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Scoops

Quarterly publication of the Alberta Farm Writers' Association

June tour shaping up as THE event of 2004

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Scoops

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Knowledge and entertainment-thirsty Alberta farm writers need to set aside two-and-one-half days in mid-June for what is billed as one of the most informative and entertaining AFWA tours so far this century.

'Be There or Be Square' is the theme of the 2004 tour which is to be headquartered at the prestigious Wingate Inn in southwest Calgary.

An earlier survey of AFWA members showed the majority of respondents either favoured or had no problem with a slightly different schedule for the 2004 meeting, to run Thursday evening through Saturday. Tentative dates: **June 10 through 12.**

"We've broken the rules and the budget in planning this tour," says an effervescent Larry Thomas. Lee Hart, in an exclusive interview with *Scoops*, added, "Yes, it should be fun."

Thomas and Hart are co-presidents of the AFWA for 2004.

Initial planning had considered a 12-day, three-continent cruise ship and camel tour, as well as tickets to a taping of the Mike Bullard show, but that plan was shelved until the 100th anniversary of the AFWA in 2055 (see you all there).

Instead, and out of respect of the BSE issue, Avian flu, West Nile virus and The Sponsorship Scandal, it was decided to stage this year's tour in the Calgary area.

Co-presidents Hart and Thomas offer the following very tentative plans:

Thursday evening – social reception.

Friday day – Tours may include ag chemical manufacturing, a look at fertilizer manufacturing, a micro-brewery tour and a distillery tour.

Friday evening – Dinner and social evening, including two one-act plays. First, a "provocative and mind-numbing production"

featuring Larry Thomas, Lee Hart, Jack Howell and Scott Reid in *The Full Monty*; followed quickly by Janet Kanters, Donna Fleury, Mary McArthur and Natalie Scollard in *Calendar Girls*. The bar remains open through all performances.

Saturday day – A day in the High River area, including a diversified berry farm, issues facing the hog industry, a talk with ranchers fighting to protect native range from oil exploration, and much more.

"That's the tentative line-up," notes Hart. "The executive will be meeting shortly to hammer out the details."

Details of the annual tour will be e-mailed to members in mid-April.

Suggestions, comments, contact any of the following:

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The front entrance of the Wingate Inn



The exercise room (take note, Bard!)



The Inn's indoor pool area.

Canadian prairie regional cuisine is cooking

A new regional cuisine publication has burst onto the scene on the Canadian prairies.

The Edible Prairie Journal: Culinary Discoveries from Land to Kitchen rolled off the presses in early February, and already has over 150 subscribers.

Written and photographed by two Alberta-based foodies, Terry Juzak and Jennifer Cockrall-King, this 12-page, recipe-packed, full-colour publication focuses on the unique ingredients and interesting people that give the Canadian prairies its flavour.

Despite its regional slant, subscriptions have come in from as far away as New York, London (UK) and Tokyo.

"We're thrilled that we have such an international following already," jokes Cockrall-King, a nationally and internationally published food writer based in Edmonton.

"These far-flung subscribers are people who grew up on the prairies who want to keep in touch with their culinary roots. We write about regional prairie foods and recipes in *The Edible Prairie Journal* and that really seems to strike a chord with our readers. You wouldn't believe the response we've had to our Sunny Boy cereal article and that original Sunny Boy muffin recipe!"

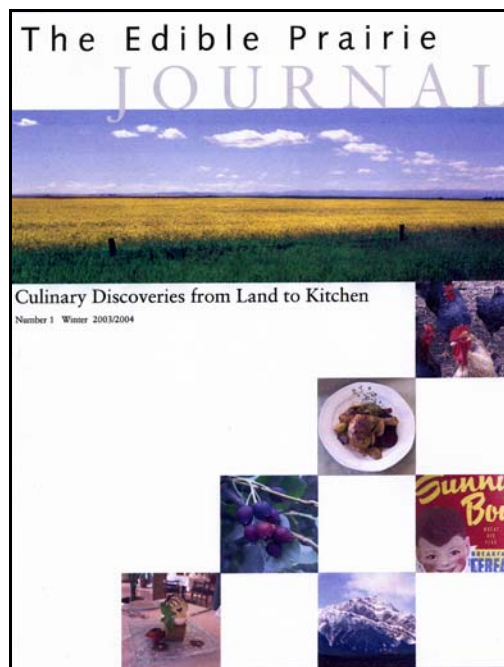
In each issue, Juzak and Cockrall-King delve into a local product, ingredient or food tradition, discover the people behind the food or

restaurant, and share stories and family heirloom recipes.

They plan for *The Edible Prairie Journal* to evolve beyond the written word to include stunning landscape and food images. The newsletter's design is guided along by Bob Robertson, a well-known communications design consultant and graphic designer.

In the inaugural Winter 2003/2004 issue, Juzak and Cockrall-King make to-die-for perogies with chef Brad Smokiak, track down Characters restaurant in Edmonton's signature pumpkin-milk chocolate mousse cake recipe, welcome back prairie breakfast icon Sunny Boy hot cereal, interview fourth generation Manitoba wild rice producer Judy Skrzenta, create a mid-winter's menu around a rack of wild boar, and much more.

"Everyone who has heard about the concept thinks it's a great idea," adds Juzak, a Winnipegger by birth who maintains close ties with the food scene in Manitoba. "We're really happy that there has been such a great response to *The Edible Prairie Journal*."



The Edible Prairie Journal is published three times a year. Issues are available in print (delivered by first-class aml) and as an electronic PDF document (delivered via e-mail). A one-year subscription costs \$15 for the printed version and \$9 per year for the electronic version.

International subscription rates are available upon request.

Subscription information can be found on the Web at www.edibleprairie.ca, or by calling 780-431-0486.

To request a PDF copy of The Edible Prairie Journal for review purposes or for further information, contact Jennifer Cockrall-King and Terry Juzak, at 780-431-0486, or e-mail info@edibleprairie.ca.

Communications Tip:

Many people confuse "affect" and "effect." As verbs, "affect" means "to influence" or "stir the emotions of" and "effect" means "to bring about" or "to accomplish."

Examples: "His dismissal affected me." "The boss effected a compromise."

As a noun, "effect" has a number of meanings and is more commonly used than "affect." One example: "The pay raise has a positive effect on him."

"Affect" on the other hand, is used only as a specialized psychological term.

Area producers take in college Agri-Future conference

Over 100 producers and others took in the Agri-Future 2004 Conference at Fairview College January 16.

Agri-Future 2004 featured internationally-renowned speakers and a wide variety of seminars, all with a global perspective on agricultural marketing and strategies.

Keynote speaker Steve Kay, editor and publisher of Cattle Buyers Weekly, a US publication, is widely recognized as both an expert and an impartial observer of the beef trade. Kay noted that the US industry recognizes that BSE is now a North American issue, and the US industry recognizes this. "Canada and the United States must work together more than ever before."

Dr. Tim Ball was also a keynote speaker at Agri-Future 2004. Ball, a well-known climatologist in Canada and

professor at the University of Winnipeg, expressed his concern with media attention on scientific speculation.

"Something gets printed in the newspaper three times, and it's accepted as law," he said. "There's a big difference between what you're hearing and what science actually knows."

One of Ball's areas of expertise is the impact of climate change on human history. During his address to conference participants, he illustrated several instances over the past 1,000 years of history when global warming had already occurred, and then ended.

"The climate is always changing – rapidly, dramatically and naturally," he noted. "We need to start realizing that."

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DU hires Alberta staffer

Trish Ritthaler has recently been appointed as Regional Manager, Marketing & Communications, for Ducks Unlimited Canada, based out of DUC's Edmonton office.

Trish is responsible to promote and extend DUC's marketing and communications efforts in the prairie region. She has over eight year's experience in media and communications, and was most recently employed at Alberta-Pacific Forest Industries Inc. (Al-Pac) where she held the position of Communications Coordinator for the past four-and-one-half years. Prior to that, Trish worked as a newspaper editor and journalist.

Trish can be reached at t_ritthaler@ducks.ca

Writing tips Writing tips Writing tips Writing tips Writing tips Writing tips Writing tips Writing tips

Any more vs. any more.

Here's a simple way to keep these straight: If you can delete "any," and "more" alone makes sense, you need "any more", not "anymore."

Example: "I hope the boss doesn't give me "any more" assignments." Use "anymore" – an adverb – when you mean "does no longer." *Example:* "Greg Smathers doesn't work here *anymore*."

Farther vs. further.

Is this correct? "Mount smoke detectors closest to the bedroom and furthest from the kitchen."

Isn't the correct word 'farthest'?

Careful writers would use "farthest" to denote distance. But most modern authorities say the words are interchangeable.

'TLC' increases your exposure. To get more out of your public relations efforts, remember "TLC":

- **T**alk about your media coverage — to fellow workers, neighbours, family. Bring it up in conversations.
- **L**ook at what's been printed about you. Note the important points. If your message isn't getting out, stress what was missed when you write your next news release — and remove any non-essentials that were mentioned in media coverage.
- **C**ut out articles and put them together on a sheet of paper. You can send them to business contacts or use them in prospect mailings.

Don't talk only about your company to the media. They're interested in the entire industry. Talking about the wider context will make you a more desirable source.

Communication plays major role in new GHG Mitigation Program

National demonstration projects are part of a new program to help beef producers understand their potential role in reducing greenhouse gas emissions and incorporating new management options into their decision-making process. The results of these demonstrations will be part of a strong communications extension plan.

CCA is being assisted in that communications effort by Meristem Information Resources. A series of in-depth articles will be produced, accompanied by news releases. Information sheets will describe the management practices being demonstrated and accompany displays that will be taken to trade shows and conventions. That effort will be supported by Web pages on the CCA Web site: www.cattle.ca.

Although there are many views on climate change, it

is also true that efforts to reduce greenhouse gas emissions have become a major part of society's environmental agenda, both in Canada and around the world. The national demonstration projects are designed to help provide Canadian beef producers with common sense options for doing their part, while maintaining efficient and profitable operations.

The Canadian beef industry is a relatively small contributor to greenhouse gas emissions and producers already have many good management practices in place to keep emissions in check. Balancing feed rations, rotational grazing and composting manure and application of that compost are just a few examples.

Many of the sound practices for reducing the intensity of greenhouse gas emissions per pound of beef produced

are also beneficial practices for improving the efficiency and profitability of beef production. Understanding these options gives producers more opportunities to boost their bottom line, while helping to maintain the Industry's strong reputation for environmental stewardship.

The Greenhouse Gas Mitigation Program for Canadian Agriculture is a federal program designed to promote the awareness and adoption of livestock, soil and nutrient management practices that reduce or remove atmospheric greenhouse gases.

For more information, contact: Pat Walker, Beef Project Coordinator, GHGMP, at 403-601-8991; or Peggy Strankman, Manager Environmental Affairs, Canada Cattlemen's Association, at 403-275-8558.

Beating writer's block

When you suffer from writer's block, try one of these techniques to loosen your gears:

Begin in the middle. Write the sentence or paragraph you're thinking of, even if you don't know where it belongs. Seeing it could help you think of other segments that should precede or follow it.

Start at the end. You know how you want to end the piece, but aren't sure how to get readers there. Try to phrase the ending in one sentence. *Example:* "As a result, we'll need to switch suppliers next month." Once you say that, you just need to fill in the "why" and "how" blanks.

Write a memo that explains why you have to write.

Example: "I have to persuade the boss that we need to revise the attendance policy. My reasons are..." Listing the reasons will give you most of the material you'll need for your proposal, letter or memo.

Try the scattershot approach. As they occur to you, write the points you need to cover and a few words on each one. Keep jumping from point to point until you have enough to start adding flesh to the skeleton. Then, expand each brief version into a sentence.

