



FOR IMMEDIATE RELEASE

Top honors awarded for agricultural communicators

(Courtenay, BC - October 5, 2008) – Canada’s best agricultural journalists, broadcasters, communicators and photographers were honored October 4, 2008 at the annual Canadian Farm Writers’ Federation (CFWF) awards banquet, held in conjunction with the organization’s annual conference.

Awards in 14 categories were presented at the banquet at the Best Western Westerly Hotel, held at the conclusion of the CFWF three-day conference that included tours of the agri-food sector in the Comox Valley and professional development sessions. In all, 42 awards were presented, with a total of \$7,800 in prize money going to the winners.

Winning entries were selected by a panel of 24 judges from across Canada and the U.S., including journalism professors and editors from mainstream publications – agricultural and non-agricultural.

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

The award categories, sponsors and winners for 2008 are listed on the attached pages.

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For more information, contact:
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2008 CFWF Awards Administrator
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CFWF 2008 Awards Program – Categories & Winners

Television News Reporting

The Jack McPherson Award - Sponsored by Dow AgroSciences

Gold: Crystal Goomansingh - Global National: *Shrinking Harvest*

Silver: Arthur Churchyard - University of Guelph Webcast: *Building Bridges for Agriculture*

Bronze: Claire Cowan - University of Guelph Agricultural Communications: *Ontario Wheat Producers' 50th Anniversary*

Radio News Reporting

The Tom Leach Award - Sponsored by Bayer CropScience

Gold: Mark Waldron - Assignment Radio Podcasts: *Ice Cider – A New Farm Product*

Silver: Arthur Churchyard - Farm Feature –CKNX Radio: *Barcoding Agricultural Pests*

Bronze: Rod Parker - Farm News: *Directions to Farm*

News Release

The Alice Switzer Award - Sponsored by Farm Business Communications

Gold: Maureen Fitzhenry - Canadian Wheat Board: *Innovative New Weather Network Sprouts from Prairie Soil*

Silver: John Lyons - Canadian Wheat Board: *Prairie Wheat in the Spotlight on National Stage*

Bronze: Theresa Whalen-Ruiter - Canadian Federation of Agriculture: *Free maintenance decal encourages farm safety*

General Periodical

The Felix Schmaltz Award - Sponsored by Canadian Association of Agri-Retailers

Gold: Kevin Hursh and Allison Finnamore - *AgriSuccess Journal*

Silver: Glenn Cheater - Canadian Farm Manager: *Functional Foods*

Bronze: Lilian Schaer - Ontario Veal Association: *The Real Deal About Veal!*

Technical Feature

The Peter Lewington Award - Co-sponsored by Syngenta Seeds Canada Inc. & Innovative Farmers Association of Ontario

Gold: Tom Button - Country Guide: *7 Benefits of off-farm investing*

Silver: Andrew Douglas - Country Guide: *The power principle*

Bronze: Peter Reschke - Ontario Farmer: *Field tile irrigation stabilizes yield, recycles nutrients*

Press Column

The Frank Jacobs Award - Sponsored by FCC Vision: fccvision.ca

Gold: Barry Wilson - The Western Producer: *Verheul a myth buster in 'boy scout' trade queries*

Silver: Laura Rance - Winnipeg Free Press: *Better returns... that's good news, isn't it?*

Bronze: Kevin Hursh - Saskatoon Star Phoenix: *Ritz crackers cause indigestion*

Press Editorial

The O.R. Evans Award - Sponsored by Pioneer Hi-Bred Limited

Gold: Wendy Holm - Western Dairy Farmer: *Beware a Conservative majority...*

Silver: Dave Bedard - Manitoba Co-operator: *The poor pineapple's burden*

Bronze: Margaret Land - Fruit & Vegetable Magazine: *The origin of the product*

Press Feature

The Dick Beamish Award - Sponsored by Monsanto Canada Inc.

Gold: Chad Hershler - Small Farm Canada: *The Accidental Apple Tree*

Silver: Jeanine Moyer - Country Guide: *When illness strikes*

Bronze: Murray Tong - The Milk Producer: *CLA: milk's emerging miracle fat*

Monthly Press Reporting

The Jack Cram Award - Sponsored by Canadian Seed Growers' Association

Gold: Tom Button -Country Guide: *Pioneer's Hybrid*

Silver: Gord Gilmour - Country Guide: *Hot seat*

Bronze: Andrew Douglas - Country Guide: *Who's next?*

Weekly Press Reporting

The Q.H. Martinson Award - Sponsored by Cargill Specialty Canola Oils

Gold: Sean Pratt - The Western Producer: *Europe's biodiesel industry struggles*

Silver: John Greig - Ontario Farmer: *Low-sulphur fuels cause injection pump dilemmas*

Bronze: Ron Friesen - Manitoba Co-operator: *Good for farmers, but for how long?*

Daily Press Reporting

The C.B. Fairbairn Award - Sponsored by The Western Producer

Gold: Steve Buist, Barry Gray - Hamilton Spectator: *A Pig's Tale*

Silver: Gina Teel - Calgary Herald: *Few celebrations as BSE saga ends*

Bronze: Larry Kusch - Winnipeg Free Press: *Wheat board's barley monopoly stands*

World Wide Web Site

The Henry Heald Award - Sponsored by Quarry Integrated Communications

Gold: Dave Bedard, Jay Whetter – Grainews : *www.grainews.ca*

Silver: Chantal Fortier - Canadian Farm Business Management Council: *www.farmcentre.com*

Bronze: Amanda Souldre - Western Grains Research Foundation: *www.westerngrains.com*

Feature Photograph

Sponsored by George Morris Centre

Gold: Mary MacArthur - The Western Producer: *Rally Break*

Silver: Laura Rance - Manitoba Co-operator: *Open Pollinators*

Bronze: Bryan Sikora - Country Life in B.C.: *4H Swine*

News Photograph

The John Phillips Award - Sponsored by Better Farming

Gold: Phil Hossack - Winnipeg Free Press: *Wild, wild weather*

Silver: Jamie Reaume - The Grower: *A Pickin' Good Time*

Bronze: Jennifer Botham - Manitoba Co-operator: *Quick exit*

Adjudication Process

Each category entry is independently reviewed, evaluated and scored by two judges where possible. Judges scores are averaged to determine gold, silver and bronze winners in each category. Winning entries are generally required to attain an average score of 80 out of 100 in order to place. 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

Stephanie Maynard - *Qu'anglo Communications & Consulting*

Founding Patron - Monsanto Canada Inc.

Prizes

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

Judges

Television News Reporting	Jim VanHorne, <i>Broadcast Journalism, Fanshawe College</i> Bruce Sundeen, <i>North Dakota State University Ag Communications</i>
Radio News Reporting	Tanya Birkbeck, <i>CBC Montreal</i>
News Release	Jim VanHorne, <i>Broadcast Journalism, Fanshawe College</i> Chuck Greig, <i>Greigmyr Gardens and Media Consulting</i> Faith Peppers, <i>University of Georgia Public Affairs</i>
General Periodical	Clyde Graham, <i>Canadian Fertilizer Institute</i> John Muggeridge, <i>Agriculture & Agri-Food Canada</i>
Technical Feature	Paula Mohr, <i>The Farmer</i> Debbie Drolen Jones, <i>Penton Media</i>
Press Column	Sandy Cushon, <i>Freelance Writer/Broadcaster</i> Steve Fairchild, <i>Today's Farmer, MFA Inc.</i>
Press Editorial	Barry MacCormack, <i>Agriculture & Agri-Food Canada</i> Jim Patrico, <i>The Progressive Farmer Magazine</i>
Press Feature	Nancy McGuire, <i>AgriBiz Communications Corp</i> Jeff Caldwell, <i>Successful Farming, Agriculture Online</i>
Monthly Press Reporting	Gil Gullickson, <i>Successful Farming Magazine</i> Gregg Hillyer, <i>The Progressive Farmer Magazine</i>
Weekly Press Reporting	Tony Greaves, <i>Freelance Writer</i>
Daily Press Reporting	Carman Cumming, <i>Carleton University</i> Jim Algae, <i>The Sun Times</i>
World Wide Web Site	John Mahoney, <i>Log Cabin Chronicles</i> Linda Sleichter, <i>Kansas State University</i>
Feature Photography	Linda Smith, <i>Farm Journal</i> Phil Norton, <i>Countyphotographer.com</i>
News Photography	Phil Norton, <i>Countyphotographer.com</i>