



**GUILD OF  
AGRICULTURAL  
JOURNALISTS**



Doing the write thing for agriculture,  
food and rural communicators

*Established in 1944, The Guild of Agricultural Journalists of Great Britain is the professional association for writers and broadcasters involved with British agriculture, horticulture and other rural industries.*

## Aims and objectives

- to promote a high professional standard amongst its members;
- to represent members' interests in their relations with representative bodies;
- to provide members with valuable networking opportunities;
- to maintain contact with similar overseas professional associations;
- to broaden members' education, knowledge and experience, and
- to encourage the entry of new writers into these industries.

## Who can be a Guild member?

Journalists aren't the only professionals we count amongst our members. We welcome anyone who communicates in the agricultural, horticultural, fresh produce and rural industries – so we also boast broadcasters from radio and TV, writers, authors, film-makers, scriptwriters, photographers, publishers, researchers, marketers, PR consultants, translators and academics.

Nor do we just write about agriculture and horticulture – many of our members are involved with day-to-day farming and other countryside activities.

## Why should I join the Guild?

If you're involved with communications within the rural infrastructure, you're a potential member – and every potential member has something to contribute.

Each member brings to the Guild his or her knowledge and experience. No matter what your area of interest – arable crops, livestock, fresh fruit, organic farming, machinery, agricultural politics, countryside education, local food, agri-environment, dairy produce, classic tractors, rare breeds, rural leisure, farm diversification – we'll welcome you, your skills, your experience and your contribution.

We all share one common interest – a desire to see our industry better understood, and communicated more effectively.

## What are the benefits of membership?

- Regular meetings and social opportunities, both in London and regionally, to meet members and others in the wider agricultural and horticultural industries, broadening our knowledge and contacts
- Guild Press Card, recognised at many events
- Your listing on the Farming Media Centre, a searchable database of specialists to which all UK commissioning editors have access
- The Guild Yearbook – regarded as our 'Bible', it's regularly cited by members as the most important benefit. An invaluable reference compendium containing full contact details for all members, key publications, organisations, societies and more
- Annual members' awards for writing, broadcasting and photography
- Monthly newsletters and e-mail alerts
- Notification of job vacancies and employment opportunities
- Access to healthcare and professional indemnity schemes
- Support from the Guild's own Charitable Trust in the event of ill-health or financial difficulty
- Associate membership of the International Federation of Agricultural Journalists, giving you access to overseas contacts, international awards and professional development – not to mention the annual IFAJ Congress, which takes place in a different country each year
- Member discount on many events, including our showpiece Harvest Service and Lunch



## What is the value to current Guild members?



*“I have always wanted our industry to be better understood through more effective communications. Through my membership of the Guild I have met and become friends with the like-minded people who can make that happen!”*

**Rosie Carne, marketing manager, Yara UK**

*“In my previous role as a journalist and my current one as a supply chain consultant, the contacts, support, guidance and friendship that the Guild and its members have provided have always been invaluable.”*

**Cedric Porter, director, Supply Intelligence Ltd**



*“The Guild plays an important role in building a sense of community amongst those working in food and farming communications. We face big challenges, but the Guild can help us be more effective at getting our messages across. My colleagues appreciate that they have a representative body working on their behalf on themes that we all care about.”*

**Jane King, editor of Farmers Weekly**

## How do I join?

You can download an application form from the Guild website at [www.gaj.org.uk](http://www.gaj.org.uk).  
Or for more information, e-mail the membership secretary at [membership@gaj.org.uk](mailto:membership@gaj.org.uk).

We look forward to hearing from you.

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