



GUILD OF
AGRICULTURAL
JOURNALISTS

**WRITING, BROADCASTING, PHOTOGRAPHY AND
PROFESSIONAL COMMUNICATIONS IN FARMING
& HORTICULTURE & OTHER RURAL INDUSTRIES**

eAlert

JANUARY 2011



MASSEY FERGUSON

For the latest news on tractors and harvest machinery from AGCO's Massey Ferguson brand, contact **Paul Lay** (paulay@uk.agcocorp.com) or visit

www.masseyferguson.co.uk



National members' gathering in March

Plans are progressing for a press briefing that will form the core of a joint National and Midlands Guild event on **Thursday, March 17**.

"It will be informative and have good 'copy potential' for journalist members of the Guild," says Liz Snaith, one of the organisers. "Also, it will be



the first opportunity this year for members to socialise and network with fellow members, as well as the representatives of leading farm and rural organisations.

Based on themes raised by the Government's Global Food & Farming Futures policy report, the briefing will include presentations

made by Prof Ian Crute (pictured), chief scientist, Agriculture and Horticulture Development Board (AHDB) and Guild member Roger Waite, the European Commission spokesman for Agriculture and Rural Development.

The event, starting at 10am, will incorporate the Midlands and national Guild annual business meetings. It will be held at the National Motorcycle Museum near Birmingham with the generous support of AGCO and its tractor and harvest machinery brands.

Make a note of the date and keep the day free.

Guild subscriptions 2011

A review of finances and subscription rates at the Guild's management council meeting in December concluded that higher costs mean a small increase in subscriptions is necessary for 2011.

The rate for Full and Friend membership will rise £3 to £63. Retired members' subscriptions will rise from £30 to £31.50.

"We work hard to keep the Guild's costs to a minimum as we are well aware of the current pressures on members' finances," says Tim Price, Guild treasurer (pictured below). "For example, this year the number of people on our management council will be reduced in a reorganisation put in place to save money while ensuring we still have an effective body to run the Guild.

"We also attract generous sponsorship from agricultural organisations, which is helping us to further improve our website and events.

"However, increasing costs for travel, staging events and meetings – plus the impact of exchange rate fluctuations on payments to our international body, the IFAJ, mean the small increase is necessary."

The value of Guild membership has never been greater, Tim emphasises. As well as being part of a professional network

of communication specialists in agricultural journalism and PR, membership brings many opportunities - to attend the social and business events held through the year; a listing in and a personal copy of the Guild Year Book, which members use as an invaluable reference for contacts; an entry on the Guild's Farming Media Centre website listing services offered and areas of members'





expertise; a membership card that may be accepted as a Press pass in some situations.

“The monthly eAlerts and website reinforce the ‘community’ aspect of the Guild with news and information on Guild events, industry publications and agencies, members’ new jobs and contact details,” adds Tim. “Regular details of job vacancies in the eAlerts and associate membership of the International Federation of Agricultural Journalists (IFAJ), providing world-wide contacts and training opportunities, also add to the wide mix of opportunities available to members of the Guild.”

Add the numerous writing, broadcasting and photography awards, and access to healthcare and professional indemnity insurance schemes, as well as the support of the Guild’s Charitable Trust for members who face financial and other difficulties, and the annual subscription clearly represents good value.

“Member’s Direct Debit payments for 2011 will be collected on February 14,” adds Tim. “The Direct Debit system will automatically take the updated amount – members do not need to take any action themselves.”

Please address any subscription queries or receipt requests to the Guild treasurer by email (tim@pricewrite.eclipse.co.uk).

Guild Year Book 2011 in preparation

Work is underway on the 2011/12 edition of the Guild Year Book compiled and published by Wendy and Peter Ryder of Lancer PR.

They ask all members to take a look at their entries in the current publication to see whether any

tails need changing - such as job title or employer; home, office and mobile telephone numbers (members can list all or just one or two as they wish); postal and email addresses.

Changes can be made by completing the form accompanying this eAlert - and new members not listed should also complete the form to register their special interests. Bear in mind the Year Book will be published in June, so think ahead to ensure entries are fully up-to-date.

Farm Media Centre updates

The same goes for the Farming Media Centre, the online database of members’ services and expertise.

Members can search using their name to check details listed at present and use the form attached to this eAlert to notify any changes.



The www.farmingmediacentre.co.uk site, which was developed with generous financial support from Merial, is a useful way for anyone to locate services and expertise available from Guild members.

Award presentations postponed

Plans to present the Guild’s Stuart Seaton regional journalism and NOAH-sponsored animal health writing/broadcasting awards at the Oxford Farming Conference were scuppered when none of the winners could attend. Alternative options are now being considered.

Buy shares, win a prize!

The Guild’s Charitable Trust is keen to sell more £10 shares in the 200 Club. Draws for a £400 prize fund are held twice a year and members (or their family, friends and colleagues) who subscribe over the next few weeks will be in time for the first draw at the March 14 annual meeting.

At present, the Trustees are supporting two members to help them cope with a period of difficulty in their lives. Use the attached form to contribute to the Trust’s capital fund by subscribing to some 200 Club shares.



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Young members take action

There was a good response to a survey of 'young members' (under 35) regarding the sorts of activities and events they would like to see included in the Guild calendar.

The possibility of having events tailored to this section of the membership got a very positive response, with the majority of those replying interested in CPD events.

Discussions on an initial programme are taking place - so under 35's: to have a say and get involved join the Guild's new Facebook page and make your views and ideas known.

Guild joins social media trend

Younger Guild members in particular will also welcome the news that Guild member communications are moving with the times by using the



Facebook and Twitter communities, as well as the more modern looking new website that will soon go live.

Guild secretary Clemmie Gleeson will provide snippets of information on these sites to keep members informed and promote debate, discussion and an exchange of views on Guild and other matters - and simply

to encourage online social interaction between members.

Search for Guild of Agricultural Journalists on Facebook and follow Clemmie's tweets at Twitter.com/GAJinfo.

Improving membership on the cards

There were calls at the December management council meeting for the appearance and value of the Guild membership card to be improved.

With regard to its usefulness, one option is to urge more show organisers to accept it as an entry pass. Other possibilities are also being considered.

Members get the Guild card free but they can also purchase an IFAJ membership card, which can often be used as a press pass at events held

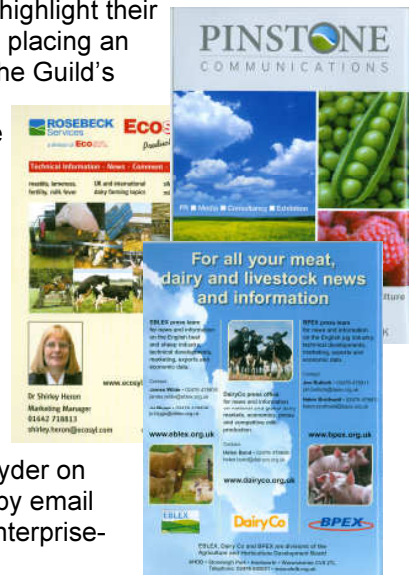
overseas. Contact the secretary for details (GAJsec@gmail.com).

Promote information and opinion sources

A number of farming and rural organisations take the opportunity to highlight their media contacts by placing an advertisement in the Guild's Year Book.

It helps put these organisations in pole position when members come to look for useful sources of information, comment and opinion.

For rates and copy requirements, contact Wendy or Peter Ryder on 01473 251991 or by email (wendy@lancer.enterprise-plc.com).



Machinery writer makes a move

Farm equipment specialist, Guild member James Lane, has given up his machinery editor's post at *Farmers Guardian* to work in PR closer to his Ipswich home.

"I enjoyed my time at *Farmers Guardian* immensely," he says. "But I'm now looking forward to developing relationships that I've built up over ten years in the agricultural and construction industries."

James started at Kendalls Communications mid-January and is now based at the public relations agency's Woodbridge office in Suffolk with fellow Guild members Andrew Kendall and Julian Cooksley.

"His new role with our agency will include development of new business in the agricultural machinery, construction and technology sectors," explains Andrew. "This will complement the company's main arable, livestock and business clients."

James can be contacted on 01394 610022 or by email (james.lane@kendallscom.co.uk).





Mild re-design for sheep magazine

Shepherd Publishing has revised the style of one of its publications for the first issue of 2011.

The new-look *Sheep Farmer* is fresher but not drastically different from what has gone before.

"We like consistency and have maintained the same format and style for a number of years," says Guild member Howard Venters, owner of the specialist livestock publishing house.

"*Sheep Farmer* remains strong within its sector

but there was feeling that we should revise the format whilst not moving too far away from its established profile and the recognition it has amongst members of the National Sheep Association.

"The revised style is a little fresher," Howard adds, "yet maintains the consistency we require."

Organic experience in France

Guild member William Wilson, who participated in the John Deere-sponsored new entrants training course three years ago and took the runner-up student prize, is keen to use his writing skills during a spell on a farm in the Vendee region of France.

"I'm employed by graduate training company MDS (www.mdsltd.co.uk) that places graduates in the fresh produce industry," he explains. "The MDS programme consists of four placements, each of six months. I've completed the first of those, working as an assistant farm manager in Suffolk, and I'm now on the second



placement working as a technical manager for a very large citrus importer in Dartford."

William's next placement takes him to France, where he will help manage an organic farm in the Vendee region of south-west France.

"The farm operates specifically for the supply of organic produce to the Riverford organic box scheme, growing a variety of vegetables but mostly salad-type crops," he explains. "The farm manager is also a Brit; he is bringing it into full scale production this year, hence my involvement."

Having had a taste of journalism through the Guild's training scheme, William is keen to get as much writing and broadcasting experience as possible, and wonders if fellow Guild members and their publications would be interested in having one-off articles or a series during his time in France.

"I could write about the farming operation or about life as a young farm manager in a foreign country," he suggests.

Contact by email (williamw100@hotmail.com) in the first instance.

Congress scholarships

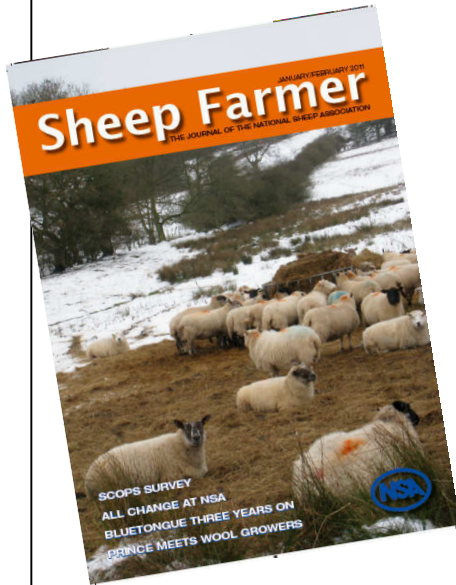
Members of the Guild wanting a chance of winning one of the €1000 cash prizes on offer from IFAJ and Alltech to help them attend this year's Congress in Canada should now be preparing their submissions.

The IFAJ's Young Leaders in Agricultural Journalism awards, sponsored by global animal nutrition business Alltech, offers the prize to 10 journalists aged 35 or younger from around the world.

Qualifying members should send Guild secretary Clemmie Gleeson (GAJsec@gmail.com) a written case for attending the Congress that includes a view of the opportunities presented by the IFAJ (www.ifaj.org) to young agricultural journalists.

The deadline for submissions is **Wednesday, February 16.**

Full details of registration requirements for all members who would like to participate in the spectacular programme are available on the ifaj2011.org website. Members who do intend





going can notify the Guild secretary to help coordinate travel arrangements.

New international award

The January edition of *IFAJ News* - the regular newsletter of the International Federation of Agricultural Journalists - carries details of a new writing award on the theme of sustainable agriculture. Sponsored by enthusiastic Guild supporter Yara, the new award for articles published between January 1 and June 30 this year has a €5250 prize fund.

See the latest edition of *IFAJ News* at the www.ifaj.org website for more details.

New member profile - Sheena MacCormack

Media specialist Sheena MacCormack, who has joined as a Friend of the Guild, runs her own media agency, which also acts as the media department of the Hive group, a full service marketing agency.

She describes the business as providing a "focussed, objective and cost-effective planning and buying service, leveraging strong relationships with key media for maximum value".

Having worked for a number of boutique media departments and large corporations (where she set up what became one of the largest B2B agencies in the UK), Sheena decided to launch MacCormack Media in 2003.

"I like to think the agency combines heavyweight media expertise with resourcefulness and fresh ideas," says Sheena. "I can make good use of my experience across all key business markets both in the UK and internationally."

She adds that being based outside London - in Princes Risborough, Bucks - eliminates the high costs of being located in the city.

"The objective is to deliver tailored media solutions for clients of all sizes and I still very much enjoy the cut and thrust of media planning and buying, as well as running a successful business," adds Sheena.

Recommendations are based on in-depth analysis of media options, which can take up half the

time spent working for a client thanks to a thorough process of researching, investigating, interrogating and reviewing media options available.

New member profile - Jimmy Birchmore

A specialist in providing event services has rejoined the Guild to maintain contacts with past colleagues and to help establish new ones.

Jimmy Birchmore lives in the Cotswolds with his wife and two children but was originally from a farming family in Devon. He studied at Berkshire College of Agriculture near Maidenhead and subsequently spent a number of years in the machinery trade at manufacturer and dealer level.

He is well known to many from his previous role as manager of the Royal Show, as well as his work at Stoneleigh on technical events such as Cereals and more recently Grassland & Muck and The British Pig & Poultry Fair.

"I've also gained broader marketing and PR experience at the agencies Pharo Communications and Kendalls," says Jimmy. "But I now specialise in event management and exhibitions."

He set up Jimmy Birchmore Events Ltd in July 2009 and it successfully delivers a wide range of event-related services to corporate clients, exhibitors and organisers in various agricultural sectors.



New member profile - Natalie Yeatman-Reed

A recruit to the joined Whisper.pr agency at the end of June last year, Natalie Reed is an account executive working with some key clients, including Bayer CropScience and NIAB TAG.

Her interest in agriculture was sparked as a child by helping her family run a smallholding in the Biddulph Moors, Staffs. Natalie is now based in Warwickshire and spends much of her time outdoors, exploring the countryside and developing new skills such as hedge laying.





She is a post-graduate student of the Royal Agricultural College and previously worked at the Royal Agricultural Society of England.

"I was delighted to join the Whisper team," says Natalie. "I enjoy getting to grips with the science behind farming and I'm especially passionate about the long term sustainability of UK farming."

Recruiting?

Employment and publishing opportunities are mentioned in eAlerts whenever possible but more detailed advertisements can be booked. See the Members page of the Guild website for details.

An enthusiast on all matters machinery who would welcome the chance to test and report on the latest tractors, combines and other equipment is being sought by **Farmers Guardian** to take on the role of Machinery Editor. The post will involve in-print and online content, as well as travel throughout the UK and Europe. Full details are advertised at the end of this eAlert or contact editor Emma Penny 01772 799401.

The Agriculture and Horticulture Development Board's cereals and oilseeds division (**HGCA**) wants to appoint a Communications Executive to help convey information from the organisation's research work to growers and stakeholders through close liaison with the in-house research, events, web and media teams. Good agricultural knowledge is essential. Full details are on the www.ahdb.org.uk website.

Year Book updates

Ensure your contact details, job title, employer and interests are up to date for the 2011/12 edition by checking your entry and using the form attached with this eAlert to make any changes.

Freelance **Sarah Birchall**, based in Herts, has a new email address: sarahbirchall@btinternet.com

Farm, horticultural and sports turf mechanisation specialist freelance **Michael Bird** is moving westward. His new home and business address (from January 27) is 33 Church Close, Begelly, Kilgetty, Pembrokeshire SA68 0YP. Tel: 01834 812167. Mobile and email are unchanged.

Secretary **Clemmie Gleeson** has a new email address for Guild matters (GAJsec@gmail.com) and also a new personal one for freelance work, etc: clemmiegleeson@gmail.com

Kendalls new recruit **James Lane** has new contact details - Kendalls Communications, 4 East Bank House, Tide Mill Way, Woodbridge, Suffolk IP12 1BY. Office: 01394 610022 Mobile: 07807 153128 (personal 07990 592819) email: james.lane@kendallscom.co.uk

Please remember.....

Subscriptions for 2011/12 will be collected by Direct Debit on February 14. If you have changed bank account in the past 12 months, please ask Tim Price (tim@pricewrite.eclipse.co.uk), the Guild treasurer, for a new Direct Debit instruction form.

Similarly.....

Members who change jobs, home address, email address or telephone numbers - notify Guild secretary, Clemmie Gleeson (GAJsec@gmail.com) to help keep contact records up to date.

Something to share?

Send news and pictures for eAlerts and the website to editor Peter Hill (peterhillguild@aol.com).

Dates & Deadlines

Saturday, January 15: Discounted registration opens for the IFAJ 2011 Congress in Canada. Visit www.ifaj2011.org for full details.

Thursday, March 17: Guild press briefing on Government's Global Food & Farming Futures policy report with Prof Ian Crute, AHDB chief scientist, and Roger Waite EC spokesman on agriculture and rural development. Plus Midlands and National annual business meetings. Time: 10am. Venue: National Motorcycle Museum, Birmingham B92 0ED, courtesy of sponsor AGCO. Details: Liz Snaith (liz@LizSnaithConsultants.com), Helen Brothwell (helen.brothwell@bpex.org.uk).

Friday, April 15: Deadline for discounted Congress 2011 registration. www.ifaj2011.org

Sunday, May 1: Deadline for IFAJ Star Prize photo and writing contests. Details: www.ifaj.org click Awards & Competitions.

Wednesday, June 15: Guild Bangers 'n' Beer reception, Cereals Event, Boothby Graffoe, Lincs. 5pm to 6.30pm. Details: Jane Craigie, Guild External Events co-ordinator: jane@janecraigie.com



Machinery Editor

Is your ideal job finding out about the latest tractor or combine, driving it and writing about it before anyone else? Are you keen to test farm machinery in-depth and write about it for the UK's national agricultural newspaper? And how about travelling throughout Europe to key machinery shows?

If getting the story first and telling farmers whether new kit will deliver the goods is your sort of job, then we've just the position for you. As *Farmers Guardian's* Machinery Editor, you'll be a key member of a close-knit, busy editorial team, and responsible for delivering top stories in paper and online. You'll also have the opportunity to do plenty of multi-media work, including digital editions and videos.

We're looking for an enthusiastic, motivated person who is passionate about machinery, and is keen to be out and about on farm, as well as meeting key players in the machinery world. You'll have a strong aptitude for writing and the ability to explain technical content clearly in print and on-line. You'll be able to represent the paper at key events and in front of industry figures and be flexible in terms of working days per week.

Farmers Guardian is part of UBM, one of the leading b2b media companies, and an excellent package, including 25 days holiday (rising to 27 after two years), contributory pension scheme, share option scheme and free life assurance, is available for the right candidate.

Please send CV and covering letter to Emma Penny, The Editor, *Farmers Guardian*, PO Box 18, Caxton Road, Fulwood, Preston PR2 9GU or email to emma.penny@ubm.com. For an informal discussion about the role please contact Emma on 01772 799401.

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TO BE RETURNED BY 31ST MARCH 2011

Peter Ryder, FGAJ
Lancer Public Relations
26 Kingsfield Avenue
Ipswich, Suffolk IP1 3TA
Tel & Fax: Ipswich (01473) 251991
e-mail: peter@lancer.enterprise-plc.com

GUILD OF AGRICULTURAL JOURNALISTS 2011-2012 YEAR BOOK

Please amend my entry to read as follows (BLOCK CAPS please):

CHRISTIAN NAME

SURNAME

HOME ADDRESS (with post code)

.....

HOME TELEPHONE HOME FAX

MOBILE

HOME E-MAIL (if desired).....

BUSINESS TITLE & COMPANY

BUSINESS ADDRESS (with post code).....

.....

TELEPHONE..... FAX.....

BUSINESS E-MAIL

SPECIAL INTERESTS

(max 10 words)

.....

.....

Signed

N.B: 'Retired' category members - name, address, telephone no. & e-mail only please.

Members should also check their details on the Guild's www.FarmingMediaCentre.co.uk website, which has a searchable database of members' professional activities, services and areas of expertise. If any changes are needed, download the 'interests list' form available from the Members page of the Guild website. Contact Farming Media Centre administrator Adrian Bell (01608 637808) with any queries.



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www.farmingmediacentre.com

Interest 1	Livestock	
Interest 2	Dairy	
Interest 3	Beef	
Interest 4	Sheep	
Interest 5	Poultry	
Interest 6	Pigs	
Interest 6a	Animal health, welfare and nutrition	
Interest 6aa	Horses	
Interest 7	Arable	
Interest 8	Cereals and combinable crops	
Interest 9	Root crops	
Interest 9a	Grassland	
Interest 9b	Crop protection	
Interest 10	Non-food crops	
Interest 10a	Forestry	
Interest 11	Machinery	
Interest 12	Environment, conservation	
Interest 13	Business management	
Interest 14	Food production and processing	
Interest 15	Farm politics and economics	
Interest 16	Horticulture	
Interest 17	Fruit	
Interest 18	Vegetables	
Interest 19	Rural affairs and social issues	
Interest 20	Food and product marketing	
Interest 19	Overseas agriculture	
Interest 22	Organic agriculture	
Interest 23	Land and property	

DISCIPLINE 1	EXPERT	
DISCIPLINE 2	JOURNALIST	
DISCIPLINE 3	PHOTOGRAPHER	
DISCIPLINE 4	PR CONSULTANT	
DISCIPLINE 5	BROADCAST AND MEDIA ADVICE	

Farming Media Centre Interest key

Here is the list of interests and disciplines by which Guild members will be listed on Farming Media Centre. They are also the key words that will be used by anyone searching the online database for writing, photography or PR services. Please complete the form by inserting 'X' into the column next to the interest and discipline that best represents your area of expertise. Visit the website to read how the service works.

Member name:.....

Email:.....

Tel:.....

Please email your completed form to:

adrian.bell@farmingmediacentre.com

Or post it to:

Adrian Bell / Guild of Agricultural Journalists

c/o Whisper.pr

Forward House

17 High Street

Henley-in-Arden B95 5AA

Or fax if to: 01608 638410



Annual Subscription Payment
STANDING ORDER AUTHORITY

To the Manager	Bank -	Sort Code Number
	Branch -	- -
	Address -	

Please pay	Name of Bank	Branch Name	Sort Code Number
	<i>Midland Bank PLC</i>	<i>Ewell Branch</i>	<i>40-20-28</i>
for the credit of	<i>GAJ Trust 200 Club</i>	Account Number	<i>61382640</i>
the sum of	£	In words -	Pounds
Commencing	On RECEIPT By your Bank	and every 1st March thereafter until you receive notice from me/us in writing	
Quoting the reference		<i>GAJ Trust 200 Club</i>	
Account to be debited - Name/s:		Account Number :	
Signature(s)		Signature(s)	
Date of Authorisation :			

If there is an exiting standing order for the credit of GAJ Trust 200 Club, please cancel it and replace with this mandate



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****I wish to pay using the completed Standing Order Authority**

****I enclose herewith a cheque made out to "GAJ Trust 200 Club"**

in payment of one year's subscription for:

..... Share/s at £10 per share (*Maximum 10 Shares*)

Signed *Date*

Return in envelope addressed to: *** Please delete as appropriate*
John R. McB Allan, Meadow Mist, Radcliffe Road, Cropwell Butler, Nottingham, NG12 3AG