

Scoops

Quarterly publication of the Alberta Farm Writers' Association

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Scoops

is published quarterly and is free to members of the Alberta Farm Writers' Association

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CFWF 2005 theme chosen

'CFWF 2005: Reflecting on Agriculture's Future' is the theme of CFWF 2005, being held in Lloydminster from September 22-24.

This milestone conference will celebrate the 50th anniversary of the CFWF, as well as the provincial centennials of both Alberta and Saskatchewan.

The conference will officially start the evening of Thursday, Sept. 22 with a welcome reception at conference headquarters, the Best Western Wayside Inns and Suites in Lloydminster.

Friday tours are currently being set up, as well as a Friday evening social event for all tour delegates and invited guests.

Saturday's program is still being hammered out. Possible program items include a BSE (and perhaps CWD) panel discussion, as well as a presentation and/or panel discussion on how the oil and gas industry works closely with agriculture in the Lloydminster area. As well, the conference hopes to offer delegates one or more photography workshops.

As has become custom since Lethbridge 2000, the CFWF

annual meeting will be held Saturday morning.

While it appears we'll have a full Saturday agenda, rest assured we will be offering some free downtime for delegates to enjoy the indoor heated pool and fitness centre, relax in your room or renew acquaintances in the lounge.

More information will be forthcoming in the June issue

of *Scoops*. In the meantime, if you have any ideas or questions about CFWF 2005, or you want to help plan the event, please contact any of the people below.



CFWF 2005 CONFERENCE COMMITTEE

- **Co-chairs and program:** Janet Kanters janetkanters@shaw.ca, 403-901-1160; Karen Briere karen.briere@producer.com, 306-359-0841
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- **Conference swag:** Jodi Hesse jodi.hesse@albertapork.com, 780-491-3528; Bonnie Warnyca bonniest@sasktel.net, 306-424-2650

We're still seeking two or more people to handle **registration**. This may be an opportunity best suited to a company. Please contact Janet at janet.kanters@shaw.ca or 403-901-1160 for more info.

CCA on border opening delay

March 3, 2005, Calgary – The Canadian Cattlemen's Association (CCA) stated today that the United States Department of Agriculture (USDA) has not yet announced the next steps it will take in regard to Wednesday's preliminary injunction granted by a Montana District Court judge temporarily delaying the re-opening of the U.S. border to live Canadian cattle and an expanded list of beef products.

As the defendant in the case, USDA will determine the appeal process. Legal counsel representing Canadian beef producers is consulting with legal counsel for the Government of Canada to determine any steps to be taken.

The strategy for recovery for the Canadian beef cattle industry developed by the CCA and endorsed by Agriculture and Agri-Food Canada last September addresses industry recovery whether or not a prolonged market disruption is faced.

The strategy includes increasing slaughter capacity in Canada, expansion of domestic and export markets for Canadian beef, meeting Canada's BSE surveillance targets, and enhancing Canada's cattle tracking system to include age verification.

CCA is consulting with government to ensure any necessary additional steps are moved on quickly and efficiently with a minimum of market disruption.

On another issue, the CCA is pleased to see that the Pres-

ident of the United States pledged today to veto a resolution that seeks to disprove the USDA rule to reopen the Canadian border for beef and live cattle imports.

The resolution was introduced by Senator Kent Conrad of North Dakota and was narrowly passed on a vote of 52 to 46. The resolution will

move next to the House of Representatives.

Following passage in the Senate, U.S. Agriculture Secretary Mike Johanns stated that he will "work with the U.S. House of Representatives to prevent passage of this resolution, which is strongly opposed by the Bush Administration."

Communications

Tip:

"Here are five ways to start a good conversation and show genuine interest in another person:

"I noticed..."

"Tell me..."

"I appreciate..."

"What do you think..." or, "I need some advice..."

"Why do you say that..."

Farm Safety Week posters

As part of activities planned for Farm Safety Week Mar. 9-16, grade 4-6 students created safety posters for judging and display.

Children from 26 schools participated, with 491 entries received.

Minister Doug Horner, Jeanette Smith and Judy Kesanko from the Multicultural Heritage Centre in Stony Plain and Dick Chamney, agricultural consultant with Ballyrahan Corporation were judges.

The winning poster will be framed and hung in the Legislature during Farm Safety Week, while the remaining posters will be displayed in Edmonton's J.G. O'Donoghue building.

1st Place: Krista Wurz, grade 5, Morinville Colony School



2nd Place: Lauren Toma, grade 5, Dapp School



New magazine aims at acreage owners

Western Producer Publications (WPP) in January announced the launch of *Acreage Life* magazine, the first Canadian publication directed specifically at the needs and aspirations of acreage owners.

The magazine, available in mid-April, will provide lively content and beautiful photography of special interest to those living on acreages.

The target audience is in Ontario, Manitoba, Saskatchewan, Alberta and British Columbia.

"We are aiming for a presence that is stylish, practical, and personable," said *Acreage Life* Managing Editor Sheila Robertson. "We want to become indispensable to acreage owners who will look to us for advice on tackling all the projects they envision on their property."

According to market research, Canadian acreage owners are not currently served by a magazine that recognizes their unique needs and interests.

"You may be able to find good ATV reviews if you subscribe to an outdoor magazine, tips on renovations in a home improvement magazine, a guide to managing firewood in a survivalist publication, and advice on attracting birds and wildlife in a nature magazine," said WPP Marketing Director Glenn Caleval.

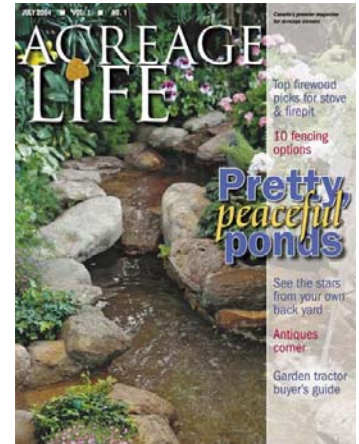
"*Acreage Life* brings these sorts of features together in one beautiful package."

A recent independent market study by Saskatoon's Fast Consulting revealed severe audience fragmentation among acreage owners, Caleval said.

"We will provide acreage owners with their own book, gathering the specialized information otherwise scat-

tered in dozens of publications."

Acreage Life will be a lifestyle publication, showcasing attractive and unique acreages, fresh food ideas, and practical features on the nuts and bolts of managing the home, outbuildings and yard in a rural setting.



'There's a Heifer in Your Tank' returns

By Dawn Ius

Back by popular demand, Dr. Frank Robinson and his University of Alberta Animal Science 200 class will again be divulging the science answers behind questions about agriculture you didn't even know you had. For

instance, why is a prion so hard to kill? And what parts of pigs make what parts of crayons? (Ok, Alberta Pork staffers, no spoiling the answer...)

This year, *There's a Heifer in Your Tank* (2nd Edition),

hits the stage March 24 in the Myer Horowitz Theatre at the University of Alberta. There's seating for about 750 people, and tickets are going fast!

Thinking about cow methane as fuel was the inspiration behind the first *There's a Heifer in Your Tank*, held last November.

This year's presentation will again see students take the stage in front of fellow students, representatives from the agriculture industry and a Canadian idol-like panel who will have an opportunity to ask the students questions about their presentation.

Seventy-two students will take part (an increase of 30), many of whom had no interest in agriculture before seeing last year's *Heifer* event.

Get your tickets fast! After all, I just know you're dying to know the answer to this question: If a cow chews the same lump of food all day, how do they grow so fast? (Alberta Beef employees...shhh...)

Contact Dawn at dawn.ius@alidf.ca or 780-442-3306 for more information or to purchase tickets.

THERE'S A HEIFER IN YOUR TANK

2ND EDITION

Science answers to questions you didn't know you had about animal agriculture

Public Presentation featuring the "Layman Question Panel"

March 24, 2005
7 - 10 p.m.
Myer Horowitz Theatre

For tickets contact Frank Robinson
heiferinyourtank@ualberta.ca
(780) 492-3234

Who produces more methane in a day, a 5000 head feedlot or an average gas well?

Why is a prion so hard to kill?

If a cow chews the same lump of food all day, how do they grow so fast?

What parts of pigs make what parts of crayons?

Animal Science 200

ALBERTA LIVESTOCK INDUSTRY DEVELOPMENT FUND

Faculty of Agriculture, Forestry, and Home Economics

AdFarm one of 50 best managed companies

A focus on advancing agriculture, developing creative solutions for its clients and a long-term business plan that supports the company and the industry have landed AdFarm on the list of Canada's 50 Best Managed Companies.

AdFarm is Canada's largest marketing communications agency focused exclusively on agriculture and one of the top five agricultural agencies in North America. AdFarm has 69 full-time employees serving clients from offices

in Calgary, Alberta, Guelph, Ontario, Kansas City, Missouri and Fargo, North Dakota.

AdFarm is the only communications agency and one of only two agriculture-related companies honoured in the 50 Best Managed list for 2004.

Canada's 50 Best Managed Companies is a national awards program recognizing the 50 Best Managed businesses with a wide range of industries that have imple-

mented world-class best business practices. The program, established in 1993 and now entering its 12th year, recognizes 50 well-managed Canadian companies based on a rigorous and wide-ranging interview process designed to assess and examine its management practices.

Information about Canada's 50 Best Managed Companies 2004 is available online at

www.canadas50best.com

Before writing that story:

Consider your topic:

- ♦ Is it newsworthy?
 - ♦ Is it controversial or in some way interesting?
 - ♦ Is there new information? Update?
 - ♦ Is it unique?
-

The Edible Prairie Journal turns one

By Jennifer Cockrill-King

The Edible Prairie Journal turned 1 year old this past month.

Yes, it's only been (or should that be "already been?") a year since our first issue of the *Journal* came out.

We were thrilled and grateful for the support from our 300-plus subscribers, many of whom are AFWA members.

So big thanks for the support, and don't forget to renew your subscriptions for 2005 if you haven't done so already.

Our first issue of 2005 goes to print very shortly. This Prairie-Scandinavian issue includes features on The Lefse House in Camrose, a trip to the Fresh Water Fish Marketing Corporation in

Winnipeg, the Markerville Creamery and Stephan Stephannson House.

We also went to great lengths to create the best chocolate truffles flavoured with a barley wine (a strong ale) reduction and fruit wine reductions in our quest to create Prairie-flavoured chocolate truffles (see pic). The recipe will appear in the

Winter 2005 issue of *The Edible Prairie Journal*.

HAPPY BIRTHDAY TO US!



The Edible Prairie
JOURNAL



Culinary Discoveries from Land to Kitchen