



GUILD OF  
AGRICULTURAL  
JOURNALISTS

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

# eAlert

**AUGUST 2010**



**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](http://www.masseyferguson.co.uk)



### **Yara awards – Deadline Friday, August 27**

The deadline for entries in the Guild's prestigious Yara journalism awards is fast approaching, so dig out the news or feature articles and broadcasts that look like they have the best chance of winning the £1000 cash prize on offer in each of the three categories:

**Crops** covering arable crops or field vegetables, including production, management, marketing, machinery etc.

**Grassland / Livestock** relating to any aspect of grassland, including production, utilisation, management, marketing, machinery etc.

**Environment / Rural Issues** covering any agricultural subject related to the environment, rural issues or countryside matters.

Entries must have been published or broadcast between July 1, 2009 and June 30 2010. An entry form pdf is attached and for guidance on successful entries from past years visit the awards page of the Guild's [www.gaj.org.uk](http://www.gaj.org.uk) website.

### **Dairy Show event – Tuesday, September 7**

The Guild's new gathering on the first day of the Dairy Event & Livestock Show this year – it's first at the National Exhibition Centre, Birmingham – will provide refreshments and relaxation as members wind down after a busy day.

NFU Mutual is the generous sponsor of this reception, thanks to the insurer's communications executive Tim Price. It will be held in the media centre from 5pm to 6.30pm.

### **Midlands meet - Wednesday, September 29**

A Government White Paper on the natural environment, due next year, is the spur for the Midlands Guild group's next meeting.

A farm walk, presentations by interested parties and discussion will explore business opportunities

from working with wildlife, giving Guild members the chance to be in a leading position on reporting the likely debate surrounding the White Paper consultation.

Host John Plumb, whose father Lord Henry Plumb is involved in the political debate, has explored these opportunities after moving out of dairy production at Southfields Farm, Coleshill near Birmingham. Warwickshire Wildlife Trust, and its subsidiary commercial consultancy, Middlemarch Environmental, are at the forefront of tackling wildlife conservation issues and working with a wide range of organisations and situations. The event will explore the likely impact on all involved in land use management and wildlife conservation.

All Guild members welcome: to reserve a place contact Midlands secretary Liz Snaith ([liz@lizsnaithconsultants.com](mailto:liz@lizsnaithconsultants.com)).

### **Guild Photography Worksoop 2**

Such was the response to the Guild's first photography skills workshop that a second is already being organised by member Rachel Queenborough for **Friday, October 8** from 10am to 6pm in Shifnal, Shropshire.

Several places have already been taken up but to check on the latest position contact Laura Stanley at Rachel's RQB communications agency on 01952 881112 or [laura@rqb.ltd.uk](mailto:laura@rqb.ltd.uk).



*Helen Brothwell of EBLEX gets in close during the first photo workshop.*

Full payment is required with bookings for the workshop, which will cover:

- understanding the



appropriate SLR or bridge camera modes for different situations

- getting the best image in the prevailing environment: composition, lighting techniques and the subject matter
- camera modes and functions
- a local farm photography assignment with personal tuition
- a critique of photographs taken on the day

After the workshop, participants can gather for a three-course meal in a nearby pub to round off the day.

This option adds £25 to the £95 workshop fee, which includes lunch and refreshments.

### Barry Dixon

Guild member and former picture editor on *Farmers Weekly*, Barry Dixon, has died aged 71 following a long illness.

“He was a good friend and a very affable man, who always had time for a chat,” says Michael Bird. “When I joined *Farmers Weekly* he was one of those people who looked out for newcomers and helped ease their passage into a new job.”

Barry’s career in journalism began as a writer and photographer on the *Manchester Comet* and *Manchester Sun*. He later made his name in design and layout, with skills that he took to FW publisher IPC in 1969, where later he was appointed picture editor.

Taking early retirement 10 years ago enabled Barry to write as a freelance and devote more time to his family and the other great love of his life, traditional jazz.

“Barry played trumpet and cornet with other ‘itinerant musicians’, as he called them, performing at weddings, birthday parties and, on one memorable occasion, a cruise on the QE2,” says Michael. “It was something he really enjoyed.”

Barry Dixon died peacefully with his wife, daughter, two sons, brother and sister-in-law in attendance at the Princes Alice Hospice in Esher,



Barry Dixon loved jazz.

where he spent his final days comfortably after two years of specialist treatment provided by Royal Marsden Hospital.

His wife Jan, who met Barry at *Farmers Weekly* when she worked as business desk secretary, has nothing but praise for

the care provided by both organisations and asks that they benefit from any donations friends and former colleagues might wish to make in Barry’s memory.

The funeral will be held on Friday, August 27 at St Paul’s Church, Warren Road, Nork near Banstead, starting 2pm.

### Harvest Service and Lunch

The main social event in the Guild’s calendar, the annual Harvest Service and Lunch, will be held on **Friday, October 15** at St. Bride’s Church, Fleet Street and the Charing Cross Hotel.



The service at St. Bride’s starts at 11am and will be conducted by Guild Chaplain, Canon David Meara. Sir Don Curry, chairman of NFU Mutual, will give the address.

“I would urge all members to attend the service,” says social secretary Peter Ryder. “It’s a memorable event, in no small part thanks to the brilliant singing of the St. Bride’s choir, which is again generously sponsored by Shepherd Publishing.”

A display of harvest produce donated by the Kelsey family, long-time Guild supporters who farm in Essex, and also by members, will be sold afterwards to support the Guild’s Charitable Trust. Contributions can be delivered at any time before the start of the service.

The lunch (12.15 for 12.45pm) is preceded by a drinks reception sponsored by Keenan, the ruminant feeding and nutrition specialist, while the lunch itself is sponsored by Countrywide, the leading UK business in the supply of products to the rural community, and whose chief executive, John Hardman, will be the guest speaker. With more than 11,000 shareholders, 40,000 account holders and over 900 members of staff, Countrywide businesses include Agriculture, Energy and Retail, which trade throughout the UK to market town and country customers.



During the lunch, the Guild's Yara Journalism awards will be presented, as well as the Netherthorpe 'Communicator of Year' and John Deere training scheme 'best student' awards.

The Guild's Charitable Trust draw will reveal the winners of the many prizes on offer and a 'star prize' auction will see someone go home with a pair of 2011 Wimbledon Centre Court tickets in their pocket, kindly donated by honorary Guild member Group Captain Grieve Carson.

Further Harvest Lunch details are on the ticket application form on page 6; fill it in and return it as soon as possible because tickets sell out fast for this popular event on the Guild calendar.

### New website progress

Work is progressing on new designs for the Guild eAlert and website, which will have a fresher, more modern appearance and easier navigation.

Send any suggestions for additional sections or content to Website/eAlerts editor Peter Hill ([peterhillguild@aol.com](mailto:peterhillguild@aol.com)).

The existing website is now on hold and will not be updated significantly before the new design is completed, hence this more detailed than usual eAlert.

Guild members are indebted to Richard Saunders, who has now retired from his post as webmaster, for his diligent inputting of updates and formatting and distribution of eAlerts.

### Regional events

All Guild members can attend regional events as long as there is space available – please register for a particular event with the regional organiser.

**Eastern** – Visit to RB Organic Ltd, Stanleys Farm, Great Drove, Yaxley, Peterborough PE7 3TW on **Thursday, September 30**. For background, see [www.produceworld.co.uk](http://www.produceworld.co.uk); contact organiser Louise Impey ([louise.impey@fwi.co.uk](mailto:louise.impey@fwi.co.uk)) 01582 872271 to reserve a place.

**Midlands** – Visit to John Plumb, Southfields Farm, Coleshill, Birmingham B46 3EJ on **Wednesday, Sept 29** for farm walk, presentations and discussion on business opportunities from working with wildlife. 5-8pm. Midlands secretary Liz Snaith ([liz@lizsnaithconsultants.com](mailto:liz@lizsnaithconsultants.com))

### New at Shepherd Publishing

Guild member Peter Reynolds, formerly with MLC and EBLEX, has joined the editorial team at Shepherd Publishing as managing editor. He re-



Guild member Peter Reynolds has joined Shepherd Publishing as managing editor.

places fellow Guild member Sheila Spence who retired at the end of May.

Howard Venters, publisher at SPL, said: "I am delighted that Peter is now helping us across all titles. He brings with him a wealth of experience, he is known by many and his knowledge of the UK livestock industry is formidable.

"Equally," he added, "we are sad to lose Sheila who

retires after several years with the company."

Current projects at Shepherd Publishing include a second edition of *Forage Matters*, a popular seasonal publication distributed widely across the beef, sheep and dairy sectors.

"*Forage Matters* is normally published once a year in Spring," explains Howard. "But we're now working in close co-operation with the silage advisory centre and its various members, with the assistance of Guild member Matt Mellor at ABC, to produce a second seasonal edition."

The September publication will again concentrate on efficient and high quality forage production. Copies will be available by request to Shepherd's [info@shepherdpublishing.co.uk](mailto:info@shepherdpublishing.co.uk) email.

Shepherd Publishing also has a new title in its stable. *Cattle Breeder* serves to support and promote the British Cattle Breeders Club and its annual conference.

Elevated from a twice-yearly newsletter format, *Cattle Breeder* is published quarterly in A4 colour magazine format and distribution is building quickly across both dairy and beef sectors in co-

operation with industry colleagues, says Howard.

"I am delighted with progress so far and we have no shortage of first class technical articles to publish in the coming months," he adds. "I am equally pleased to be in a position to promote such an excellent organisation as BCBC and its annual conference, and I much appreciate the



Sheila Spence was presented with a retirement present by farm minister Jim Paice ahead of the NSA's national sheep event.





help and co-operation of all involved in the publication, elevation and development of the title.”

Content focuses on breeding technologies, including nutrition, health and welfare, and the title is published by season – Spring, Summer, Autumn and Winter – with the Autumn issue being distributed in September.

Editorial, advertising and sponsorship opportunities can be explored by contacting Shepherd Publishing using the email address given above.

### Is nowhere safe?

Apart from the continuous roar of the combine and tractors pulling trailers, a harvest field is a pleasant and largely tranquil place to interview a farmer and take a few photographs.

But that’s not always the case, warns machinery freelance Guild member Andy Collings. He returned to his car parked in such a field recently to discover the passenger door window smashed in and the satnav unit, mobile phone and camera bag snatched.

Apart from the financial loss once insurance excesses were taken into account, the event caused considerable inconvenience, with visits to the local police station and auto glazier forcing a cancelled afternoon appointment.

### Martin moves to the Countryside

Guild member Martin Stanhope has taken over the reins of *NFU Countryside* magazine.

He previously edited the NFU’s other title *British Farmer & Grower* for nearly five years, winning



Martin Stanhope, new editor of *NFU Countryside* magazine.

the CBI’s best magazine of the year award in 2008 and taking the title through a successful re-launch in 2009. Ben Pike is the new editor, moving from the NFU membership department.

“*NFU Countryside* is a big challenge with a very diverse remit, from food and farming to horses and gardening,”

says Martin. “I hope to build on the good works of the existing team and make the magazine a belt-reading.”

NFU Countryside members are being asked what they think of their magazine to help the team

take a further step forward and Martin would welcome ideas and suggestions from fellow Guild members.

“We want *NFU Countryside* readers to feel part of a vibrant community,” he says, “with the magazine, website, events and discounts all making a compelling offer!”

Contact using the [martin.stanhope@nfu.org.uk](mailto:martin.stanhope@nfu.org.uk) email address.

### New members join the Guild

The Guild is always keen to recruit new members who meet the criteria. A new leaflet in pdf form describing the benefits is available to download from the Members page of the Guild website along with an application form. Alternatively, contact the Guild membership secretary Liz Snaith ([liz@lizsnaithconsultants.com](mailto:liz@lizsnaithconsultants.com)).

The following new members have been welcomed to the Guild:

**Aly Balsom**, Livestock Reporter, *Farmers Weekly*, Quadrant House, The Quadrant, Sutton, Surrey SM2 5AS. Tel: 0208 652 4916 Fax: 0208 652 4006 Mobile: 079123 44219 Email: [aly.balsom@rbi.co.uk](mailto:aly.balsom@rbi.co.uk)

**Roseanna Cooper**, Account Executive, Whisper.pr, 4 Cotswold Link, Moreton-in-Marsh, Gloucestershire GL56 0JU. Tel: 01608 637809 Fax: 01608 638410 Mobile: 07792 037631 Email: [rosie.cowper@whisper.pr](mailto:rosie.cowper@whisper.pr)

**Mark Debenham**, Account Executive, Chamberlain, CPC1 Capital Park, Cambridge CB21 5XE. Tel: 01223 884600 Mobile: 07590 491562 Email: [mark.debenham@chamberlain.uk.com](mailto:mark.debenham@chamberlain.uk.com)

**Terry Jones**, Director of Communications, NFU, Agriculture House, Stoneleigh Park, Coventry, Warwickshire CV8 2TZ. Tel: 024768 58706 Email: [terry.jones@nfu.org.uk](mailto:terry.jones@nfu.org.uk)

**Rob Neal**, Account Director, War Anthony Rust, CPC1 Capital Park, Cambridge CB21 5XE. Tel: 01223 884600 Email: [rob.neal@war.uk.com](mailto:rob.neal@war.uk.com)

### Farm safety initiative

The International Federation of Agricultural Journalists is exploring ways to promote safety on farms by encouraging its members in organisations such as the Guild to share ideas on the best ways of communicating this challenging topic to farmers and others in the agricultural industry.



Suggestions so far include an 'international farm safety awareness day' and a journalism awards category for best articles and broadcasts on the issue.

Members with an interest in this area can put ideas or get more information from James Campbell (farmersjournal@btinternet.com), the Irish Guild's IFAJ representative leading the initiative.

### **Year Book updates**

The Guild has lost contact with freelance **Annie Potter**. Would any Guild member with her contact details please pass them to Wendy Ryder (wendy@lancer.enterprise-plc.com)

Freelance PR specialist **Liz Snaith** has a new work email: liz@lizsnaithconsultants.com

**Please remember** – Guild members who change their email address, postal address or telephone number should provide Wendy Ryder with the new details. Also, new bank account details for subscription direct debits should be notified to Guild treasurer Tim Price.

### **Recruiting?**

*Employment and publishing opportunities are mentioned in eAlerts whenever possible but there is also an enhanced paid-for service available to companies recruiting staff. See the Members page of the Guild website for details.*

*Farmers Weekly* is advertising for a **Livestock Editor** to lead the print and online content covering this sector. See full details in the recruitment document sent with this eAlert.

With Guild member Vickie Robinson taking on the deputy editor's role full time, *Farmers Guardian* is recruiting a **News Editor** to cover the agricultural industry in print and online.

Haymarket wants to appoint a **Marketing Manager** to handle delivery of the Cereals Event and FruitFocus technical exhibitions.

### **Study in communication**

Guild member Caroline Stocks, deputy news editor on *Farmers Weekly*, is in the midst of a study investigating effective ways of communicating with farmers as a result of being awarded one of more than 20 Nuffield Scholarships for 2010.

"I'm looking at the kind of information the agricultural press should be providing and in what

format," Caroline explains. "I've already been to the US and Canada where I met farmers, academics and agricultural journalists, and head to India and Australia in October."

Further study visits are planned subject to obtaining sufficient funding during an un-paid sabbatical from *Farmers Weekly*. She hopes her report will be of use to farming journalists across the UK (and further afield), as well as farm organisations and businesses who want to communicate more effectively with the industry.

Offers of sponsorship in return for acknowledgement in the report, talks and presentations on her findings and a supporter logo on her blog page at <http://www.nufsaid.net/> (which is attracting 12,000 page views per month) would be very welcome.

Contact telephone numbers are in the Guild Year Book or email: caroline.stocks@rbi.co.uk

### **Alltech doubles IFAJ sponsorship**

Officers of the International Federation of Agricultural Journalists (IFAJ) are working on the format of a Young Leaders 'boot camp' as an extension to next year's Congress in Canada following the offer of additional sponsorship by feed and nutrition specialist Alltech.

The company already sponsors the congress fees of 10 young (under 35yrs) agricultural journalists from around the World. British Guild members Sarah Trickett, Katie Lomas, Andrew Watts and Clemmie Gleeson have been among the award winners.

"Alltech has doubled its funding from current levels and is now helping to formulate an agenda, speaker line-up and logistics so that young journalists winning the award in future will have an outstanding event," says Joe Watson, the Guild's IFAJ representative.

Guild members will be invited to apply for the award by setting out what they hope to gain from attending an IFAJ Congress and how it will help their future careers.

### **Something to share?**

Journalists – have you won an award or been involved in an investigation or campaign?

Editors and publishers – have you redesigned or relaunched an existing title, introduced a new publication or taken on new staff?

PR agencies – have you taken on a new client or started a new PR campaign or appointed new account executives?

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



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Complete and return this booking form with payment to:

Peter Ryder, FGAJ  
Lancer Public Relations  
26 Kingsfield Avenue  
Ipswich....Suffolk

IP1 3TA. Tel & Fax: 01473 251991

e-mail: peter@lancer.enterprise-plc.com

## HARVEST LUNCH 2010

sponsored by Countrywide; reception sponsored by Keenans  
CHARING CROSS HOTEL, The Strand, London WC2N 5HX

**Friday, 15th October 2010 (12.15 for 12.45 p.m.)**

I will be attending the Guild's Harvest Lunch with.....guests  
Please reserve .....seats at £40 per Guild member (excl. wine)  
.....seats at £50 per non-member (excl. wine)  
*(A receipt will be issued as confirmation of this reservation)*

My guest(s) will be *(BLOCK CAPITALS)*:

.....  
.....  
.....

**\*\*\*Please indicate any special dietary requirements - vegetarian etc.\*\*\***

*The hotel is offering discounted B&B rates for members attending the lunch.  
Details from Peter or Wendy Ryder.*

I enclose a cheque for £.....(Payable to 'Guild of Agricultural Journalists')

Name (BLOCK CAPITALS)

.....

Address (BLOCK CAPITALS)

.....

.....

.....

Telephone..... E-mail:.....

**PLACES WILL BE ALLOCATED ON A 'FIRST-COME' BASIS AND A WAITING LIST WILL BE OPERATED IF NECESSARY**

# FARMERS WEEKLY

WORKING FOR *YOUR* FARMING FUTURE

## Livestock (Channel) Editor

The award winning multi media business that is *Farmers Weekly* is looking to recruit a dynamic individual to lead content development in one of its key channels – livestock.

*Farmers Weekly* has market leading print, web and events products with ambitions to continue to innovate on behalf of the UK's agricultural industry. The right candidate for this job will be someone who likes a challenge, is comfortable working to deadlines and is passionate about delivering first class business and technical information in a team environment.

*Farmers Weekly* has a web first policy and this role requires someone with enthusiasm for online content, is an excellent journalist and has good interpersonal skills.

Key responsibilities:

- Overseeing all content in the livestock channel – words, pictures, video, forums, blogs - online and in print.
- Generating content for FW, [fwi.co.uk](http://fwi.co.uk) and other products
- Manages two other journalists and freelance writers
- Represents FW at conferences, client meetings and events
- Develops industry contacts and relationships with key organisations
- Supports the development of new products and services

Key skills:

- A knowledge of livestock farming or a willingness to learn
- Confidence to manage others
- Journalism skills
- Strong communicator
- Ability to juggle tasks while retaining attention to detail
- Good organiser
- Ability to manage budget
- Able to work to deadlines

For more information or to apply for this post, contact Isabel Davies, Content Editor, *Farmers Weekly* Group, Quadrant House, The Quadrant, Sutton, Surrey SM2 5AS or email [isabel.davies@rbi.co.uk](mailto:isabel.davies@rbi.co.uk), enclosing CV and covering letter.