



FOR IMMEDIATE RELEASE

## Farm writers across Canada celebrated

*(Moose Jaw, SK – October 1, 2010)* The best and brightest agricultural journalists, broadcasters, communicators and photographers were honoured at the 2010 Canadian Farm Writers' Federation (CFWF) Awards Banquet, held on October 1, 2010 in conjunction with the CFWF's annual conference.

Gold, silver and bronze awards were presented in 14 categories at the banquet held at the Temple Gardens Mineral Spa. The banquet concluded the three-day conference which included diverse tours in the agri-food sector and professional development sessions. A total of 42 awards were presented with winners taking home cheques of \$300, \$200 and \$100 for the three recipients in each category.

Winners were chosen by 25 judges from across Canada and the United States. These judges ranged from journalists, professors and communicators from various mainstream publications – some of which have agricultural backgrounds and some of which did not.

This year, CFWF also announced a new category title. The Feature Photograph category has now been named after one of the five founding sponsors of CFWF, Don Baron. Don was raised in the Ottawa Valley, graduated with an ag degree from the University of Guelph (at that time the Ontario Agricultural College), then worked for Country Guide as an Ontario field editor until he was appointed editor in Winnipeg. He left in 1975 to move to the CBC in Ottawa, then moved after a short stay at CBC to the Government of Saskatchewan in Regina

CFWF ([www.cfwf.ca](http://www.cfwf.ca)) represents almost 400 English-speaking agricultural journalists, broadcasters and communicators across Canada through five regional associations in Eastern Canada, Manitoba, Saskatchewan, Alberta and British Columbia.

The awards categories, winners and sponsors for 2010 are listed on the attached pages.

-30-

For more information, contact:  
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## CFWF 2010 Awards Program – Categories & Winners

**Television News Reporting** The Jack McPherson Award  
Sponsor: Dow AgroSciences

**Gold:** Natalie Osborne *Biosensor Bacteria*  
**Silver:** Carol Moore *Honeybees - What's happened?*  
**Bronze:** Joey Sabljic *Bioproducts - soy plastics*

**Radio News Reporting** The Tom Leach Award  
Sponsor: Qu'Anglo Communications & Consulting

**Gold:** Marilyn Maki CBC Radio Noon Manitoba *Potato wars*  
**Silver:** Alice McFarlane *Canola Conundrum*  
**Bronze:**

**News Release** The Alice Switzer Award  
Sponsor: Farm Business Communications

**Gold:** Bill Strautman Western Grains Research Foundation *Hairy canola resists flea beetle damage*  
**Silver:** Brad Brinkworth The CLA Network *New results boost health promise for natural dairy and beef trans fat*  
**Bronze:** Helen Button *New Agrisure Viptera corn trait to revolutionize pest control*

**General Periodical** The Felix Schmaltz Award  
Sponsor: AdFarm

**Gold:** Margaret Boyd, Andrea Smart and Andrea Laraj *100 years in the making*  
**Silver:** Owen Roberts, Louise Jessop & SPARK *ADVANCE Magazine*  
**Bronze:** Glenn Cheater CFBMC *Different is good*

**Technical Feature** The Peter Lewington Award  
Sponsor: Syngenta Seeds Canada, Inc.

**Gold:** Gord Gilmour Country Guide *Action heroes*  
**Silver:** D'Arce McMillan The Western Producer *Mapping canola/filling empty seeds with designer proteins/Making friends with frost*  
**Bronze:** Gord Leathers Canola, pulse and special crops guide *Friend or foe?*  
Madeleine Baerg Small Farm Canada *Getting the best bang for your cluck*



**Press Column** The Frank Jacobs Award

Sponsor: fccvision.ca

**Gold: Ron Friesen** The Manitoba Cooperator *Starvation in an age of plenty*

**Silver: John Greig** Ontario Poultry Farmer *What would Aunt Mildred think?*

**Bronze: Laura Rance** Winnipeg Free Press *Are farmers rational?*

**Press Editorial** The O.R. Evans Award

Sponsor:

**Gold: D'Arce McMillan** The Western Producer *Market acceptance bill could stifle development*

**Silver: Terry Fries** The Western Producer *Conflicting data on GHG makes solutions difficult*

**Bronze: Lilian Schaer** Owen Sound Sun Times *Stop bashing those who grow our food*

**Press Feature** The Dick Beamish Award

Sponsor: Monsanto Canada

**Gold: Anne Lazurko** Country Guide *A farm of her OWN*

**Silver: Shirley Byers** Small Farm Canada *And then another pig/goat/sheep...*

**Bronze: Laura Rance** Manitoba Cooperator *Facing depression on the farm*

**Monthly Press Reporting** The Jack Cram Award

Sponsor: Canadian Seed Growers' Association

**Gold: Tom Button** Country Guide *Go south, Canadian*

**Silver: Lilian Schaer** Ontario Dairy Farmer *Teats and tweets*

**Bronze: Mary Baxter** Better Farming *The scourge and stigma of mental illness on the farm*

**Weekly Press Reporting** The Q.H. Martinson Award

Sponsor: Ontario Farmer Publications

**Gold: Ron Friesen** The Manitoba Cooperator *Growers allege discrimination*

**Silver: Sean Pratt** The Western Producer *Delivering the right stuff: a new push for accountability*

**Bronze: Allan Dawson** Manitoba Cooperator *Questions raised about Monsanto penalties*

**Daily Press Reporting** The C.B. Fairbairn Award

Sponsor: Western Producer

**Gold: Elizabeth Thompson** Sun Media *Cash crops - farm credit staff and execs enjoy posh hotels, trips to Disney World*

**Silver: Bill Redekop** Winnipeg Free Press *A new job at 61 after life in cattle*

**Bronze: Bartley Kives** Winnipeg Free Press *Spuds dumped over dispute*



**World Wide Website** The Henry Heald Award

Sponsor: Quarry Integrated Communications

**Gold: Paul Yanko** The Western Producer *www.producer.com*

**Silver: Rachel Kehrig** *Pulses for every body*

**Bronze: Dave Bedard, Chris Johnston, Dimos Zarkada** Ag Canada *AgCanada.com*

**Feature Photograph** The Don Baron Award

Sponsor: George Morris Centre

**Gold: William DeKay** The Western Producer *Team spirit*

**Silver: Ken Gigliotti** Winnipeg Free Press *A new job at 61 after life in cattle*

**Bronze: Mary MacArthur** The Western Producer *Species confusion - Chirpy*

**News Photograph** The John Phillips Award

Sponsor: Better Farming

**Gold: William DeKay** The Western Producer *Lunch served on the go*

**Silver: Phil Hossack** Winnipeg Free Press *Farmers springing into action*

**Bronze: Lorne McClinton** The Farrow *Camelina*



### **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>Television News Reporting</b>	Hannah Thibedeau, <i>Palindrome Productions</i> Jim Van Horne, <i>Fanshawe College</i>
<b>Radio News Reporting</b>	Jim Van Horne, <i>Fanshawe College</i> Jon Steinman, <i>Deconstructing Dinner</i>
<b>News Release</b>	Tim Cook, <i>The Canadian Press Prairies/North News Editor</i> Michael Robin APR,
<b>General Periodical</b>	Holly Spangler, <i>Prairie Farmer, Farm Progress</i> Fred Myers,
<b>Technical Feature</b>	Rhonda Thornley, <i>Campbellton Berry Farm</i> Joe Dales, <i>Farms.com Ltd.</i>
<b>Press Column</b>	Malcolm French, <i>Equitum Consulting</i> Janet Connor, <i>Atlantic Agriculture and Agri-Food Canada</i>
<b>Press Editorial</b>	Deborah Drolen Jones, <i>Farm Industry News</i> Barry MacCormack, <i>Rural and Co-Operatives Secretariat - AAFC</i>
<b>Press Feature</b>	Cheryl Tevis, <i>Successful Farming Magazine</i> Jeff Caldwell, <i>Agriculture.com</i>
<b>Monthly Press Reporting</b>	Tom Henry, <i>Small Farm Canada Magazine</i> Fred Fletcher, <i>School of Journalism, University of British Columbia</i>
<b>Weekly Press Reporting</b>	Elaine Stovin, <i>BC Cattlemen's Association</i> Harry Siemens, <i>SiemensSays.com</i>
<b>Daily Press Reporting</b>	Norma Greenaway, <i>Postmedia News</i> Cam Fortems, <i>Kamloops Daily News</i>
<b>World Wide Website</b>	Linda Sleichter, <i>Freelance writer and web manager</i> Todd Crowe, <i>Farms.com Ltd.</i>
<b>Feature Photograph</b>	Fred Lum, <i>The Globe &amp; Mail</i> Linda Smith, <i>Farm Journal Media</i>
<b>News Photograph</b>	Fred Lum, <i>The Globe &amp; Mail</i> Linda Smith, <i>Farm Journal Media</i>