

Canadian Farm Writers' Federation



2008 Annual Report

Presented to the CFWF 2009 Annual Meeting
Radisson Edmonton South
4440 Gateway Boulevard, Edmonton, Alberta

Saturday, September 12th, 2009



Canadian Farm Writers' Federation

Annual Meeting

7:30 am

Saturday, September 12th, 2009

Radisson Edmonton South, Edmonton, AB

Agenda

1. Welcome
2. Adoption of the agenda
3. Adoption of the minutes of the 2008 annual meeting
4. Business arising from the minutes
5. President's Report
6. Secretary-Treasurer's Report and Financial Statement
7. Conference Reports
 - 2009
 - 2010
8. Awards Program Report
9. IFAJ Report
 - IFAJ Bursary
 - IFAJ Congress in 2011
10. Regional Reports
11. Senate Report
12. Board Elections
13. New Business
 - By laws
14. Adjournment

Annual Reports

President's Report

By John Greig, CFWF President

The past year was another of steady progress for the Canadian Farm Writers' Federation.

Your organization continued to grow in its scope by reaching out to other organizations, work towards official status as an organization and provide value to its members. Membership numbers remain strong, including an increase in members in some areas in the country after strong 2007 membership increases. That's despite a nasty general recession and challenges in some areas of agriculture.

Last fall, thanks to some suggestions from our members, we got involved in the Canadian Federation of Agriculture's national debate on agriculture and were responsible for appointing a moderator. That brought more exposure for the organization and Secretary-Treasurer Hugh Maynard served as a capable moderator of the agriculture critics of the major political parties.

The organization has learned of the joys of qualifying for government programs. A summer student grant helped us fill our staffing needs this past summer. But our main interaction with government has been our attempt to register as an official organization through Industry Canada. That status is increasingly necessary in order to deal with funding organizations and financial institutions. It also will help the organization qualify for insurance, important, especially as we host the world at the IFAJ 2011 conference. The government asked for changes to our constitution and as that can only be done at our annual meeting, we are almost a year later than we had hoped in moving forward with insuring the organization.

I've greatly appreciated the opportunity to serve as the president of an organization which honours its history, but isn't afraid to look forward, which runs effectively thanks to our staff and is governed by a thoughtful board that gets along well.

Secretary-Treasurer's Report

Prepared by Hugh Maynard

Administration

The 2009 year was pretty much steady from an administrative perspective – a little bit of paperwork here, a little there, a few cheques to write and so on. CFWF's administrative coordinator, Stephanie Maynard, was in the office for seemingly a flash and then off on maternity leave in May with her first child, Keith Andrew. Christina Franc, a journalism student at Carleton University, was hired under the Young Canada Works program to coordinate the awards program for the summer, and has proved herself more than capable so will be continuing part-time through the winter with the administrative responsibilities for the Secretariat administration. Connie Duivenvoorden, as editor of the Farm Journalist, harangued people for material and made sure that the electronic newsletter came out on a regular basis. The executive committee met once at the annual meeting and four times by conference call – a good time was had by all.

Membership

Membership numbers dipped a little to around 350; the increase in membership fees may have been responsible for a few amongst the decline but the 2009 membership level is well within the normal range of fluctuation from year-to-year.

Finances

The bank balance has remained healthy due to the generous contribution of sponsors to the 2008 conference in BC, as well as the outstanding number of farm writers who attended. This has allowed for a contribution towards the organization of the IFAJ Congress in 2011 through the provision of support for an official delegate to IFAJ meetings and an advance in funds to the organizing committee. The allocation of a summer student grant to assist with the awards program will be an added bonus.

Incorporation

CFWF is trying to going to grow up and become an officially incorporated organization with Industry Canada, despite their best efforts to deter us. The initial application was sent back with a request for numerous changes to the by-laws which will be dealt with at this annual meeting before proceeding with the second round.

Conference Planning

As per the conference schedule adopted in 2004, the rotation has been adapted to accommodate the IFAJ congress in 2011 (otherwise ECFWA will be hosting 3 conferences in four years.) Start your organizational engines now, here's the conference rotation through to 2023:

| | | | | | |
|------|-----------|------|----|------|----|
| 2009 | AB | 2014 | EC | 2019 | BC |
| 2010 | SK | 2015 | AB | 2020 | EC |
| 2011 | EC (IFAJ) | 2016 | SK | 2021 | AB |
| 2012 | MB | 2017 | EC | 2022 | SK |
| 2013 | BC | 2018 | MB | 2023 | EC |

CFWF Financial Statement - 2008

| | | 2007 | 2008 <i>Budget</i> | 2008 <i>Final</i> |
|-----------------------------|------------------|-----------------|-----------------------|----------------------|
| <u>INCOME</u> | | | | |
| Awards | Fees | \$ 5,160 | \$ 5,000 | \$ 4,950 |
| | Sponsors | \$11,600 | \$11,600 | \$ 11,600 |
| | IFAJ Bursary | \$ 2,500 | \$ 2,500 | \$ 2,500 |
| Conference | Registrations | \$ 0 | \$ 0 | \$ 420 |
| | Sponsors | \$ 1,500 | \$ 0 | \$ 0 |
| | Other | \$ 7,243 | \$ 3,000 | \$ 3,519 |
| Memberships | | \$ 8,940 | \$ 7,000 | \$ 6,670 |
| Interest | | \$ 2 | \$ 5 | \$ 1 |
| Other | | \$ 1,000 | \$ 0 | \$ 176 |
| TOTAL INCOME | | \$37,945 | \$29,105 | \$29,836 |
| <u>EXPENSES</u> | | | | |
| Administration | Admin-Coordinate | \$ 6,293 | \$ 7,500 | \$ 7,174 |
| | Conf. calls | \$ 565 | \$ 500 | \$ 493 |
| | Other | \$ 2,009 | \$ 2,000 | \$ 1,020 |
| Awards | Administration | \$ 2,661 | \$ 2,500 | \$ 2,239 |
| | Certificates | \$ 583 | \$ 1,000 | \$ 912 |
| | Judging | \$ 1,675 | \$ 1,750 | \$ 1,450 |
| | Prizes | \$ 7,800 | \$ 8,400 | \$ 8,400 |
| | Refunds | \$ 190 | \$ 100 | \$ 120 |
| | IFAJ Bursary | \$ 2,500 | \$ 2,500 | \$ 2,500 |
| Conference | Expenses | \$ 1,500 | \$ 0 | \$ 420 |
| | Refunds | \$ 0 | \$ 0 | \$ 0 |
| Farm Journalist | Honorarium | \$ 0 | \$ 1,000 | \$ 1,000 |
| | Travel | \$ 1,056 | \$ 1,000 | \$ 873 |
| IFAJ | Fees | \$ 3,300 | \$ 3,000 | \$ 4,400 |
| | Congress rep. | \$ 1,590 | \$ 1,500 | \$ 1,683 |
| TOTAL EXPENSES | | \$31,722 | \$32,750 | \$32,682 |
| <hr/> | | | | |
| TOTAL INCOME/EXPENSE | | \$ 6,222 | \$ (3,645) | \$ (2,847) |
| Surplus/Deficit | | \$17,270 | \$ 23,492 | \$ 23,492 |
| Retained earnings | | \$23,492 | \$ 19,847 | \$ 20,646 |

Awards Program Report

Prepared by Christina Franc

This years awards program received 199 entries, a 9.9 per cent decrease from 2008, which had 221 entries. With 236 entries in 2007, the program has been witnessing a decline in entries that is likely due to the reduction the number of publications and more judicious selection of entrants of what they submit. The changes in category definitions to include electronic formats did not result in either an increase in entries or any admissibility conundrums.

The Press Feature category again was the largest with 38 entries. Daily Press Reporting was the smallest with only two entries this year, which reflects the consolidation and reduction in that sector. In previous years, Radio News Reporting has been the smallest, but it has been slowly increasing; this year, there were nine entries which is largely in part to expansion to include digital audio material. The same cannot be said for the television category which continues to struggle.

Almost half of the judges were new this year, and all the new judges are keen to help in the future which is a good thing as a number of judges who have done duty for a few years have said this is their last year.

It has been increasingly difficult to find sponsors due to the recession, and a number of long time sponsors have declined to sponsor awards categories last year, this year and one has already said they will not be able to continue to sponsor their category next year. Thank you to AdFarm for stepping in to sponsor the General Periodical category this year. Any suggestions for sponsors next year would be very welcome.

Having coordinated the awards program for the first time I feel like I know everybody – at least by name. I look forward to getting acquainted at the conference, and to meeting new people as well.

International Federation of Agricultural Journalists (IFAJ)

By Janet Kanters, Lilian Schaer & Owen Roberts

IFAJ 2011 Canada

The countdown to IFAJ 2011 in Canada is on. Excitement for the upcoming congress was evident during IFAJ 2009 in Texas. Although the Canadian congress is two years away, promotions are swinging into high gear.

Canada's delegates to the Texas congress offered some enticements to their international colleagues to "Experience Agriculture in the New World" (the 2011 congress theme). A booth was set up and staffed by CFWF delegates at a well-attended information expo there, with visitors receiving news about the congress, maple sugar candies and a chance to win a Canadian prize pack. Canada also had the opportunity to show a new video highlighting Canadian agriculture and Canadian farmers, to give potential IFAJ 2011 delegates a sense of what to expect when they come to Canada.

A record number of Canadians from east and west attended IFAJ this year - 18 - which was a fabulous turnout. In fact, Canada had one of the largest delegations in attendance. Next year's congress will take place in April in Belgium, with a pre-tour in Luxembourg. Information is available at www.ifaj2010.org. Registration is set to open October 1 2009.

IFAJ business

Two years ago IFAJ created a "2015" strategy to move forward and be increasingly relevant to members. A key has been professional development and electronic communications; in particular, a new website (www.ifaj.org) with numerous features, and an increased emphasis on participation from member guilds. Executive members are being asked to assume appreciably more responsibility to build bridges between IFAJ and its members, who continually cite professional development as their main interest.

IFAJ is reaching out to potential new members in South America and Eastern Europe. It's seeing increased growth potential and interest from non-member countries in Africa and the Asia-Pacific region. And it's reaching out to develop relationships with agricultural journalists in countries without freedom of press. Six committees comprising members of the IFAJ executive committee work year-round to introduce improvements and new ideas to the organization. Some of this year's highlights:

Communications:

- A freelance directory database of freelance writers and photographers was added to the IFAJ website;
- Links to global government agricultural sites, as well as international agricultural businesses and various countries' agricultural organizations were added to the IFAJ website;
- Continual updates are being made to the IFAJ website (www.ifaj.org).
- A part-time secretary is resulting in significant communications efficiencies for administration (faster updates on the website and responses to the executive)

Membership:

- Two new countries have been accepted to the IFAJ organization: Kenya and Slovenia;
- Other countries interested in joining include Cameroon, Philippines, Mozambique, Pacific Community (22 countries from the Pacific region), Pakistan, Nigeria and Bulgaria;
- A strategy to recruit new member countries is being developed;
- A database has been developed for member benefit fulfillment (press cards, email contacts, subscription payment, etc.).

Freedom of the Press:

- A new IFAJ committee was installed in January 2009 to look after freedom of the press matters;
- Plans are underway for a survey to determine the freedom of the press situation in IFAJ member countries;
- The committee will work with IFAJ's membership committee to determine/ensure freedom of the press with new member countries;
- It will also be working with the International Press Institute and use the institute's criteria for determining press freedom.

Professional Development and Education:

- The Agricultural Communications Documentation Center at the University of Illinois is active providing professional development articles for the IFAJ website, contributing to *IFAJ News* and promoting discussion among members;
- The IFAJ Star Prize for Print Journalism and the Star Prize for Agricultural Photography have become extremely popular and are expanding into new categories;
- A Star Prize for Broadcast Journalism is being developed;
- Young journalists are being encouraged to participate in IFAJ through the Alltech Young Leaders in Agricultural Journalism award, which provides 10 young journalists the chance to attend the IFAJ congress;

Sponsorship:

- IFAJ has four cornerstone sponsors: Alltech, DeLaval , John Deere and Rabobank;
- New sponsors are being sought for the proposed Star Prize for Broadcast Journalism, and for press tours to countries such as China, Brazil and Argentina;
- Sponsorship has allowed IFAJ membership fees to remain at the same level over the past three years.

Future congresses

- A host country liaison committee offers advice for congress planning;
- Future congresses include **2010** Belgium (April 17-21) , **2011** Canada (Sept. 14-18); **2012** Sweden (Aug. 15-18); **2013** South Africa or Argentina; **2014** Scotland; **2015** South Africa, Argentina or New Zealand; **2016** Serbia; **2017** Finland.

CFWF's IFAJ representative is Janet Kanters (403-901-4559; janetkanters@gmail.com)

Regional Reports

British Columbia Farm Writer's Association

Prepared by David Schmidt, BCFWA President

Although we have now settled back into our passive pattern, the first part of the past year was hectic as the BC Farm Writers Association planned for and hosted one of the most successful CFWF annual conferences ever. The Courtenay conference was not only a highlight of the past year but will live on in our memories for years to come.

Since then, the BCFWA has held only one meeting - our annual meeting in conjunction with the Pacific Agriculture Show in Abbotsford in February. Normally, we hold this meeting in the early morning, making for an incredibly long day for some of our members. However, this year, the Ag Gala, which is a major part of the PAS, was moved from its traditional Friday evening to the Wednesday evening before the Thursday opening of the show.

So we took advantage of the opportunity to host our first BCFWA "Gala" Friday night, with the support of the Bank of Montreal, which always generously subsidizes our meeting. The relaxed atmosphere made for some great socializing. As our guest speaker, we welcomed Andy Dolberg, who was about to take over as the executive director of the BC Agriculture Council. Dolberg was hired as the new executive director to replace Steve Thomson, who was largely responsible for formation of the BCAC and was its executive director since its inception over 10 years ago. (Thomson stepped down to take a run at provincial politics. He met with great success and is now back in agriculture as our new Minister of Agriculture and Lands.)

Dolberg showed us that farmwriters aren't the only ones who can make music as well as words. He brought his guitar to the meeting, entertaining us with an impromptu version of a Stan Rogers song.

When we finally got down to business, it was not quite business as usual, as the association made some significant executive changes. Tony Greaves decided to complete his retirement after almost two decades as the BCFWA treasurer (virtually the only position that actually has work to do in the association) - turning the job over to Sandra Tretick of the Investment Agriculture Foundation of BC. At the same time, David Schmidt decided 16 years as BC's CFWF director was long enough, turning the job over to Tamara Leigh of Agriculture and Agri-Food Canada.

However, his attempt to also step down as BCFWA president was rebuffed so he will be serving in that position for at least another year. Also remaining on the executive are Peter van Dongen (Sincera Communications/Meyers, Norris, Penny) as vice-president, Leigh as secretary and Bob Mitchell (Bank of Montreal) as Tim Armstrong Foundation director.

Alberta Farm Writers' Association

Prepared by Janet Kanters

The Alberta Farm Writers' Association took on the huge role of organizing CFWF 2009 Edmonton this year. A core group of volunteers began planning early in the year and, drawing on the AFWA membership, made this weekend's event go off without a hitch.

Well, okay, there was one hitch – our host hotel had a fire and we were relocated to another hotel! One week prior to the conference opening, the CFWF 2009 organizing committee dropped almost everything to ensure the transition from one hotel to the other was a smooth one.

With over 80 members, the AFWA is allocated two seats on the CFWF board. For the past year, Janet Kanters and Annemarie Pedersen have been AFWA reps on the board. But after many years, Janet is stepping down, and a new Alberta rep will take her place on the board. The nominee will be put forward during the CFWF annual general meeting.

Folks, that's pretty much it. We're writing this one week prior to CFWF 2009 and, as mentioned in paragraph 2, all our focus is on the transition to our new conference hotel.



(the logo - traditional space filler for conference organizers in an annual report)

Saskatchewan Farm Writers' Association

Prepared by Myrna Stark Leader

The Saskatchewan Farm Writers group is experiencing a new found energy. We've grown to 35 members!

We met formally twice this year, once in the fall during Agribition and once in the spring during Farm Progress--both in Regina.

After the 2008 CFWF conference, several members met in Yorkton, Saskatchewan October 17 and 18. We toured a meat processing facility, a repurposed alfalfa dehydration plant and small town catering company, among other things.

A smaller contingent of our members gathered in June in the Moose Jaw area for a pre-2010 CFWF Conference scouting. It was both educational and fun. Ask someone from Saskatchewan to tell you about the reporter who got left behind!

If you haven't heard already, the Moose Jaw Mineral Spa will be the base for the 2010 CFWF Conference, September 30 to Oct 2. We are planning an optional free day to tour on Thursday, September 30 for those who would like to tour Moose Jaw and enjoy the murals, Tunnels of Moose Jaw, Western Development Museum or a leisure walk through the downtown and enjoy the many little shops. You may also want to book a massage or a wrap at the spa and enjoy the soothing mineral spa. Friday will be an organized tour and Saturday will be professional development and conclude with our formal awards banquet and dance.

When it comes to agriculture, we've been inspired to theme the conference "Big Sky, Big Farms and Big Business". Our goal is to demonstrate that Canadian agriculture is diverse and there's a role for "BIG" as well.

The organizing team is in place and are graciously being lead by Karen Briere who works for the Western Producer. Karen is one of the longest standing members. She's also organized more of these conferences than any of us and graciously took on the overseer role.

As always, we'd welcome any and all new members. There's always a role for new talent. If you need to get in touch with any of us, our Executive is as follows:

President - Kevin Hursh

Vice-president - Penny Eaton

Secretary - Jan Cote

Treasurer - Marlene Hursh

National CFWF rep - Myrna Stark-Leader

Manitoba Farm Writers and Broadcasters Association

Prepared by Crystal Jorgenson

Events

In October, MFWBA held a luncheon at the Richardson Centre for Functional Foods and Nutraceuticals on the topic "The Listeriosis Crisis: How well was it covered by media?" with speaker Dr. Rick Holley from the University of Manitoba. Rick talked about his 100+ encounters with the media over the past year and his analysis of their coverage.

Our final event of 2008 was our annual holiday party, held in December at Buccacos Restaurant. As has become a MFWBA tradition, this social evening also raised money and awareness with a presentation from Heather Plett from the Canadian Foodgrains Bank.

In January, MFWBA hosted its annual general meeting with guest speaker Ian Wishart, president of the Keystone Agricultural Producers. He offered his opinion on what 2009 will bring for producers, given the recent economic situation, rising fuel prices and uncertain markets in some sectors. Members also enjoyed French cuisine at Resto Gare, a bistro located in Winnipeg's French quarter.

In May, we set up a professional development session for the agricultural communicators in our membership with a presentation by Shirley Muir of The MediaBank. Shirley walked us through the role of communicators (and journalists) in a future where getting "earned media" is getting harder. She showed us how to do it ourselves using today's technology to deliver effective messages directly to our own audience.

Our final event of the season was a tour in late June. We began our day at Buhler Industries Inc. where we saw the Versatile tractor assembly line from start to custom finish. Next, it was off to the University of Manitoba field research station, the Ian N. Morrison Research Farm, where we visited the organic plots. Each summer, the farm also hosts a diagnostic school, where agronomists and producers study demonstration plots that have been "rigged" to show various production issues. The day concluded with a glass (or two) of locally-produced wine, much appreciated after spending an hour in the brilliant sunshine in the backyard vineyards of Thomas Menold and his family. The biggest challenge, said Tom, is the amount of frost-free days, as well as predation by deer and raccoons

Membership

Our membership is holding steady for 2009. It currently stands at 61 members, three of which are lifetime memberships.

We are also very sad to report the passing of longtime MFWBA member Glen Nicoll on June 29, 2009 in Edmonton. Glen wrote for many years for the Manitoba Co-operator and the Farmers Independent Weekly - his weekly column Manitoba Roundup was a well-read summary of cattle prices and auctions. Glen himself was a rancher near Gimli, Manitoba and was a staunch proponent of grass-fed beef. In 2008, he was diagnosed

with brain cancer and had returned to his home province of Alberta to visit family when he passed away.

New Award Launched

In an effort to raise both awareness of MFWBA and of the importance in agriculture in Manitoba, the new MFWBA Agriculture Awareness Award was established in early spring 2009. The award will be given annually to an individual or organization to recognize outstanding contributions to public awareness of agricultural issues in Manitoba. Journalists, communications professionals, entrepreneurs, producers and anyone else working to make a difference in agriculture are eligible to receive the award. Several excellent nominations were received, and the award will be presented at the MFWBA's first event this fall. The prize will include \$300 and a commemorative keepsake.

Eastern Canadian Farm Writers' Association

Prepared by Kelly Daynard, President

It's been a busy year at the ECFWA. Thanks to the efforts of an enthusiastic board of directors, we've been able to host a number of events for our members. It's encouraging to see our membership numbers remaining so high - 137 and counting. We've had many new members join in the last year and get continued positive feedback from our long time members as well. Our membership currently includes four life members, seven student members and 25 new members.

Tour for members

About a dozen ECFWA members took advantage of an invitation to tour the Biotron Institute for Experimental Climate Change facility last November. The Biotron is a unique research facility at the University of Western Ontario and the visit was organized as a follow up to a presentation made by Amar Singh at the 2008 ECFWA annual meeting. Singh is the former general manager of this world class facility.

The institute's sophisticated controlled environments allow researchers to look at things like the resilience of biological organisms to environmental stresses brought on by climate change or the impact of transgenic organisms on natural ecosystems. The Biotron's researchers are also able to look at ways to minimize the impacts of plant diseases and pest on agriculture and forestry and determine how to address the spread of insect-borne diseases like West Nile. It also houses several level two and three containment labs that can handle risky plant and animal pests, many of whom could potentially be used in bio-terrorism attacks. The building also features a series of large roof-top greenhouses called biomes that are completely sealed off from outside air, which allow for unique research opportunities.

The Biotron is hosted by the University of Western Ontario in partnership with the University of Guelph, and is attracting visiting researchers from around the world. Funding for the Biotron comes from a variety of sources. Photos can be seen at <http://www.flickr.com/photos/agrifoodprojects/sets/72157608790384041/>.

Another tour for members will be planned for the fall of 2009.

Professional development - What's the Twitter all about?

For the first time in several years, our winter professional development session took place without a snow storm. This cooperation from Mother Nature resulted in almost 40 members attending our February "Deciphering Social Media Tools" workshop. The two-hour program focused on the use of many modern communications tools including Twitter, Wiki and Facebook.

Panelists including David Jones of Hill & Knowlton Canada (author of the popular PR blog, prworks.ca, and co-host of the top Canadian PR podcast, Inside PR); Ira Basen of CBC who has developed courses on user-generated content for CBC journalists; and Andrew Campbell, Interactive Media Editor at Farms.com introduced our members to some of these social media resources and talked to us about new ways of

communicating with our readers, listeners, viewers, consumers, customers and other stakeholders.

The ECFWA plans to feature continuing social media tips in future issues of the Nib as we try to keep our members aware of developments to this ever-changing topic.

ECFWA annual meeting

The 2008-2009 ECFWA annual meeting was held on Tuesday, April 28, 2009 at Rittenhouse Hall in Vineland, Ontario.

A busy agenda was highlighted by a panel discussion on "Living within the Greenbelt". Fitting for our location within the Greenbelt for this annual meeting, panelists Bill Hodgson, Mayor of Lincoln, Len Troup, Chair of the Ontario Tender Fruit Producers' Marketing Board, and staff from the Friends of the Greenbelt Foundation, shared their experiences on the challenges and benefits of the Greenbelt.

The meeting attracted about 70 members. Another sign of interest in the organization was the fact that the organization held its first election in recent memory for director positions. Thanks to everyone who let their name stand for the four director positions.

The ECFWA 2009/2010 executive consists of:
President - Kelly Daynard, Ontario Farm Animal Council
First Vice President - Sarah Andrewes, Hill & Knowlton
Second Vice President - Clare Illingworth, Syngenta
Secretary/Treasurer - Andrew Campbell, Farms.com
Newsletter Editor - Kim Waalderbos, AdFarm
Past President: Lilian Schaer, Agri-Food Project Services Ltd.

Directors:
Scott Allison
Claire Cowan, Ontario Wheat Board
Karen Dallimore, Words for Hire
Jane Robinson, AdFarm

The ECFWA thanks outgoing directors Mary Baxter of Better Farming who served two years as our Second Vice President and Sarah Brown who served three years as the organization's Secretary Treasurer.

Wine pairing event

Ever wondered what you should be looking for when you go in search of a good bottle of wine? Have you ever questioned what type of wine to serve with an evening meal? Would you like to learn more about reading wine labels, properly tasting wines and planning purchases of wines for holidays or special occasions? Many ECFWA members said yes to these questions and thus expanded their knowledge by attending a wine tasting and food pairing workshop organized as a June, 2009 networking event for the organization. Caesar Martini's restaurant owner/sommelier Rob Howie of Waterloo, Ontario took twenty ECFWA members through an hour-long "wine service" workshop.

He provided four Ontario red and white wines for the tasting which were accompanied with delicious appetizers made from local foods.

Mentorship Program

At the request of members, the ECFWA continues to offer a mentorship program where we match up existing members with ones who are new to farm writing and/or the farm writers' organization. We currently have two matches underway.

Website

ECFWA registered its own web domain, www.ecfwa.ca in 2007. Thanks to newsletter Kim Waalderbos who has put an enormous amount of effort into keeping this site updated for members.