

The Farm Journalist

NEWSLETTER OF THE CANADIAN FARM WRITERS' FEDERATION



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Canadians in harness racing journalism awards

From Harness Racing Communications, a division of the U.S. Trotting Association, Colt's Neck, NJ

Bernard Tobin, writing for the Canadian Sportsman, and Brad Schmaltz, writing for the Columbus Dispatch, have won top honors in the 2004 John Hervey Awards competition; Tom Wolski, producer of "Sport of Kings" on Citytv Vancouver, is the winner of the 2004 Broadcasters Awards competition; and Mark Hall, for his photo in Hoof Beats, has been awarded first prize in the 2004 Smallsreed Award competition. Claus Andersen, for his photo of Admiral's Express on the July 8, 2004 cover of the Canadian Sportsman, was named the first runner-up.

All three contests are co-sponsored by the U.S. Trotting Association and the U.S. Harness Writers' Association, and for their efforts, each winner will receive \$500 from Standardbred owner Sanford Goldfarb, who has underwritten the \$3,400 in prize money for this year's competitions.

Tobin captured his first place finish in the magazine category with "Reunited with Riyadh," a story about champion pacer Riyadh and his groom Bob Butter. Tobin was selected the winner by Mark Moffa, a managing editor of the Princeton Packet, Inc., who judged the magazine category of the Hervey Awards.

"This story about a man without barn experience who falls in love with a horse placed under his care is penned with a crisp, smart style that draws in the reader and stays with him after the article is read," said Moffa. "The author displays an excellent use of quotes and structures the story perfectly. A sidebar about Riyadh's stallion credits appropriately handles information that would have been awkward in the main story."

Kim Rinker, for a story she authored on Carl's Big Mack's bout with West Nile Virus in the Horseman and Fair World, was named the first runner-up and will receive \$250, and Dave Briggs, writ-

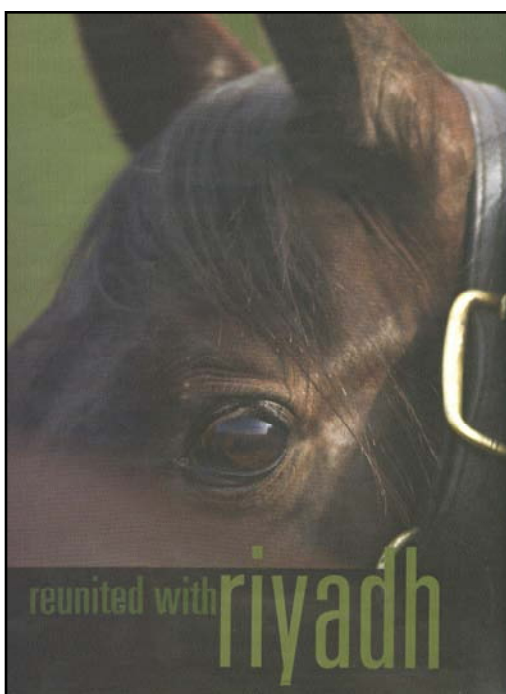
ing in the Canadian Sportsman, was the second runner-up for his story on Winter Davies and Coupe DeVille, and will receive a \$100 award in recognition of his efforts.

Wolski was named the winner of the Broadcasters Awards for his feature on Andy and Brenda Arsenault. Wolski was selected by Tom Dawson, horseracing producer for ESPN, who judged the Broadcasters Awards.

"I was interested from the opening shots and wanted to know more," said Dawson. "I'm a believer in using well placed voice over bridges to connect the dots in a story line, but this feature did a nice job of piecing together first person accounts in a cogent manner. While not fancy, the production values were enough to make me feel like I knew something about the participants. This is a good example of finding a story, getting those involved to tell it properly, and shooting what b-roll you can to enhance the story. Substance over style."

The winners will be honored at the awards banquet conducted by the U.S. Harness Writers' Association, to be held on Sunday, February 13 at Caesars Hotel and Casino in Atlantic City, N.J. The banquet annually honors the top individuals and horses for the year just ended.

Watch for photos of the awards in the March Farm Journalist. Bernard Tobin is a CFWF member from Milton ON.



Dr. George Stuart Atkins of the Developing Countries Farm Radio Network wins 2004 Perinbam Award

The Board of Trustees of the Lewis Perinbam Award in International Development has named Dr. George Stuart Atkins, C.M., Founding Director of the Developing Countries Farm Radio Network (DCFRN), to receive the 2004 Award. Dr. Atkins was honoured at the annual conference of the Canadian Bureau for International Education held in Ottawa in November.

"For one's humanitarian efforts over the past 25 years, to attract the attention of an award named after Lewis Perinbam, is surely the ultimate recognition of the work of the many who have assisted me in all that has been achieved," said Dr. Atkins in accepting the award.

The Perinbam Award honours Lewis Perinbam, O.C., who has dedicated his life to serving developing communities and has played a major role in shaping Canada's international development priorities. Dr. Perinbam is Chair of the Board of Governors of the Commonwealth of Learning, based in Vancouver, BC. The Award was created in 1983 to recognize grassroots achievements in improving life in developing countries. Dr. Atkins is the 16th laureate.

"Dr. Atkins had a classically simple idea - use the radio, the one communications medium that most farm homes are likely to have, to describe farming techniques that work in developing countries," said Paul Cantor, Chair of the Award's Board of Trustees. "Dr. Atkins' contribution is inestimable."

In the late 1970s, Dr. Atkins could simply have retired from the Canadian



Left to right: Lewis Perinbam, George Atkins and Paul Cantor. As noted in the news release, Mr. Cantor is Chair of the Perinbam Award Board of Trustees. Photo by Sylvie Villemure, Executive Director, DCFRN. You can find additional information about DCFRN on the Web at www.farmradio.org

Broadcasting Corporation to enjoy his well-earned retirement years. Instead, in 1979 he launched a new chapter of his life by founding the world's first non-governmental organization dedicated to farm radio broadcasting. Dr. Atkins used his considerable gift as a seasoned farm broadcaster and his expertise as a farmer to create a network capable of reaching people isolated by illiteracy, distance, conflict and poverty. Through the magic of radio, DCFRN has shared relevant agricultural information with literally millions of developing country farmers.

DCFRN provides program ideas and scripts in English and French, which are in turn interpreted by broadcasters into

300 languages. Today, DCFRN has 500 broadcast partners, up from 36 in 1979.

The Network's total audience size is 800 million listeners in 75 countries, of whom 80% are in Africa.

The Lewis Perinbam Award is administered on behalf of the Trustees by CBIE. For more information, please contact Jennifer Humphries, CBIE, tel. (613) 237-4820, ext. 246 or e-mail jhumphries@cbie.ca. More information about DCFRN is available at www.farm-radio.org. Information about the Perinbam Award is at www.cbie.ca/intled/index_e.cfm?page=lpa_e

Dr. Atkins is a CFWF member from Hepworth ON.

Letter to the Editor....

Re: David Suzuki on Mad Cows

Dear Editor,

The recent commentary by Dr. Suzuki on 'Mad Cows' that has been circulating in the media needs some perspective from Ontario's farmers to make it real and accurate for your readers. Suzuki himself said in the article, "We've distanced ourselves so much from the source of our food that we no longer consider its biological origins. And when you get that far away from something, you lose perspective."

All the allegations of factory farms are fashionable these days, but not factual. The last census shows that 98% of Canada's farms are family owned and operated. Yes, farms, like most businesses, are larger and more specialized today than in the past. That's a reality that goes with the fact that 2% of our population feeds the rest of us. It does not mean that as farmers we care less about our animals or the environment; if we didn't care, we wouldn't be farming. If anything, we will

leave our farms in better shape for the next generation than ever before.

We actually agree with Suzuki that we need farming and our food system to be safe and sustainable.

As farmers, that's our main priority. Our livelihood and land depends on it. We also agree that your readers should try to support local farmers whenever possible. We're the ones investing in our communities and improving the local environment.

At a time when animal health, trade and economic pressures are hitting Canadian farmers harder than ever before, we need your support. We don't mind questions. Just hold off on the unfounded criticisms.

John Maaskant

Chicken Farmer and Chair, Ontario Farm Animal Council (OFAC), a coalition of Ontario's livestock and poultry farmers. www.ofac.org

Bytes.....

CFWF member **Myrna Stark** Leader, Communication Consultant at Farm Credit Canada (FCC), has taken on a new position within FCC as a project analyst in their Enterprise Integration and Innovation Department. While she's got a new job, her contact information remains the same, myrna.starkleader@fcc-fac.ca or 306-780-8614. A former ag reporter, Myrna says she'll do everything in her power to keep active in CFWF.

Tamara Stecyk was promoted to Editor of the Edson (Alberta) Leader vineberg@telusplanet.net

Will Verboven attended an international BSE conference in France in late November, met with the European Union's chief BSE scientist, and toured both a high-security French lab and a packing plant that do BSE testing. Watch for a full report later. willverboven@hotmail.com

Joan Sinfield is program coordinator of a new pilot project at the Centre for Agribusiness Training and Education (www.agtraining.ca) in Alberta. The site connects those seeking agricultural or agribusiness training to those offering learning. sinfieldjoan@hotmail.com

Laura Laing has joined AdFarm in Calgary as Senior Program Manager, Public Relations Services. laura.laing@adfarmonline.com, 403-410-7600.

Danielle Oberle has joined Adculture Group in Calgary as Senior Account Executive, Public Relations, and **Carolynn Sinclair** as Junior Account Executive in the same office. doberle@adculture.com and csinclair@adculture.com, 403-685-0938.

Agricultural Publications Summit Becomes Agricultural Media Summit

The Steering Committee of the Agricultural Publications Summit (APS) has voted unanimously to change the name of the annual professional development conference to the Agricultural Media Summit (AMS).

"Our members are involved in much more than publications today, including web sites, radio and television," said Betsy Freese, APS chairman and livestock editor of Successful Farming. "The new name better reflects the mission of our alliance of organizations."

The AMS is a limited partnership of the American Agricultural Editors' Association (AAEA), Livestock Publications Council (LPC) and AgriCouncil of the Association of Business Media Companies. It will continue to feature professional development sessions in all phases of ag media, as well as an ever expanding Info-Expo trade show.

The first Summit was held in 1999. Approximately 400 members of the ag communications industry attend the annual event.

The 2005 Agricultural Media Summit will be held July 31 to Aug. 3 in Milwaukee.

In addition to the name change, Freese announced that AMS will launch a new interactive Web site that will provide updates on programs, speakers, exhibitors, sponsors and registration. The site, which is still under construction, will be located at www.agmediasummit.com.

Daynard announced as new OFAC manager

The Ontario Farm Animal Council (OFAC) is pleased to announce the hiring of Kelly Daynard in the newly-created role of OFAC Program Manager.

"We look forward to Ms. Daynard joining our OFAC team," commented Crystal Mackay, OFAC Executive Director. "Her role will allow OFAC to expand our positive and proactive programs to get the message out for agriculture, with an emphasis on the

media."

Daynard was raised on a cash-crop farm in Wellington County and is a graduate of both the Honours English program at Wilfrid Laurier University and the Advanced Agricultural Leadership Program.

She spent seven years working as a journalist before embarking, in 1998, on her career as Communications Manager for the Ontario Cattlemen's Association (OCA). In that capacity, she has worked

as a spokesperson for the Ontario beef industry to communicate with the public on such issues as the Walkerton tragedy and the ongoing BSE crisis.

Daynard will commence her new role with OFAC on March 2nd. Her new responsibilities will include public and media relations, and project management.

Kelly Daynard is a CFWF member from Guelph ON.

Do you know a "Friend of OFAC"?

The Ontario Farm Animal Council wants to recognize our "Friends" who work to get the message out about agriculture. The "Friend of OFAC" Award will be presented to individuals, organizations or businesses who have helped to inform the public or the agri-food industry about issues in animal agriculture. Award winners will be honoured at the upcoming OFAC annual meeting, April 5, 2005 at the Holiday Inn in Guelph.

- Nomination forms found on : www.ofac.org
- Nominations must be received at the OFAC office by February 25, 2005.
- Nominations are open to any who have taken an active role in "Getting the Message Out"; A nominated individual or group does not have to be a member of OFAC to be eligible.
- Nominations will be accepted from all OFAC members, including the OFAC Board. Current board members are not eligible for nomination. Members may nominate more than one individual, organization or business.
- The OFAC executive committee will select the award winner(s).

Friend of OFAC Award Winners

- 2004 Jim Dalrymple, Ontario Ministry of Agriculture and Food
2003 Jim Johnstone, Egg farmer

- 2002 Stan Eby, Beef farmer
2001 Bruce Weber, Egg farmer
2000 Peter Doris, Beef farmer, Ontario Cattlemen's Association
1999 OFAC's 10th Annual Meeting
Marion Newman, Beef farmer
Craig and Cathy Smith, Hog farmers
Jean Szkotnicki, Canadian Animal Health Institute
Walter and Sharon Petheram, Hog farmers
Canadian National Exhibition Agriculture Committee
John Hendriks, Hog farmer
Middlesex Federation of Agriculture
Ron and Sharon Douglas, Hog farmers
Dave Adams, Ontario Institute of Agrologists
Ontario SPCA Investigations Dept - Animal Protection

The Ontario Farm Animal Council is a non-profit education organization representing Ontario's 35,000 livestock and poultry farmers and related agri-businesses. OFAC provides a coordinated effort in addressing issues related to animal agriculture and food production including farm animal care, environment, new technology and food safety.

For more information:

Crystal Mackay
Executive Director
cmackay@ofac.org
(905) 821.3880

Ontario Farm Animal Council

OFAC

Promoting The Excellence of Animal Agriculture



Events..... (travel, anyone?)

Feb 14: PASTURED PORK AND POULTRY WORKSHOP, Airdrie AB. Info Bert Denning, (780) 674-8247 or bert.denning@gov.ab.ca

Feb 17 - 19: PACIFIC AGRICULTURE SHOW, Tradex Centre, Abbotsford BC. Info www.agricultureshow.net

Feb 18: 2005 AGRICULTURE INDUSTRY GALA AND BC & YUKON OUTSTANDING YOUNG FARMER AWARDS, Ramada Inn, Abbotsford BC. Info bcac@bcac.bc.ca

Feb 27 - Mar 1: ALBERTA IRRIGATION PROJECTS ASSOCIATION CONFERENCE 2005, Hyatt Regency Hotel, Calgary AB. Registration \$325. Info www.aipa.org/Conference_2005.

Mar 1: BCLNA FUNDRAISING AUCTION, United Flower Growers, Burnaby BC. Info BCLNA 604-574-7772

Mar 4: BC EGG PRODUCERS ANNUAL MEETING, Sutton Place, Vancouver BC. Info 604-556-3348.

Mar 8 - 11: WESTERN CANADIAN DAIRY SEMINAR, Capri Centre, Red Deer AB. Info wcds@ualberta.ca, Phone: 780-492-3236, Fax: 780-492-5771.

Mar 9: BC ASPARAGUS GROWERS AGM & WORKSHOP, 10 a.m., BCMAFF office, Vernon BC. Infor Bruce Duggan 250-766-2628.

Mar 11 - 12: CRESTON VALLEY SUSTAINABLE AGRICULTURE CONFERENCE, Creston and District Community Complex, Creston BC. Info Erika Woker 250-428-5957.

Apr 5 - 7: THE CULTURE OF SMALL CITIES INTERNATIONAL CONFERENCE hosted by Kamloops Art Gallery and University College of the Cariboo, Kamloops BC. Info Lon Dubinski - ldubinsky@museums.ca

Apr 13 - 15: SIAL MONTREAL, International Food Exhibition, Palais des congrès in Montreal QC. Info www.setcanada.ca and sialmontreal.com

Apr 15 - 16: FIBREFEST INTERNATIONAL, Tradex Centre, Abbotsford BC. Info Marilyn Ross 604-856-0771 or sterlingfarms@telus.net

May 25 - 27: 3RD BIENNIAL FORUM, sponsored by the North American Association of Fisheries Economists, University of British Columbia, Vancouver BC. Info Rashid Sumaila, UBC Fisheries Centre.

July 7 - 9: PEOPLE AND THE SEA III CONFERENCE: NEW DIRECTIONS IN COASTAL AND MARITIME STUDIES, at the Centre for Maritime Research (MARE), University of Amsterdam, the Netherlands.

July 7 - 10: WORLD SHEEP DOG TRIALS 2005, Tullamore, Ireland. Info Bob Stephens 250-828-1176.

Aug 21 - 26: APIMONDIA 2005 (Federation of International Beekeeping Associations), RDS International Convention Centre, Dublin, Ireland. Info www.apimondia2005.com

Oct 2 - 5: 8TH INTERNATIONAL CONFERENCE ON SHELLFISH RESTORATION, Brest, France. Info www.ifremer.fr/icsr05/

Oct 2 - 7: 3RD SYMPOSIUM ON HARMFUL ALGAE IN THE US, Asilomar conference grounds near Monterey, CA, USA.

Caption competition....



Send your best caption suggestion for the above. Winner next month.

Next Deadline

As I will be on the road a lot this spring, let's make the next deadline **MARCH 11TH** -- four weeks from now -- so material is in hand whenever I land.

February and March are busy months for conferences and other meetings, and also for winter getaways in most parts of Canada, so meeting Farm Journalist deadlines appears to be taking a back seat temporarily. This issue is smaller than the last few, but some interesting material has shown up, despite all. Keep it coming. Just send it along whenever it turns up and you won't be caught short at the last minute.

H a p p y
Valentine's Day.

Fran

