet.com

Professional Development: John Morriss, Farm Business Communications, john.morriss@fbcpublishing.com

Sponsorship: Jane Robinson, AdFarm, jane.robinson@adfarmonline.com

Marketing, Media and Promotion: Sarah Andrewes, Fleishman Hillard, sarah.andrews@fleishman.ca

Facilities and Food: Adele Pelland, Quarry Integrated Communications, apelland@quarry.com

Registration and Administration: Kelly Daynard, Ontario Farm Animal Council, kdaynard@ofac.org

Hospitality: Bern Tobin, AdFarm, bernard.tobin@adfarmonline.com

Youth: Kim Waalderbos, University of Guelph, kwaalder@uoguelph.ca

9. Senate Report:

Tabled to the evening banquet. It was noted that there are 7 past presidents present at the conference.

10. Regional Reports:

Written reports contained in the handout.

11. Executive Elections:

Owen Roberts chaired elections process. David Schmidt reviewed the process in light of the revised constitution.

BCFWA appointed David Schmidt as their representative on the CFWF executive.

AFWA appointed Annemarie Pederson & Janet Kanters as their representatives on the CFWF executive.

SFWA appointed Myrna Stark Leader as their representative on the CFWF executive

MFWBA appointed John Morriss as their representative on the CFWF executive

ECFWA appointed John Greig and Allison Fynamore as their representatives on the CFWF executive

Tracey Feist moved to accept the nominations, seconded by Adele Pelland.

Carried

Members at Large

Rosalie Tennison nominated Tamara Leigh for the western representative, Denis Labossiere seconded.

Carried

Sarah Brown nominated Hugh Maynard as eastern representative, seconded by Kim Waalderbos.

Carried

Connie Duivenvoorden will continue as newsletter editor.

12. New Business:

Student Memberships

ECFWA had discussed at their annual meeting the possibility of having a student membership category at the national level as ECFWA has a lower fee for student members to encourage participation; without a similar designation, it costs ECFWA to have a student membership category.

Liliane Schaer moved, seconded by Annemarie Pederson, that CFWF only charge regional associations \$10 for student members.

Carried

13. Adjournment:

Liliane Schaer moved adjournment at 8:46 am.

Annual Reports

President's Report

By John Greig, CFWF President

It has been a year of nuts and bolts work for CFWF, moving ahead with plans to create a more formal organization, tinkering with the CFWF awards competition and creating more international links. I've appreciated the chance to be your president and to work with the CFWF executive. They are pleasure to work with, bringing diverse and articulate perspectives to our meetings.

CFWF is working to become an entity with a business number from Industry Canada. Such a designation is becoming a requirement for banks and governments to deal with non-profit organizations. It will also allow CFWF more flexibility in the future, allowing for the creation of foundations, or other such vehicles for member professional development. It will also allow the organization to be insured, which it currently is not.

The CFWF executive is also looking at how better to balance the organization's books with predictable funding, instead of relying on event surpluses. That has resulted in the request for a membership fee increase, which is before the 2008 annual meeting.

Thanks to Secretary-Treasurer Hugh Maynard and the staff at the CFWF Secretariat for keeping the organization flowing seamlessly, and for taking on some new roles. We are a growing organization with around 400 members. There has been growth in most of the regional associations, which is nice to see.

CFWF has been working to create more connections with the International Federation of Agricultural Journalists (IFAJ) based on interest from members and the fact Canada is hosting the IFAJ congress in 2011, with Owen Roberts and Lilian Schaer acting as co-chairs for IFAJ 2011 to be held in Guelph, Ontario. Janet Kanters was named as our official IFAJ representative and CFWF's executive is committed to helping our representative get to the IFAJ congress every year. Congratulations to Owen Roberts, a CFWF member who is the first Canadian elected to the IFAJ Presidium, its governing body, at the recent IFAJ congress in Austria and Slovenia. Canada was represented at that congress by seven people, which is by all accounts a record. Two Canadians made it to IFAJ with funding from relatively new bursaries. Kelly Daynard was there as part of the revamped CFWF International Bursary, sponsored by Monsanto and Sarah Sutton was one of the winners of the IFAJ Young Journalists program, sponsored by Alltech.

It was also a good year for Canadians at the growing IFAJ Star Prize competition. CFWF member Treena Hein was the first Canadian to win the Star Prize for Journalism, and Laura Rance won one of the three photography categories. Canadians took three of the top 14 places in the photography categories.

The awards competition continues to be the signature program of the CFWF and is undergoing constant evaluation and changing. Some increased promotion and entry

criteria tweaking with radio and television categories resulted in increased entries. CFWF will have to decide soon how to deal with the muddying effect of electronic media. Writing categories are often based on frequency of the print publication, but how relevant is that in the age of instant news?

CFWF has also started to reach out beyond its walls, working with the Canadian Federation of Agriculture to provide a moderator for the CFA's election debate on agriculture. The involvement with CFA snowballed from the Manitoba Farm Writers' Association's musing about a regional debate hosted by farm writers on the Prairies, then about some sort of national debate. It's an idea CFWF should keep in mind for future next election. That role as an independent voice is one where CFWF could have a greater role in the agriculture industry.

Thank you to our members. Keep pushing your executive to create an organization which responds to your needs.

Secretary-Treasurer's Report

Prepared by Hugh Maynard

Administration

The 2008 year was pretty much steady from an administrative perspective - a little bit of paperwork here, a little there, a few cheques to write and so on. CFWF's administrative coordinator, Jeannie Bryson, for the past few years, finished school and moved on to new pastures in July; Stephanie Maynard, stepping out from her role of coordinator for Quebec 4-H, stepped in to take over the administrative responsibilities for the CFWF Secretariat, ably supported by Margo McCaffrey for the awards program. Connie Duivenvoorden, as editor of the Farm Journalist, harangued people for material and made sure that the electronic newsletter came out on a regular basis. The executive committee met once at the annual meeting and four times by conference call - a good time was had by all.

Membership

Membership numbers continue to maintain themselves at around 400, although it is a little difficult to be certain at annual meeting time as there are still 3 associations that have not yet . . . paid up. But given the outstanding job that they are doing not only maintaining but increasing membership, all is forgiven.

Finances

After investing in previous years in administrative re-organization, the Federation's finances are back on track due to the increase in fees and sponsorships for the awards program. The bank balance is once again healthy due to the generous contribution of sponsors to the 2007 conference in Belleville which provided a higher than budgeted contribution to CFWF. The Executive reviewed the financial situation and in order to provide longer-term financial stability has recommended a \$10 increase in membership fees to that annual meeting. This the first increase in over a decade and consistent with the survey responses in 2007 that indicated the membership supports a fee increase in

order that CFWF be largely self-sufficient in its operations.

Incorporation

CFWF is finally going to grow up and become an officially incorporated organization with Industry Canada. This has become necessary due to due diligence requirements at the banks and other institutions, as well as the need to have liability insurance with the impending arrival of IFAJ 2011. On the plus side, incorporation will permit the organization to apply for grants and charitable status if these are deemed worthy endeavours at some future point. The first step will be the adoption of a by-law at the 2008 annual meeting establishing the head office of the organization.

Conference Planning

As per the conference schedule adopted in 2004, the rotation has been adapted to accommodate the IFAJ congress in 2011 (otherwise ECFWA will be hosting 3 conferences in four years.) Start your organizational engines now, here's the conference rotation through to 2023:

2009	AB	2014	EC	2019	BC
2010	SK	2015	AB	2020	EC
2011	EC (IFAJ)	2016	SK	2021	AB
2012	MB	2017	EC	2022	SK
2013	BC	2018	MB	2023	EC

CFWF Financial Statement - 2007

		2006	2007 <i>Budget</i>	2007 <i>Final</i>
<u>INCOME</u>				
Awards	Fees	\$ 4,940	\$ 5,000	\$ 5,160
	Sponsors	\$10,800	\$11,600	\$ 11,600
	IFAJ Bursary	\$ 2,500	\$ 2,500	\$ 2,500
Conference	Registrations	\$ 0	\$ 0	\$ 0
	Sponsors	\$ 0	\$ 0	\$ 1,500
	Other	\$11,952	\$ 3,000	\$ 7,243
Memberships		\$ 5,980	\$ 6,000	\$ 8,940
Interest		\$ 2	\$ 5	\$ 2
Other		\$ 1,046	\$ 0	\$ 1,000
TOTAL INCOME		\$37,220	\$28,105	\$37,945
<u>EXPENSES</u>				
Administration	Admin-Coordinate	\$ 8,122	\$ 7,500	\$ 6,293
	Conf. calls	\$ 455	\$ 750	\$ 565
	Other	\$ 1,470	\$ 1,000	\$ 2,009
Awards	Administration	\$ 2,376	\$ 2,000	\$ 2,661
	Certificates	\$ 700	\$ 1,000	\$ 583
	Judging	\$ 1,700	\$ 1,500	\$ 1,675
	Prizes	\$ 7,900	\$ 8,400	\$ 7,800
	Refunds	\$ 40	\$ 100	\$ 190
	IFAJ Bursary	\$ 2,500	\$ 2,500	\$ 2,500
Conference	Expenses	\$ 3,007	\$ 0	\$ 1,500
	Refunds	\$ 0	\$ 0	\$ 0
Farm Journalist	Honorarium	\$ 0	\$ 1,000	\$ 0
	Travel	\$ 0	\$ 1,000	\$ 1,056
IFAJ	Fees	\$ 3,300	\$ 3,000	\$ 3,300
	Congress rep.	\$ 0	\$ 0	\$ 1,590
TOTAL EXPENSES		\$31,570	\$29,750	\$31,722
<hr/>				
TOTAL INCOME/EXPENSE		\$ 5,650	\$ (1,645)	\$ 6,222
Surplus/Deficit		\$11,620	\$ 17,270	\$ 17,270
Retained earnings		\$17,270	\$ 15,625	\$ 23,492

Awards Program Report

Prepared by Stephanie Maynard

It has been a joy to work on this year's awards program, although I'm not completely new to the CFWF. Back as a summer student, many moons ago (the last time we were all gathered in BC in the beautiful Okanagan Valley) I helped prepare all of the entries to be sent to judges, under the guidance of the very dedicated Jane Robinson. I was then sent off to Kelowna as a replacement for Hugh Maynard... there were many comments that I sort of looked like him, but my beard wasn't quite up to par. So I'm happy to be back, to refresh my memory of people I met and I'm very lucky to have Margo McCaffrey helping to keep things running smoothly over the course of the summer and here at the conference.

This year's awards program had 218 entries, again a slight decline from last year, a continued trend over the past few years. The Press Feature category remained the largest category having 42 submissions and TV News Reporting was the smallest category with 4 entries; the Radio News Reporting category finally emerged from its usual status as the smallest category.

We had many new judges on board this year and they really enjoyed their task, many thanking us for the opportunity to judge, one even mentioned wanting to hire some of the writers! However it remains difficult to find judges and your suggestions would be greatly appreciated.

Having re-written the Radio News Reporting category last year, there was more than double the number of entries. The survey that was conducted last year also led to some tweaking of categories as we continue to strengthen the awards. This year we are looking for input on whether or not to include electronic entries and how we go about doing that to ensure the process is fair and equitable for written publications and electronic ones alike, all with the aim of being more inclusive in this digital age.

The Farm Credit Canada Vision Panel: fccvision.ca, graciously agreed to sponsor our Press Column award as the previous sponsor had retired, and we welcome them as a new sponsor, while Monsanto continues to support the awards as the Founding Patron. We are grateful to all of our long standing sponsors who continue to support the program and provide prize money for winners. We are still looking to honour someone by naming the Feature Photography category after them, suggestions would be most welcome.

I look forward to getting reacquainted at the conference, and to meeting new people as well.

International Federation of Agricultural Journalists (IFAJ)

By Janet Kanters

Exciting news this year out of IFAJ – a Canadian writer took home the Star Prize for Agricultural Journalism! Treena Hein is a freelancer based in Pembroke, Ont. Her winning article was titled “Up with hemp” and was published in the January/February 2007 edition of *Small Farm Canada*.

Each year, national associations in good standing with the IFAJ can submit one entry from among the work of their members. IFAJ’s Star Prize has different selection criteria from any of the CFWF competition classes, including a different time frame, so the CFWF executive committee each year chooses an entry from its CFWF competition winners.

More exciting news: Three Canadians took home photographic recognition during the IFAJ 2008 IFAJ Star Prize for Agricultural Photography awards presentation in Graz, Austria last month.

Laura Rance won the PEOPLE category overall prize for her photo “Classroom at farm” published in the Manitoba Co-operator. Laura wins a framed certificate and a cash prize. In addition, Jamie Reaume’s photo “Peach work”, in the story A Pickin’ Good Time, published in The Grower, won an honourable mention; and Kyle Rodriguez’s photo “Cows On Moo-ve” published in the Guelph Mercury also won an honourable mention. Both Jamie and Kyle receive a certificate.

To view the photographs, and to read Treena Hein’s winning story, visit www.ifaj.org.

We continue to count down to IFAJ 2011 in Canada, and excitement is building within the IFAJ community. While at IFAJ 2008 in Austria/Slovenia, I was frequently questioned about Canada’s plans to host. Specifically, folks wanted to know when, where, and what they will see. While I gave them what information I could, I also suggested they speak with Owen Roberts and Lilian Schaer, our co-chairmen of IFAJ 2011. The same goes for CFWF members – if you’re curious as to how the plans are progressing, or if you’d like to be involved in some way, contact Owen and/or Lilian.

For those who would like to attend future IFAJ Congresses, I encourage you all to apply for the Bursary next year. Future Congresses are United States 2009 and Belgium 2010. Specifically, next year’s IFAJ Congress in the U.S. (Texas) provides an excellent opportunity for CFWF members to get an up close and personal look at how the annual IFAJ Congress is run, and a great chance to meet ag journalists from around the world. Don’t forget, your membership with the CFWF gives you automatic membership in the IFAJ. More information about the IFAJ and its Congresses can be found at www.ifaj.org.

The IFAJ itself has undergone a number of new initiatives to enhance member benefits. Most recently, the presidium passed IFAJ 2015: A Strategy to Move IFAJ Forward. So, why a new plan now? We have a better understanding of who our members are and how to serve them, based on membership and professional development surveys

conducted in 2006, and a website survey in 2007; we realize the need and ability (through technology) to stay relevant with member needs and interests; and, we have some financial resources now. We are encouraging and expecting new members to join from new regions, such as South America and Eastern Europe; and we see growth potential and interest from current non-member countries, such as Africa and the Asia-Pacific region. Finally, we are reaching out to develop relationships with ag journalists in countries without freedom of press.

We know there are challenges ahead – as new countries join IFAJ, they will bring new needs the organization must address and meet; at the same time, we must also serve the changing needs of current members, and strive to become more relevant. Other challenges include distance and language barriers; and new demands require new solutions in our voluntary, global organization.

Some of the new plan highlights include:

Communications: modernizing the website; focusing on timely posts and a user-friendly format that is useful for members; a photo section with pay option for photo purchases; a continued focus on professional development; blog posts from the Presidium and other IFAJ leaders; and, contacts for ag issues that would prove useful for journalists.

Print and video materials: new promotional brochures; a multi-language media packet with 50th anniversary DVD and brochures available for sponsors and potential new member countries.

Membership: the Committee is expanding to address freedom-of-press, new member countries and ongoing member benefits; we're identifying expansion targets and developing a recruitment strategy for those countries; we're developing an ongoing database for member benefit fulfillment (press cards, email contacts, subscription payment, etc.).

Administration: IFAJ has hired a part time Executive Secretary to take on administrative duties, and work with the Presidium and Committee chairs, and to liaise with country secretaries, congress host countries and sponsors.

Professional development: encourage and conduct IFAJ press tours and mini professional development workshops all over the world; IFAJ seen as reaching out to new regions of world, offering the chance to meet other journalists and build relationships; develop new sponsorship opportunities – potential sponsors have commercial interests in bringing journalists to different parts of the world.

New contests: will attract new members (eg. Star prize for Broadcast, Alltech Animal Agriculture Journalism contest).

Revenue: the Finance Committee was dissolved and responsibilities given to the IFAJ Treasurer who will organize a three-person subcommittee to focus on sponsorship/revenue; our Past-President will develop a long-term sponsorship strategy.

Develop an on-going database of members: to better communicate IFAJ member benefits such as newsletter, web updates, press card info, press conferences, contacts, story tips, important meetings, etc.; this allows more efficient communication with global membership, especially regarding E-newsletter, while still allowing each member guild association to be in charge of communicating with members; allows IFAJ to learn more about individual member needs and target those needs with meetings, newsletter items, professional development activities, etc.

One of IFAJ's mandates is improved contact between agricultural journalists, and I believe we're moving ahead in that regard by leaps and bounds.

For more information about the IFAJ, contact me any time.

Janet Kanters, IFAJ representative
403-901-4559; janetkanters@gmail.com

Regional Reports

British Columbia Farm Writer's Association

Prepared by David Schmidt, BCFWA President

For a half-dozen BC Farm Writers Association members, the past year has been a hectic one as we planned a CFWF conference which will definitely be "Beyond the Ordinary."

With our core group spread throughout Vancouver Island, Vancouver, the Fraser Valley and even Washington State, face-to-face meetings were impractical. Instead we met regularly by conference call and exchanged a steady stream of emails. How did conferences ever get organized before the electronic age?

While the core group put in efforts above and beyond the call of duty, the rest of our members are probably wondering what happened to the association, as we managed to hold only one meeting, that being a small annual meeting at the Pacific Agriculture Show in Abbotsford in February, where naturally enough, most of the discussion centred around the conference.

The annual meeting reelected our executive en masse. David Schmidt (Country Life in BC/freelance) remains as president and CFWF rep, Peter van Dongen (Sincera Communications/Meyers, Norris, Penny) as vice-president, Tamara Leigh (Agriculture & Agri-Food Canada) as secretary (and CFWF Western at-large director), Tony Greaves (retired) as treasurer and Bob Mitchell (Bank of Montreal) as Tim Armstrong Foundation director.

David, Peter (as chair), Tamara and Tony also made up part of the core conference planning group. For that we were joined by Fran Bach (AgriDigest), Connie Duivenvoorden (Agrofare Communications/freelance, CFWF Farm Journalist editor) and Sandra Tretick (Investment Agriculture Foundation). Our "Group of Seven" formed an amazingly cohesive, effective and diligent committee and I urge you to thank them individually when you meet them during the conference.

I also want to welcome three of our newest members: Sarah Godin (who is working with Tamara at AAFC), Jon Steinman (host of Deconstructing Dinner), Elaine Stovin (BC Cattlemen's Association communications manager). Jon is one of our conference speakers and we are also expecting both Sarah and Elaine to attend, so please welcome them to the CFWF.

Finally, we want to express our thanks to Tony for over 10 years of service as BCFWA treasurer. Tony wants to fully retire and has told us the conference is his "last hurrah." He's going out on a high note and we'll miss his energy, enthusiasm and wry British humour.

Enjoy the conference.

Alberta Farm Writers' Association

Prepared by Janet Kanters

On the whole, AFWA business has been relatively quiet this past year, with the organization running like a well-oiled machine.

AFWA members met formally twice this year – once at FarmTech in Edmonton in January; and again in June for our annual meeting and tour. This year, 2008 president Mary MacArthur put together an excellent tour.

Tour stops included:

Sunworks Farms at Armena – Ron and Sheila Hamilton operate a certified organic farm and raise pasture chicken, turkey, duck, geese, pork, beef and eggs. Their produce is sold off the farm, but mostly through the Strathcona Farmers' Market in Edmonton and at the Farmers' Market at the Currie Barracks in Calgary.

Beaver Regional Waste Management Landfill near Ryley – we drove to the top of a 10-storey mountain of garbage and heard how garbage has given the tiny town of Ryley an economic boost.

Allan and Wes Gordeyko's Clydesdale horse farm at Ohaton – The 'Willow Way' hitch has competed in shows across western Canada and the United States. Some of their horses are now part of the famous Budweiser heavy horse hitch.

Lefse House at Camrose – Lefse is a type of flat bread that is incredibly delicious. From this small store in Camrose, Bernell Odegaard and his daughter Jane and their staff churn out thousands of these round, flat, potato bread things on a machine that looks like it's straight out of an 'I Love Lucy' episode.

Tiras Dairies at Camrose – Tiras Dairy was established a few years ago as a cheese factory making feta cheese from dairy sheep at the Iron Creek Hutterite colony near Holden, Alta. Last year the factory was placed into receivership and closed for awhile. Andy Hofer of Iron Creek Colony bought the cheese plant and is now operating the cheese factory, but using mostly cow's milk with some organic sheep milk.

Martin and Helen Kaiser's farm near Wetaskiwin – The couple has a 1,500-head confinement sheep operation (aka feedlot), where they raise sheep without worrying about parasites or coyotes. It costs more money for an intensive livestock operation, but the predator losses are less.

AFWA has a new executive for 2009: President Bard Haddrell; Vice President Lisa Skierka; Sec/Treas Janet Kanters; Directors Kendall Olson and Annemarie Pedersen.

We have started planning CFWF 2009, which will be held in the Capital Region; accommodation will be in south Edmonton, with tours branching off from there. Stay tuned for more information and a conference website to be launched in the New Year.

Saskatchewan Farm Writers' Association

Prepared by Myrna Stark Leader

Membership in Saskatchewan Farm Writer's Association continues to hold steady as we lose some members and gain others. Membership in 2008 was 33, with five new members. While the number is strong, a core group of about half that number continues to keep the Association alive, although we welcome all new members with open arms.

Because distance and work keeps the members spread out, we meet at Agribition held in November in Regina and again at the Farm Progress Show in the spring. This helps to keep the cost of travel down for our members who generally attend these events in a work-related capacity.

We had a couple of highlights this year.

The first was a two-day, professional development conference held in Regina and area in October 2007, just after the national conference. Twelve members attended furthering their ag knowledge with a format similar to a national conference - some in-class professional development plus tours.

In session, we looked at the synergies and differences between public relations and journalists and learned more about our own personalities and how it relates to others with a Myers-Briggs session. Both sessions were led by employees from Farm Credit Canada. There was also an interesting session on Saskatchewan's Trade and Export Partnership hosted by Angie Wojcichowsky.

The tour portion of the event included a trip to the Weyburn Inland Grain Terminal as well as a tour of the Lajord Hutterite colony about a half-hour south east of Regina. Full from a lunch served by the women that had more locally grown dishes and was bigger than most of our Christmas dinners, the group took in the details of this multi-faceted agriculture operation. The colony started in the early 70s by five brothers. There are about 85 residents. Together, they farm 17,000 acres, milk 200 dairy cattle, raise chickens and turkeys, operate a beef cattle herd, a feedlot and run a grain elevator - not to mention maintain and repair their equipment and build their own homes and furniture. The colony members were very welcoming and open about their operation which was greatly appreciated by our members.

On the first evening of the June Western Canada Farm Progress Show, we hosted Saskatchewan's Minister of Agriculture the Hon. Bob Bjornerud at the Fireside Bistro, located in a beautiful old home in Regina. It gave our group a wonderful opportunity to discuss the current condition of the industry in a relaxing and informal atmosphere over a few glasses of bubbly and plates piled high with scrumptious finger food. We plan to make this an annual affair.

The financial picture in Saskatchewan is strong thanks to the cost of much of the conference being donated and/or covered by the attendance fee. That being the case, the

group voted to offer \$500 to a member attending 2008 CFWF Conference to help offset expenses. A draw was made to determine the winner.

We're looking forward to another PD conference October 17 and 18 in the Yorkton area. It's always a treat to get together and learn from each other and our special guests.

The current executive is: Bonnie Warnyca-President, Kevin Hursh-Vice President, Sylvia MacBean -Secretary and Marlene Hursh-Treasurer. Special thanks went out to Lorne McClinton and Angela Hall as they stepped down to pursue other opportunities. Myrna Stark Leader is the national representative.

Manitoba Farm Writers and Broadcasters Association

Prepared by Crystal Jorgenson

AWARDS

Laura Rance, *Manitoba Co-operator*, won the overall prize in the "People" category in the IFAJ Star Prize for Agricultural Photography. The photo is of a classroom demonstration of pollinating canola with a dead bee, which is part of a kit supplied by Agriculture in the Classroom-Manitoba. Laura accompanied an Ag in the Classroom tour for teachers in the summer of 2007.

EVENTS

In October 2007, MFWBA hosted "Stubble Burning: Clearing the Smoke" with guest speakers Ray Franzmann and Rolf Penner. Always a hot topic, stubble burning drew the public's fire this fall in Manitoba after smoke caused vehicle collisions and road closures, prompted health concerns and led to a temporary ban. Both producers, Ray and Rolf brought very different perspectives on the controversial practice. The two presentations sparked a lively discussion with audience members.

In November, a larger than normal crowd turned out for the MFWBA luncheon topic "The Real Local Food Economy - From Producer to Consumer" held at the Forks. Speakers included George Matheson, who sells pork, chickens, honey and dessert sauces to local consumers, and thinks a real local market exists with a lot of potential. The other speakers at the event included Will Braun and Jennifer de Groot, an urban couple that is following the 100 Mile Diet. They believe the present popularity of the diet reveals a potential market for small farmers who are willing to work outside the usual food industry channels.

Our final event of 2007 was our annual holiday party, held in December at Finn McCue's Pub. As has become a MFWBA tradition, this social evening also raised money and awareness with a presentation on Osborne House, a shelter for abused women and children.

In January, MFWBA hosted its annual general meeting with guest speaker Dr. Curtis Rempel from the Richardson Centre for Functional Foods and Nutraceuticals. He talked about upcoming trends in functional foods, their effect on human health and the impact

of consumer influence. We dined on excellent Thai cuisine courtesy of Sukothai Restaurant during his presentation.

In April, we put together a luncheon panel of speakers to talk about how to avoid “busting your boom”, a discussion of the high grain prices and parallels to the boom-bust of the 1980s. Our speakers included Peter Blawat from Manitoba Agriculture, Food and Rural Initiatives, David Boyes from the Canadian Wheat Board, and Doug Chorney, a grain farmer. This event drew a great crowd, with lots of questions after the presentations.

MEMBERSHIP

Our membership has declined slightly in 2008, due to retirements and other career movement of members. It currently stands at 61 members.

A few new members have joined MFWBA in the last 12 months, including Heidi Dancho (Issues and Insights - part of the Adfarm Group), Rachel Ramberran (student and freelancer), Matthew Reimer (Manitoba Cattle Producers Association), Robert Arnason (*Western Producer*), Larry Kusch (*Winnipeg Free Press*) and Angela Lovell (freelancer).

The MFWBA executive has identified several potential members, and membership chair Maureen Fitzhenry has begun approaching them about joining.

Eastern Canadian Farm Writers’ Association

Prepared by Lilian Schaer, Past President, & Kelly Daynard, President

Membership

The ECFWA currently has 130 members including five life members and five student members.

CFWF conference

Conference planning dominated the agenda for most of 2007 when the ECFWA hosted the annual national CFWF conference in Belleville. We had a sold out crowd of 130 participants from across the country attend the event, which featured tours through the Quinte region, speakers, networking, professional development and plenty of entertainment and hospitality.

Professional development

A fabulous panel of journalism experts was the focus of our winter professional development session. Ryerson journalism professor Ivor Shapiro moderated a panel discussion about what makes a good story with Jim Algie, reporter with the Owen Sound Sun Times, freelance broadcaster Tina Pittaway and Kim Pittaway, former editor of *Chatelaine* magazine. Approximately 35 members attended the event held in Guelph (during a snow storm).

The ECFWA executive is currently exploring a number of options for fall and winter tours and PD workshops.

ECFWA annual meeting

The 2008 annual meeting held at a butterfly conservatory in early May featured the theme “Agriculture: Beyond Food and Fuels”.

Amar Singh, general manager of the new Biotron facility at the University of Western Ontario in London, Ontario was the first speaker of the afternoon. Biotron is an experimental research station that investigates the short-term and long-term consequences of environmental stress on agricultural and forestry productivity and biodiversity.

The second feature of the day was a panel discussion that explored the use of crops in manufacturing. Panelists included Erin Cheney, Director of Operations for the Ontario BioAuto Council; Senior Chemist Romeo Stanciu of the Woodbridge Group and John Baker of Stonehedge Bio-Resources Inc. which is leading work being done on using industrial hemp for both fuel and fibre.

The meeting attracted about 50 members.

Mentorship Program

At the request of members, the ECFWA continues to offer a mentorship program where we match up existing members with ones who are new to farm writing and/or the farm writers’ organization. We currently have two matches underway.

Website

ECFWA registered its own web domain, www.ecfwa.ca, last fall in preparation for the national conference. It hosted all the conference information and is now about to go live in its new form as an association website for ECFWA. Thanks to Kim Waalderbos and web guru Kyle Maw for all the work they’ve put into getting this site up and running.

The ECFWA has accomplished a lot in the last few years. In 2005, we asked members to complete a survey to find out what they wanted and needed from ECFWA. The results of this survey helped guide our activities, including introducing a mentorship program, launching a website, broadening our meeting locations, growing our membership, making our events more accessible to members outside of southwestern Ontario by experimenting with new technologies, and continuously offering captivating and thought-provoking programming.

CFWF Financial Statement - 2008

September 22, 2008

		<u>07 Final</u>	<u>08 Budget</u>	<u>08 Actual</u>	<u>08 Projected</u>	<u>09 Budget</u>
<u>INCOME</u>						
Awards	Fees	\$5,160	\$5,000	\$4,950	\$4,950	\$5,000
	Sponsors	\$11,600	\$11,600	\$9,200	\$11,600	\$11,600
	IFAJ Bursary	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
	sub-total	\$19,260	\$19,100	\$16,650	\$19,050	\$19,100
Conference	Registrations	\$0	\$0	\$0	\$0	\$0
	Sponsors	\$1,500	\$0	\$0	\$0	\$0
	Other	\$7,243	\$3,000	\$0	\$3,000	\$3,000
	sub-total	\$8,743	\$3,000	\$0	\$3,000	\$3,000
Memberships		\$8,940	\$7,000	\$740	\$8,000	\$12,000
Interest		\$2	\$5	\$1	\$2	\$5
Other		\$1,000	\$0	\$0	\$0	\$0
TOTAL INCOME		\$37,945	\$29,105	\$17,391	\$30,052	\$34,105
<u>EXPENSES</u>						
Administration	Admin.-Coordinator	\$6,293	\$7,500	\$3,034	\$7,500	\$7,500
	Conf. calls	\$565	\$500	\$367	\$700	\$500
	Website	\$1,597	\$500	\$313	\$500	\$500
	Other	\$412	\$1,500	\$477	\$500	\$1,500
	sub-total	\$8,867	\$10,000	\$4,191	\$9,200	\$10,000
Awards	Administration	\$2,661	\$2,500	\$1,039	\$2,500	\$2,500
	Certificates	\$583	\$1,000	\$528	\$528	\$1,000
	Judging	\$1,675	\$1,750	\$1,125	\$1,500	\$1,750
	Prizes	\$7,800	\$8,400	\$0	\$8,400	\$8,400
	Refunds	\$190	\$100	\$120	\$120	\$100
	IFAJ Bursary	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
	sub-total	\$15,410	\$16,250	\$5,311	\$15,548	\$16,250
Conference	Expenses	\$1,500	\$0	\$0	\$0	\$0
	Refunds	\$0	\$0	\$0	\$0	\$0
	sub-total	\$1,500	\$0	\$0	\$0	\$0
Farm Journalist	Honourarium	\$0	\$1,000	\$0	\$1,000	\$1,000
	Travel	\$1,056	\$1,000	\$0	\$1,000	\$1,000
	sub-total	\$1,056	\$2,000	\$0	\$2,000	\$2,000
IFAJ	Fees	\$3,300	\$3,000	\$4,400	\$4,400	\$3,000
	Congress rep.	\$1,590	\$1,500	\$1,683	\$1,683	\$1,500
TOTAL EXPENSES		\$31,722	\$32,750	\$15,585	\$32,831	\$32,750
TOTAL INCOME/EXPENSE		\$6,222	(\$3,645)	\$1,806	(\$2,779)	\$1,355
Surplus/Deficit		\$17,270	\$23,492	\$23,492	\$23,492	\$20,713
Retained earnings		\$23,492	\$19,847	\$25,298	\$20,713	\$22,068