

# Canadian Farm Writers' Federation



2001 Annual Report

# Canadian Farm Writers' Federation

## Annual Meeting

7:30 am

Saturday, September 14, 2002

Lord Beaverbrook Hotel, Fredericton, NB

### Agenda

1. Welcome
2. Adoption of the agenda
3. Adoption of the minutes of the 2000 annual meeting
4. Business arising from the minutes
5. President's Report
6. Secretary-Treasurer's Report and Financial Statement
7. Conference Report
8. Awards Program Report
9. Senate Report
10. Regional Reports
11. IFAJ Report
12. Executive Elections
13. New Business
14. Adjournment

# Canadian Farm Writers' Federation

## Minutes of the Annual Meeting

Saturday, September 30, 2000  
Lethbridge Lodge Hotel, Lethbridge, Alta

**1. Welcome:**

Hugh Maynard welcomed members and participants. Members acknowledged the September 28, 2000 death of Pierre Elliott Trudeau with a moment of silence.

**2. Adoption of the Agenda:**

Moved by David Schmidt, seconded by Doug Peebles. CARRIED.

**3. Adoption of the minutes of the 1999 annual meeting:**

Moved by Doug Peebles. Seconded by Janet Kanters. CARRIED.  
70 people in attendance.

**4. Business arising from the minutes:**

None.

**5. President's Report:**

Laurie Harris referred to her printed president's report, reminding members of the volunteer nature of the organization which has an effect on the speed of changes in the organization. She invited people to sign up for the listserv to keep current with group activities. Laurie also referred to issues raised in the September issue of The Farm Journalist regarding perception of farm writers and suggested the group should promote itself and its members in a more active way. But teamwork and participation is necessary.

She thanked First Line Seeds for sponsorship that allowed attendance at the IFAJ Congress and noted useful contacts were made. Many compliments were extended at IFAJ in Australia to Owen Roberts for his work on the newsletter and listserv. Copies of a recent IFAJ publication will be sent to members soon. The next IFAJ congress is in Finland in September 2001.

**6. Secretary-Treasurer's Report and Financial Statement:**

Hugh Maynard reported efforts to use the surplus for organized membership activities, including specifically the newsletter and the awards program. Some additional expenses were incurred; had to reprint the membership list.

Hugh presented the financial statements. It was noted conference generated more income than expected. Bottom line, \$11,370 in coffers.

Query: Why do we print the membership list, when we could just put it up on website, in data base, etc. Hugh noted many members didn't have e-mail addresses as late as last year. Also some members indicated preference for hard copy. Asked for some direction

from the meeting on preferences. Two people spoke in favor of electronic version with hard copies on request.

Hugh moved adoption of the 1999 financial statement, seconded by John Morriss.  
CARRIED.

## **7. Conference Report:**

### **2000**

Clare Stanfield noted there are 99 registrants at this conference. She acknowledged the attendance of various ag department officials.

Clare noted success of pre-conference tour and acknowledged good feedback on tours; thanks to Jim Hahn for that. She was pleased with attendance at the AGM. No final financial figures available on this conference but it's looking good so far.

Laurie Harris thanked the conference organizing committee.

### **2001**

Joan Leblanc from Farm Focus, New Brunswick invited members to next years conference in Fredericton, N.B Sept. 13-16 and invited attendance. A taste of NB's finest is planned. Some whale watching is planned, if whale's co-operate. Lobster on the menu. Harvest Blues festival is there at the same time.

### **2002**

B.C. will host convention in 2002.

### **Greetings**

Lethbridge deputy mayor Frank Peta provided greetings from the city on behalf of mayor David Carpenter. Noted ag diversity of region, learning institutions, parks, friendly people. Thanks for coming, etc. Laurie Harris presented him with a conference bag.

### **Awards Program Report:**

Barb Adams gave the report. She and Paul Pihichyn accepted challenge of award competition this year. Had just over 200 entries. Awards will be given in all categories; although in one category only two placings. Duncan McMonagle was head judge and there were 22 judges in all, who did a tremendous job.

Hugh Maynard tabled awards changes report provided by Elaine Shein. Time does not permit full discussion at this point. By way of background, Hugh noted awards program specifics haven't changed substantially in years, so Elaine volunteered to spearhead study and recommendations. Some additional categories proposed; also some procedural changes. Proposals will put more onus on entrants. Peter Darbishire has looked at recommendations and thinks some discussion would be appropriate. Input from membership would be valuable. Executive will be looking at recommendations and consulting with members before making major changes.

## **8. Senate Report:**

Tabled until the evening.

**Regional Reports:**

Regional reports provided in hard copy. No additional info offered.

**IFAJ Report:**

Laurie Harris invited feedback on her report provided in meeting package. Wants to continue to strengthen IFAJ ties with our organization and would like to invite international guests to future CFWF functions.

**9. Executive Elections:**

**Owen chaired elections process**

BCFWA – Renée MacTaggart nominated Dave Schmidt. Acclaimed.

AFWA – Janet Kanters nominated Clare Stanfield. Acclaimed.

SFWA – Judy Hume nominated Karen Briere. Acclaimed.

MFWBA – Barb Adams. Acclaimed.

ECFWA – Laurie Harris, Doug Peebles let names stand. Barry MacCormack put his name forward.

Owen offered each of the three candidates one minute to speak.

The assembly decided on election by ballot, with only ECFWA members eligible to vote.

Janet Kanters and Steve Morgan Jones acting as scrutineers.

Laurie and Barry win ballot.

Members at Large – Hugh Maynard (east) acclaimed. Barb Adams nominates Cal Zacharias (west). Acclaimed.

Newsletter Editor – Laurie nominated Barb Glen. Acclaimed

**10. New Business:**

**Young Speakers for Agriculture program, presented by Elizabeth McClung**

This group is seeking sponsorship from CFWF. Spoke in favor of supporting young people to help create greater awareness of agriculture. Background info on the program provided in a handout. She moved that CFWF agree to sponsor the young speakers for ag program for their annual luncheon. Seconded by Bernard Tobin.

Discussion: What about precedent it sets; Reg Norby, John Morriss wonder about precedent and suggest more consideration; suggests it be examined in principal. Dave Schmidt says the organization's surplus comes largely from corporate support, so we must carefully consider where it is spent. Dangerous to take corporate support and spend it on some other corporate pursuit. Also worried about open-ended nature of motion. Some \$\$ consideration needed. Hugh notes consideration also needed to upcoming expenses related to conferences. Suggest it could be supported in principal, with exec to figure out details. Art Stirling says there are more effective ways for CFWF to raise profile, rather than sponsor individual programs, suggests the executive be empowered to look at ways to raise the profile of CFWF from a marketing perspective. Paul Langsbergen notes program encourages ag writing by youth, so it makes sense to get younger generation involved in hopes they'll get involved with our org in the future. Shana Bailey says as a newcomer to organization, sponsorship of nature proposed would have helped to encourage her involvement; would help this group get the word

out to young people to get involved in agriculture, and involved at different levels. If we can't sponsor luncheon, maybe provide a fixed amount of money toward young speakers projects. Jack Howell from Alberta farm writers notes 4-H clubs have speaker programs, and this young speakers group could consider getting involved with 4-H if they haven't done so already.

Motion amended: That the executive consider a one-year involvement in the young speakers, a partial sponsorship. Seconder Bernard Tobin agrees to amendment.  
CARRIED.

**11. Adjournment:**

Art Stirling moved adjournment.

## **Annual Reports**

### **Secretary-Treasurer's Report**

Prepared by Hugh Maynard

#### **Administration**

The cancellation of the 2001 conference due to the events of September 11<sup>th</sup> turned out to be quite a damper on the level of activity during the past year. Given the loss of income from the conference, only two Farm Journalists were published, both in electronic format, as well as the membership list. Expenses were minimal, mostly related to the awards program.

## CFWF Financial Statement - 2001

		2000	2001 <i>Budget</i>	2001 <i>Final</i>
<b><u>INCOME</u></b>				
Awards	Fees	\$2,254	\$2,000	\$2,030
	Sponsors	\$5,800	\$7,600	\$6,400
Conference	Registrations	\$ 0	\$ 0	\$ 0
	Sponsors	\$2,000	\$ 0	\$ 0
	Other	\$4,006	\$3,000	\$ 0
Memberships		\$7,020	\$6,000	\$6,540
Interest		\$ 8	\$ 10	\$ 4
Other		\$ 0	\$ 0	\$ 100
<b>TOTAL INCOME</b>		<b>\$21,088</b>	<b>\$18,610</b>	<b>\$15,074</b>
<b><u>EXPENSES</u></b>				
Administration	Sec.-Tres.	\$ 418	\$ 500	\$ 0
	Conf. calls	\$ 583	\$ 600	\$ 991
	Promotion	\$ 500	\$ 0	\$ 0
	Other	\$ 600	\$ 100	\$ 399
Awards	Administration	\$1,353	\$4,000	\$4,581
	Certificates	\$ 200	\$ 500	\$ 491
	Judging	\$1,500	\$1,500	\$1,250
	Prizes	\$6,500	\$7,600	\$6,000
	Travel	\$ 0	\$ 300	\$ 0
	Refunds	\$ 0	\$ 0	\$ 60
Conference	Expenses	\$2,000	\$ 0	\$ 0
	Refunds	\$ 0	\$ 0	\$ 0
Farm Journalist	Honourarium	\$1,000	\$1,000	\$ 250
	Newsletter	\$3,708	\$3,500	\$1,379
	Travel	\$ 690	\$1,000	\$ 300
Membership		\$ 0	\$ 0	\$ 124
IFAJ	Fees	\$2,306	\$2,250	\$2,422
<b>TOTAL EXPENSES</b>		<b>\$21,358</b>	<b>\$22,850</b>	<b>\$18,247</b>
<hr/>				
<b>TOTAL INCOME/EXPENSE</b>		<b>-\$ 270</b>	<b>-\$ 4,240</b>	<b>-\$ 3,173</b>
Surplus/Deficit		\$11,370	\$11,100	\$11,100
Retained earnings		\$11,100	\$ 6,860	\$ 7,978

# Regional Reports

## **British Columbia Farm Writers' Association**

Prepared by David Schmidt, President

We held our semi-annual meeting at the Pacific Agriculture Research Centre with Agriculture & Agri-food Minister Lyle Vanclief as our guest speaker.

The proposed 2003 CFWF conference in Kelowna was the main topic of conversation. While a lot of details remain to be worked out, a consensus was developed on the following:

- The dates will be Oct 2-5, 2003. The later dates were chosen to overlap the Okanagan Wine Festival, an annual celebration which is an agri-tourism highlight. The wine festival dates are Oct 3-12.
- The conference will be based at the Ramada Inn in Kelowna. Thursday and Friday will consist of tours - Each day there will be a tour going north and a tour going south (with different stops on each tour). We are still working out the tour stops. We hope to have a dinner cruise on Lake Okanagan Friday evening. Saturday will feature the CFWF annual meeting, a professional development session, an issues session and the awards banquet.
- Our theme will be "Consumer-Friendly Agriculture."

## **Alberta Farm Writers' Association**

Prepared by Clare Stanfield

### **Harleys and the AFWA**

Alberta's farm writer membership is holding steady at 78 geographically-scattered individuals.

Traditionally, we hold one event a year: a tour organized around the current president's locale. This year, Alberta farm writers were treated to the Peace region, stomping ground of outgoing president Geoff Ludkin.

Alberta's Peace Country is expansive, diverse and has really long days in the summer. Indeed, the tour was held over the Summer Equinox, June 20 and 21, which meant the sun didn't go down until after midnight (helpful to some who participated in the Midnight Sun three-hole golf tourney at Fairview College).

"We had 19 people on the tour, not including the bus driver," says Ludkin, who is nothing if not precise. "What I wanted the farm writers to leave the tour with was a good broad picture of farming in the Peace."

Tour stops included the Peace Valley Seed Coop where participants learned about the significance of the fescue industry to the Peace. The area's long summer days and cold winters, which nearly eliminate insect and disease problems, have helped build a very successful export industry. Most fescue is grown for seed, and nearly all of it goes to the US for pasture.

Delegates also went to a honey farm at Fahler, “the honey capital of Alberta”, located in the heart of Alberta’s large and vibrant francophone community. Visits were also made to the Dunvegan Garden (the delights of gardening on the 56<sup>th</sup> parallel), an elk farm (still primarily an antler velvet market), and the AAFC station at Beaverlodge. Former Alberta agriculture minister, Walter Paskowski, who has a farm in the Peace, addressed delegates at a banquet held at Fairview College.

Historical stops included the McKenzie Cairn and the monument to 12-foot Davis – a gold prospector from Peace River who struck it rich with a 12-foot stake during the Cariboo Gold Rush of 1862 to 1865.

And now for the truly bizarre: Did you know that Fairview College, a small, northern agricultural college, is home to the only accredited Harley Davidson engine mechanic program in Canada? They raffle off a “hog” every year! On the more traditional side, Fairview has a renowned turf management program (about 40% of golf courses in Canada employ a graduate of this program).

### **The year ahead**

The AFWA is in the fortunate position of being in the black. There was some discussion at the AGM, held during the tour, of what to do with our funds. No conclusion was reached and the topic is still being discussed among members.

Janet Kanters remains the AFWA’s secretary/treasurer, and a fine job she’s doing, too. And for 2003, the AFWA will have co-presidents, both from Alberta Agriculture, Food and Rural Development; they are Jack Howell, host of AAFRD’s Call of the Land radio program, and Lee Anne Palutke, editor of AAFRD’s *Agrinews*. They are busy planning next year’s tour in the St. Paul/Vegreville area. It’s bound to be informative and fun, though I think that Harley Davidson thing is going to be hard to beat.

### **Saskatchewan Farm Writers’ Association**

Prepared by Karen Briere, President

It was a quiet year for farm writers in our prairie province. We got together just a couple of times, beginning with last November’s annual meeting. Elected were: Karen Briere, president; Lorne McClinton, vice-president; Michelle Lang, secretary; and, Judy Hume, treasurer.

During the Western Canada Farm Progress Show in Regina in June a group of about two dozen went out for supper, including members from Eastern Canada, Manitoba and Alberta. A visiting American writer also joined us.

Planning for a professional development seminar/workshop this fall began in spring but has stalled. Membership held steady this year around 25.

### **Eastern Canadian Farm Writers’ Association**

Prepared by Andrew Douglas, President

It's been another good year for the ECFWA. Our goal as an executive was to make the association even more relevant to its members. Over the past two years we've organized three training winter training sessions. Next winter we plan on organizing a whole new series of training sessions as well as a social event in the fall.

Here's a recap of the past year:

### **Events**

- Over the past few years we've joined CAMA in Toronto at the Canadian International Farm Equipment Show for a luncheon. Many of our members take advantage of this opportunity and plan their show visit around the luncheon.
- We had planned to revive the annual ECFWA bus tour this past summer but had to delay the trip until next summer. We simply ran out of time after spending so much effort organizing the AGM and the winter training seminars.
- In 2001 we started a new training series. All three seminars took place in Guelph in January, February and March.
- This past winter we ran the training series again.
- The first session was in February when we learned about digital cameras and whether they can produce the quality of photo most of us need for our publications. We invited Mike Raine from the Western Producer to walk us through his newspaper's decisions related to digital photography.
- In March we learned how to organize a great media event. Our panelists were Kerri-Sue Lang, AgRelations; Dan Muys, AdCulture; and Jim Romahn and Frances Anderson from Ontario Farmer.
- Our final session was in April and investigated the problem of a shrinking source base for ag journalists. Our panelists were Stan Eby, a Bruce County beef producer; Geoff Ellwand, CBC radio reporter; Karen Davidson, BioScience Communications; Barry MacCormack, AAFC; and me.
- About 25 people came to each event.

ECFWA-net - Thanks to Owen Roberts our listserv has been working well. It helps us remind members of upcoming events. There have been a few messages posted to the listserv on other topics. Hopefully we'll see more debate on topics affecting ag communications in Eastern Canada.

### **New members**

Now it's easier than ever to invite a colleague to join the ECFWA. Our registration form has been on the CFWF Web site ([www.cfwf.ca](http://www.cfwf.ca)) for the past year. Adding our registration form to the Web has helped streamline the process when inviting someone to join the ECFWA. Membership - Our membership is down slightly to 114 people. In 2003 we will start a membership drive. One of our targets will be working journalists, particularly those at regional ag newspapers and those who cover agriculture for community newspapers.

Training seminars - We will be running another round of winter training seminars in Guelph in 2003.

ECFWA constitution - The ECFWA constitution was last amended in 1966. Bern Tobin is spearheading our drive to make the constitution more relevant. The ECFWA constitution has been distributed to members at the AGM and through the ECFWA-net. Members have been invited to suggest changes to the constitution by October 31. The executive will read over the suggestions, make the appropriate changes to the constitution, and submit a revised document to the membership at the ECFWA AGM in 2003.