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Scoops

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Scoops

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Editor: Janet Kanters
PO Box 2147
Strathmore, AB T1P 1K1
Ph: 403-901-1160
Fax: 403-934-9263
E-mail: janetkanters@shaw.ca



'Reflecting on Agriculture's Future'

Start planning to attend CFWF 2005: Reflecting on Agriculture's Future, Sept. 22-24 in Canada's only border city, Lloydminster.

A registration package will be available in mid-July, which will contain all details of this milestone conference.

As always, tours will highlight the day on Friday, Sept. 23. Confirmed tour stops include a bison and elk farm near Kitscoty, Agricore's concrete grain facility in Vermilion, a Saskatoon berry farm at Marshall, SK, a visit to a farmer who deals with farming around pump jacks and well heads, and a 900-head cattle operation. Additional tour stops are still being planned.

On Saturday, conference delegates will get first-hand

knowledge of the impact of BSE and CWD on beef and ungulate herds in this part of Alberta, when a panel addresses the issue.

Saturday afternoon, professional development sessions are geared toward improving communication and photography skills, in fun and informative ways.

A hospitality suite runs each

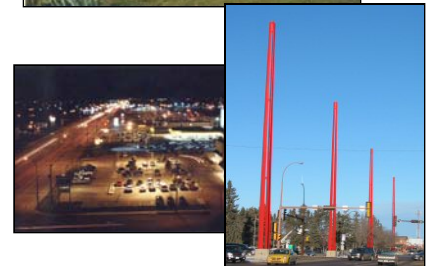
evening; and the conference wraps up with the annual Awards Banquet on Saturday night.

As always, the conference includes the CFWF Annual General Meeting, slated for Saturday morning, Sept. 24.

Additional information and a registration package will be available July 8 at www.cfwf.ca.



Reflecting on Agriculture's Future



Get the inside scoop at the Stampede

By Laura Laing

During the 10 days of the Calgary Stampede, the Agriculture Media Committee devotes their time to working alongside various media outlets to showcase agriculture.

"Keeping agriculture top of mind during the Calgary Stampede is the goal of the Agriculture Committee," says

Alana Lunn, Calgary Stampede Agriculture Media Committee Chair.

"Agriculture is a big part of the Stampede. There are many activities and unique stories that would be of interest to both the urban and rural public."

Although there are less than ten members on the committee, their

backgrounds are diverse. With a wide range of agriculture, media and public relations experience, members work with the 23 other agriculture committees to generate story ideas and develop news releases for an annual media kit.

If you are interested in getting the inside scoop on



agriculture at this year's Stampede, including interviews and story ideas and/or would like to receive a media kit, please contact Agriculture Media Committee chair Alana Lunn at 403-813-4092.

Taste and touch the future in the Green Kitchen

What do canola oil and hemp aprons have in common? Biotechnology is the answer, and the benefit for consumers is earth-friendly food and fibre.

Confusing science is all made clear in "The Green Kitchen: Taste and Touch the Future", an exhibit to be launched at the Calgary Stampede's Canola Learning Centre.

"This exhibit is the first of its kind in western Canada to give consumers a taste-and-touch experience of biotech products today as well as those coming in the future," says Simone Demers Collins.

The Green Kitchen will feature biotech foods that Canadian farmers have been growing for 10 years, consuming less fuel and creating less soil erosion while increasing yields and in some cases reducing pesticide use.

At the same time, the Green Kitchen exposes consumers

to a surprising array of new products and building materials for the home, all derived from some of Canada's more common agricultural crops, such as wheat and corn, and some uncommon ones like hemp.

From cutlery to carpets, today's bioproducts are able to use specially created bacterial enzymes to break down crop biomass, through fermentation, into natural fibres that replace high-energy input petroleum polymers.

The Green Kitchen is green because it represents environmentally protective, food and fibres using annually renewable resources.

"These are processing solutions that come from tilling rather than drilling," quips Ms. Demers Collins.

And since these consumer products come from plants, they are biodegradable. Come and compare:

- Cupboards from wheat straw

- Countertops from hemp
- Cutlery from corn
- Aprons from hemp and cotton
- Carpets from corn

The Alberta Canola Producers Commission and Dow AgroSciences Inc. have joined the Council for Biotechnology Information (www.whybiotech.ca) and BioProducts Canada (www.bio-productscanada.org) as

proud sponsors of The Green Kitchen.

For information about the **Green Kitchen on Wheels** or to set up interviews with Simone Demers Collins, please contact: Sharon Beattie, BioScience Communicators at 905-206-9722 or sharonb@biosciencecomm.com or simone@canolainfo.org.



Dietitian Lois Ferguson gets set to create snacks in **The Green Kitchen: Taste and Touch the Future**, a portable kitchen to be launched at the Calgary Stampede at the Ag-tivities in Calgary, AB. Sponsored by the Alberta Canola Producers Commission, the Council for Biotechnology Information and BioProducts Canada, the exhibit features biotech foods and earth-friendly bioproducts such as canola-based plastic coasters, cornstarch-based carpets, cutlery and fabrics, a hemp countertop and wheat straw cupboards.

Media Contacts:

Sharon Beattie
BioScience Communicators
Ph : 1.905.206.9722 x 1302
sharonb@biosciencecomm.com

Karen Davidson
BioScience Communicators
Ph : 1.905.206.9722 x 1304
kdavidson@biosciencecomm.com

Meristem launches *Canada Sprayer Guide* Web site

Meristem Information Resources of Calgary has launched a new Web site dedicated to providing Canadian farmers with a comprehensive reference source for crop protection and field sprayer technology.

"*Canada Sprayer Guide*" anchored at www.canada-sprayerguide.com is dedicated to "technology for a sustainable ag industry," says Terry Hockaday, Meristem president.

The Web site will provide an overview of the most recent developments in sprayer technology, showcase the latest research and provide important perspectives from researchers, industry, government and farmers.

Lee Hart, Senior Editor with Meristem, will serve as lead editor of the *Canada Sprayer*

Guide site.

"The main focus is keeping producers informed," says Hart. "Everything we do is to provide clear information on application technology for crop protection products for farmers and those who serve farmers."

Described as a work in progress, the site will be updated on a regular basis with Meristem-generated material, as well as link to a wide range of other information sources.

"Our goal is to make the site 'one-stop-shopping' for producers looking for information on sprayer application technology," says Hart. "There is a lot of good information being produced by researchers, specialists and writers on the art and science of applying pesticides. Our goal is to host the information on our site

and also point people in the right direction."

The public demands that crop protection products are applied in an environmentally sustainable way, he says, so it's important producers keep up to date on technology. However, to survive in today's tough business climate, producers also need to ensure they are getting the most value from their products and application systems.

Canada Sprayer Guide is supported by industry contributors who have a need to provide producers with high-quality information. It is designed to help producers, and anyone else who has an interest in effective application technology, access additional information.

National Ag Awareness Conference, Edmonton

Mark your calendar to attend the National Agriculture Awareness Conference in Edmonton from Nov. 13-15, 2005. The conference will share the latest insight, experiences and information on communications, public relations and education in agriculture and food.

The conference program provides strong professional development opportunities for participants from the communications and education fields by featuring leading speakers and thinkers. Together, they

will present interesting and timely information on communicating and managing the issues facing agriculture and food, and improving the state and reach of agriculture education today.

Have a window into the visionary thinking from the minds of David Foote, author of *Boom, Bust and Echo*, and Allan Gregg, one of Canada's leading market researchers, on the impact of consumers and demographics on our

industry's future. Learn more about the complex issues surrounding agriculture's impact in the environment, role in food safety, and the development of rural communities. Delve deeper to learn how to integrate your education efforts with school curriculum. Get the steps to prepare your organization to manage a real or perceived crisis.

For more information and to register, visit our website at www.naac-cnsa.ca.

Member News

Adam Reid has resigned as editor of *Alberta Express*, a monthly farm newspaper produced by Farm Business Communications. Reid and his wife Crystal Goomansingh are heading back to Manitoba where Reid will pursue other writing interests, and Crystal, a lovely and talented videographer with CBC television in Calgary, has accepted a position as a reporter with CBC TV in Winnipeg. Reid, who took over editorship of *Alberta Express* in October 2003, will stay on until the end of June to wrap up the July issue. He plans to pursue his interest in automotive journalism.



Janet Kanters has been appointed new editor of *Alberta Express*. She will work the job from her home office in Strathmore, beginning June 20th.



Claudette Lacombe, editor of *Irrigating Alberta*, a farm-focused magazine with a broad southern Alberta readership, is seeking story pitches. "As editor, I will consider any idea that has anything to do with water and irrigation as well as agricultural innovation/timely information; educational opportunities for the agricultural sector; agricultural programs; established BMP projects and research in all areas. I also enjoy stories that illustrate the social impacts of agriculture, irrigation and food processing/value added issues." Contact Claudette at umbel@telusplanet.net