



**CFWF'12**  
Mud, Floods & Suds

FOR IMMEDIATE RELEASE

## **Celebrating Canadian Excellence in Agricultural Journalism**

*(Winnipeg, MB – September 22, 2012)* The best and brightest agricultural journalists, broadcasters, communicators and photographers were honoured at the 2012 Canadian Farm Writers' Federation (CFWF) Awards Banquet, held on Sept. 22, 2012, in conjunction with CFWF's annual conference.

Gold, silver and bronze awards were presented in 14 categories at the banquet held at the Fort Garry Hotel. The banquet concluded the three-day conference which included various agri-food tours and professional development sessions. A total of 41 awards were presented with winners taking home cheques of \$300, \$200 and \$100 for gold, silver and bronze respectively.

Winners were chosen by 25 judges from across Canada and the United States. These judges included journalists, professors, farmers and communicators from different media and publications, and a mix of agricultural and non-agricultural backgrounds.

CFWF ([www.cfwf.ca](http://www.cfwf.ca)) represents almost 350 English-speaking agricultural journalists, broadcasters and communicators from across Canada through six regional associations in Atlantic Canada, Eastern Canada, Manitoba, Saskatchewan, Alberta and British Columbia.

The awards categories, winners and sponsors for 2012 are listed on the attached pages.

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For more information, contact:  
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## CFWF 2012 Awards Program – Categories & Winners

### Television News Reporting The Jack McPherson Award

Sponsor: Dairy Farmers of Canada

**Gold: Rachel Kehrig** Saskatchewan Pulse Growers [Michael Smith visits a lentil farm](#)

**Silver: Joey Sabljic** University of Guelph, Spark [Higher oil soybeans, a bigger bottom line](#)

**Bronze: Natalie Osborne** University of Guelph, Spark [Sugar particles from corn](#)

### Radio News Reporting The Tom Leach Award

Sponsor: Bayer CropScience Inc.

**Gold: Alice McFarlane** [Flea beetles threaten canola](#)

*\*Silver and bronze were not awarded*

### News Release The Alice Switzer Award

Sponsor: Farm Business Communications

**Gold: Karli Reimer** Ducks Unlimited Canada [A bin full of reasons to grow winter wheat](#)

**Silver: Lilian Schaer** [Apple and tender fruit growers appreciate support in wake of widespread crop damage](#)

**Bronze: Tracey Feist** [Environmental contest winners implement plan](#)

### General Periodical The Felix Schmaltz Award

Sponsor: AdFarm

**Gold: Owen Roberts** University of Guelph [Agrifood yearbook 2011-2012](#)

**Silver: Amanda Ryan** Saskatchewan Pulse Growers [Annual Report](#)

**Bronze: Kevin Hursh** Farm Credit Canada [AgriSuccess](#)

### Technical Feature The Peter Lewington Award

Sponsor: CanWEA

**Gold: Ray Ford** Ontario Farmer [Fly Guy hunts with truck-mounted butterfly net](#)

**Silver: John Greig** Ontario Farmer [Post cervical insemination could cut AI boar numbers in half](#)

**Bronze: Tamara Leigh** [Lean manufacturing offers competitive edge](#)

### Press Column The Frank Jacobs Award

Sponsor: MANA Crop Protection

**Gold: Peter Reschke** [No-win situation for the province](#)

**Silver: Ray Ford** [Great forage, good for the soil.](#)

**Bronze: Kevin Hursh** [The Western Producer AgriInvest may be short-lived in boom times](#)



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**Press Editorial** The O.R. Evans Award  
Sponsor: Richardson

**Gold:** Sheri Monk Alberta Farm Express [Defending America in a cow-eat-cow world](#)  
**Silver:** Tom Henry Small Farm Canada [What it means to be a farmer](#)  
**Bronze:** Gord Gilmour [I feed myself](#)

**Press Feature** The Dick Beamish Award  
Sponsor: Monsanto Canada

**Gold:** Bill Redekop Winnipeg Free Press [The man who killed the family farm](#)  
**Silver:** Anne Lazurko [Who is the Canadian farmer?](#)  
**Silver:** Lorne McClinton [Distribution central](#)  
**Bronze:** Kevin Hursh [Market freedom](#)

**Monthly Press Reporting** The Jack Cram Award  
Sponsor: Canadian Seed Growers' Association

**Gold:** Mary Baxter Better Farming [Do crown patents protect you against government incursions on your property rights?](#)  
**Silver:** Steve Biggs [Their success is no secret](#)  
**Bronze:** Maggie Van Camp [Risk, Reward](#)

**Weekly Press Reporting** The Q.H. Martinson Award  
Sponsor: Ontario Farmer Publications

**Gold:** Mary MacArthur The Western Producer [New pioneers clear the way](#)  
**Silver:** Barb Glen The Western Producer [Grizzlies a growing concern for ranchers](#)  
**Bronze:** Karen Dallimore [Opposition points to economic fallout](#)

**Daily Press Reporting** The C.B. Fairbairn Award  
Sponsor: Western Producer

**Gold:** Mia Rabson Winnipeg Free Press [Pivotal vote on wheat board](#)  
**Silver:** Larry Kusch Winnipeg Free Press [Feds wrest control of Prairie agency](#)  
**Bronze:** Murray McNeill Winnipeg Free Press [CWB a more flexible version of an old model](#)

**World Wide Website** The Henry Heald Award  
Sponsor: Quarry Integrated Communications

**Gold:** Shaun Haney RealAgriculture [Real Agriculture.com](#)  
**Silver:** Tracey Shelton Richardson [Richardson.ca](#)  
**Bronze:** Allison Fynamore Farm Credit Canada [FCC Express](#)



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**Feature Photograph** The Don Baron Award

Sponsor: George Morris Centre

**Gold:** Glenn Lowson The Grower [\*Pressures on water are rising\*](#)

**Silver:** William DeKay The Western Producer [\*Family takes a leap\*](#)

**Bronze:** Joe Bryksa Winnipeg Free Press [\*Sand bag\*](#)

**News Photograph** The John Phillips Award

Sponsor: Better Farming

**Gold:** William DeKay The Western Producer [\*Mud wrestlers\*](#)

**Silver:** Joe Bryksa Winnipeg Free Press [\*Long day\*](#)

**Bronze:** Sharon Grose Ontario Farmer [\*Strawberries\*](#)



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### **Adjudication Process**

Each category entry was independently reviewed, evaluated and scored by two judges where possible. Judges' scores are averaged to determine gold, silver and bronze winners in each category. In the case of a tie or an extreme variation in scores between judges, the awards chair may be required to independently scrutinize and score the relevant entries.

### **Awards Chair**

Hugh Maynard - *Qu'anglo Communications & Consulting*

### **Awards Administrator**

Christina Franc - *Qu'anglo Communications & Consulting*

### **Founding Patron**

Monsanto Canada Inc.

### **Prizes**

Gold - \$300, Silver - \$200, Bronze - \$100

### **Judges**

<b>TV News Reporting</b>	Karen Rocznik <i>CTV Winnipeg</i> Ian McDonald <i>AgriBusiness Reporter, GlobalTV Lethbridge</i>
<b>Radio News Reporting</b>	Mike Adams <i>AgriTalk</i> Jon Steinman <i>Deconstructing Dinner</i>
<b>News Release</b>	Rod Nickel <i>Thomson Reuters</i> Tim Cook <i>Prairies News Editor, the Canadian Press</i>
<b>General Periodical</b>	Clyde Graham <i>Canadian Fertilizer Institute</i> Holly Spangler <i>Prairie Farmer</i>
<b>Technical Feature</b>	Joas van Oord <i>Doubleoord Ltd.</i> Joe Dales <i>Farms.com Ltd</i>
<b>Press Column</b>	Cathy Gallivan <i>Sheep Canada Magazine</i> Carol Toller <i>The Globe and Mail</i>
<b>Press Editorial</b>	Burt Rutherford <i>BEEF Magazine</i> Wayne Larsen <i>Concordia University</i>
<b>Press Feature</b>	Douglas Tindal <i>Ontario Minister of Agriculture, Food and Rural Affairs</i> Tom Babin <i>Calgary Herald</i>
<b>Monthly Press Reporting</b>	Victoria G. Myers <i>Progressive Farmer Magazine</i> Fred Fletcher <i>York University</i>
<b>Weekly Press Reporting</b>	Harry Siemens <i>SiemensSays.com</i> Nicholas A. Palmer <i>The Vancouver Sun</i>
<b>Daily Press Reporting</b>	Neil Haesler <i>Postmedia Inc. (retired)</i> Tom Button <i>Country Guide</i>
<b>Website</b>	Wendy Sawatzky <i>Winnipeg Free Press</i> Lora Berg <i>Penton Publishing</i>
<b>Feature Photography</b>	Mike Grandmaison <i>Grandmaison Photography, The Canadian Gallery and Agriculture Photographs</i> Heather Taweel <i>Transcontinental</i>
<b>News Photography</b>	Mike Grandmaison <i>Grandmaison Photography, The Canadian Gallery and Agriculture Photographs</i> Heather Taweel <i>Transcontinental</i>