



GUILD OF
AGRICULTURAL
JOURNALISTS

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

eAlert

SEPTEMBER 2010

FENDT

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NOAH animal health award launched

Members with an interest in animal health and welfare should sift through their archives and decide which stories or broadcasts could win the Guild's Animal Health Writer/Broadcaster of the Year award.

Sponsored by NOAH with a prize fund totalling £1000, entrants are encouraged to submit news stories or features, print, web or broadcast items that highlight critical aspects of animal health, welfare and management, or examine issues relevant to any aspect of farm animal care.

The winning author will receive £750 and the runner-up £250.

"There will be great expectations of this year's entrants after the 2009 judges stressed that all entries were of a very high quality," says NOAH communications manager, Alison Glennon.

Visit the Guild's www.gaj.org.uk website to see last year's winning article on mastitis control planning written by Sarah Trickett, deputy livestock editor on *Farmers Weekly* and the runner-up entry by freelance Karen Wright on cattle lameness control published in *Cow Management*.

The judging panel will consider any article by fully paid-up members of the Guild published or broadcast between January 1 and October 31 this year. See the full details and entry form at the end of this eAlert.

Checking up on food standards

Members of the Guild in Scotland are visiting the Food Standards Agency's Scottish office in Aberdeen on **September 28** following a highly productive visit last November when more regular briefings were promised.

"Our meeting will start at 11am sharp and finish

between 1-1.30pm with a bite to eat," notes organiser Joe Watson, who emphasises that other Guild members are welcome to join their Scottish colleagues. "The FSA is more than happy to take specific questions about its work and current issues and asks that members attending notify topics and questions they want to discuss so that answers can be provided on the day."

Contact Morag Pyper direct using her morag.pyper@foodstandards.gsi.gov.uk email address to confirm attendance for security clearance to get into the FSA office at St Magnus House, Guild Street, Aberdeen (almost next door to the city's railway station) and to raise topics.



Midlands meeting postponed

A clash of commitments has led to the Midlands Group's September 29 farm walk being postponed. Watch for details once a new date has been decided.

Eastern visits on track

The Guild's eastern region organiser Louise Impy says there are still a few places available for the visit to RB Organic next week (Thursday, September 30) to hear how the business packs and markets a range of organic produce for the retail and food service industries.

The visit will take in a tour of their premises, including a reed bed water filtration system used as an alternative to a chemical treatment plant, and a discussion on the role that corporate social responsibility plays with the com-





pany's supply chain partners and in their ethical trading relationships. See Dates & Deadlines for more details and to secure a place contact Louise (louise.impey@fwi.co.uk) by email.

Another farm walk will be held in conjunction with Natural England at the home of Guild member Sarah Birchall and her farm manager husband Jon, a finalist in this year's *Farmers Weekly Awards* and also Radio 4's Food & Farming Awards.

Pilkington Farms has been transformed from a traditional farming estate through the use of stewardship schemes and diversification projects, including a meat box scheme based on native and rare breeds.

The visit to the farm near Hitchin, Herts, is scheduled for 10.30am on **Wednesday, November 10**. As always, all members of the Guild are welcome, not just those in the region where the meeting is being held.

Register an interest with Louise and find out more at the www.offleyhoofarm.co.uk website.

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 of the limited number of places have already been booked but to check on the latest position contact Laura Stanley at Rachel's RQB communications agency on 01952 881112 or laura@rqb.ltd.uk.

The workshop content is described in News on the Guild website.

Harvest Service and Lunch

The Guild's annual Harvest Lunch is so popular that tickets have sold out again this year, so organisers Wendy and Peter Ryder are now keeping a waiting list in case of cancellations.

Council member Mike Gooding, who helps organise the preceding service at St Brides Church, Fleet Street, emphasises that members unable to attend the lunch can still take part in the service.



"It is such a wonderful event; a traditional thanksgiving for harvest made all the more enjoyable by the choir's spectacular singing," he says. "I'd

love to see the church full to bursting."

The service, conducted by Guild chaplain The Venerable David Meara and sponsored by livestock sector specialists Shepherd Publishing, begins at **11am on Friday, October 15**. Readings by Guild members Louise Impey and Andrew Blake will be followed by an address by Sir Don Curry, chairman of NFU Mutual.

At the end of the service, the fruit and vegetables display provided by members (bring contributions on the day, please) and the Kelsey family who farm in Kent, will be sold in support of the Guild's Charitable Trust.

Please sell those tickets

With trustees of the Guild's Charitable Trust currently helping two members facing special difficulty, it is timely that one of its major fund-raising initiatives is fast approaching.

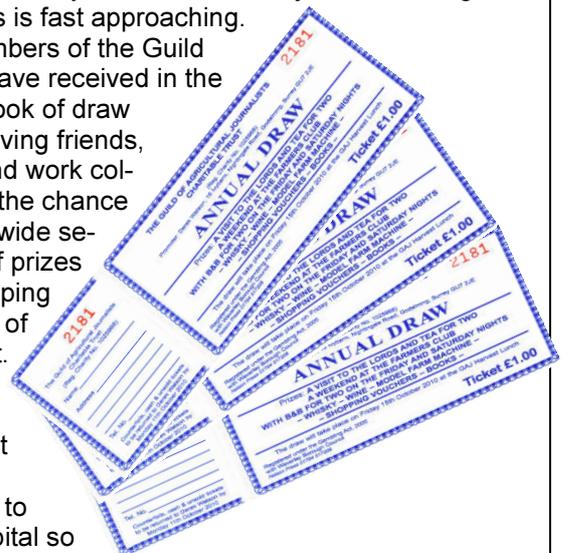
All members of the Guild should have received in the post a book of draw tickets giving friends, family and work colleagues the chance to win a wide selection of prizes while helping the work of the Trust.

"It's terribly important that we continue to raise capital so

that we have a useful amount of interest to draw on to help members and their families who find themselves in difficulty," says Stephen Howe, chairman of the trustees. "Many members already contribute regularly through the 200 Club; the prize draw makes it possible for every member to make a contribution."

Among this year's extra-special prizes are a visit to the House of Lords for tea with Guild president Lord Cameron, a weekend at The Farmers Club, a one-night stay at the Charing Cross Hotel, plus two vouchers for afternoon tea, along with shopping vouchers, wine and other goodies.

There are also two Wimbledon 2010 centre court tickets up for grabs, thanks to the generosity of honorary Guild member and former Farmers Club secretary Grieve Carson. These much sought-after tickets will be auctioned at the Har-





vest Lunch but members unable to attend can register a maximum bid beforehand with Stephen Howe (stephen_howe@btinternet.com email). Be generous!

Thanks, old fruit.....

Kent-based freelance Guild member Ray Vale has stood down from his position as publicity officer to the Marden Fruit Show Society after 26 years promoting the society's annual National Fruit Show event.

Society president Michael Jack MP, who was introduced to the society by Ray, described him



as one of the show's best friends.

"His journalistic skills have been put to best effect in helping to develop an ever-wider awareness of the importance of the top fruit industry," he said. "We are all going to miss his enthusiasm

and commitment. I send him my very best wishes."

Former society chairman Alan Todd added his own tribute, saying: "Growers especially should be hugely appreciative for his consistent work and endeavours for the whole of the fruit industry across many areas of research, education, production and marketing."

Press enquiries for the National Fruit Show (October 21 and 22 this year) are now being handled by secretary Maria Clarke.

Posthumous honour for Dan Buglass

A perpetual cup presented to the best young handler at Scotland's Border Union Show at Kelso is the latest honour to the memory of Dan Buglass, former Guild member and farming correspondent of *The Scotsman* who died earlier this year.

"Dan's knowledge of sheep was immense and two of his favourite events were the Kelso Show, where he provided



commentary for the interbreed championship, and the ram sales here at Kelso," said Border Union secretary, Ron Wilson. "Dan was in his element at these events and his death was a great loss to Borders and Scottish farming."

As Mark Entwistle reports in *Farming Scene*, the quarterly publication from Tweeddale Press, it is fitting that the trophy awarded in Dan's name goes to a youngster.

"He always encouraged the younger members of the farming fraternity; he knew they were our future," said Ron Wilson.

Suzie Horne back at Farmers Weekly

It's back to *Farmers Weekly* full time for Guild member Suzie Horne, who returns after 18 years of freelance work.

Appointed to the post of senior business reporter, Suzie will be editing the Land & Farms page and the Food Chain pages. She will also be covering all farm business issues, in particular commodities.

"It's good to be back on the team," she says. "I'm really enjoying the challenge of producing copy daily for the *FWi* website, as well as the weekly print publication."

Suzie originally joined *Farmers Weekly* in 1982 as an information assistant, becoming business editor before moving to *Big Farm Weekly* as news and deputy editor in 1990. She went freelance when *BFW* was closed in 1992.



Agri journalists visit to Serbia

The Serbian Association of Agricultural Journalists AGROPRESS and Serbia's agriculture ministry are organising a journalists' visit to the country from **May 18 to 23** next year.

The *Balkan Tour 2011 – Serbia* will be conducted in English and includes a visit to the International Agricultural Fair, one of the largest events of its kind in Eastern Europe.

The tour also takes in farms producing milk, wheat, industrial crops, vegetables, vineyards and top fruit, including raspberries, as befits the World's largest producer and exporter.

Apart from travel to the country and the €200 registration fee, all costs are covered. Website: www.agropress.org.rs/workshop-serbia-2011.html



Making the news with meat

Guild member Anthony Collier, a trustee of the Charitable Trust, has been making the news rather than reporting it recently thanks to the success of the farm-based butchery business (www.themeatjoint.co.uk) he runs at Deddington



near Banbury with his wife Stephanie and another local farmer.

They recently featured in a number of Oxfordshire newspapers and on *The Grocer* website having started to sell their pork and lamb from the nearby store of Guild Harvest Lunch sponsor Countrywide. Also, the business was profiled in *The Times* recently.

We're sure Tony was speaking tongue-in-cheek when asked by *The Times* Local Heroes columnist whether he attends farmers' markets: "I don't go," he said. "I'm rude to customers."

CropWorld conference approaching

The successor event to the famous 'Brighton Conference' being held in November this year will pose the challenging question: How do we feed a World with a rapidly growing population?

CropWorld 2010, the internationally focused conference and exhibition being staged at ExCeL London, **November 1-3** has already attracted a large number of delegates and leading speakers to answer aspects of that question.



1-3 November 2010 | ExCeL London

"The event will bring together key stakeholders to discuss issues affecting the global crop production value chain," explains Hazel Miller,

marketing manager at organiser UBM Conferences. "They will also consider how business, trade, science and technology can work together to feed a rapidly growing population in a responsible, sustainable and profitable way."

According to speaker Dr Mike Bushell, principal scientific advisor at Syngenta, this is the greatest challenge facing humanity.

"CropWorld 2010 will bring together leading minds from across different fields to discuss the challenges and practical solutions," he says. "It's

a significant global event and I look forward to its outcomes."

The new conference, which is staged in association with the BCPC, encompasses the breadth of inextricably linked areas of crop production, with more than 80 exhibitors taking part.

As supporting partners, the Guild and IFAJ will have a presence in the media centre at the ExCel conference centre. For full details and press registration, visit the www.Crop-World.com website or contact Hazel Miller (020 7955 3913 or Nicola Bowen 020 7560 4313 at UBM Conferences.

AgriLIVE Smithfield cancelled

The second AgriLIVE Smithfield event planned for December has been cancelled after the RASE and Royal Smithfield Club decided they could not support the investment needed to secure its long-term future.

The Guild had planned to present the NOAH animal health and Stuart Seaton regional journalism awards at the event but alternative arrangements are now being explored.

First website draft revealed

The first draft of a new-look Guild website home page was revealed at a recent meeting of the management Council.

The appearance of the new site, which is being sponsored by Perkins Engines, draws on the layout and colours of the latest promotional material and pull-up banners used to raise the Guild's profile at events. The website will be easier to navigate and contain

more information of value and interest to members, says editor Peter Hill. A new eAlert format will also reflect the new design, which is being





developed by a Devon-based website firm recommended by Guild member Jessica Buss after she successfully commissioned a new website for the British Grassland Society.

Recommend to join the Guild

A leaflet in pdf form describing the benefits of joining the Guild is available to download from the Members page of the website along with an application form. Alternatively, contact member secretary Liz Snaith (liz@lizsnaithconsultants.com).

Year Book updates

As a result of her marriage earlier this year, **Helen Fina** (nee Bond), PR and communications officer at DairyCo, has a new email address (helen.fina@dairyco.org.uk)

So have **Nick Francis** (nick@paddock.fm), who has left the world of PR to set up a pedigree Tamworth pig enterprise at Paddock Farm near Stratford, **Suzie Horne** (suzie.horne@rbi.co.uk), who has rejoined *Farmers Weekly* on the business desk (0208 652 4923), and **Amy Middleton** (aniseed7@hotmail.co.uk).

Colin Jackson points out that his email address (colin_jackson1@hotmail.com) has been printed incorrectly in the Guild Year Book and asks fellow members to amend it.

As the Guild has lost contact with freelance writer **Annie Potter**, would any member ask her to get in touch or pass contact details to Wendy Ryder (wendy@lancer.enterprise-plc.com).

Please remember

If you change email address, home or business postal address, telephone number or employer, please notify Wendy Ryder with the new details. Also, new bank account details for subscription direct debits should be notified to Guild treasurer Tim Price (tim_price@nfmutual.co.uk).

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.

Something to share?

Send news and pictures on award wins, new publishing or PR ventures and anything else of interest about Guild members and the organisations they work to the website and eAlerts editor Peter Hill (peterhillguild@aol.com).

Dates & Deadlines

Tuesday, September 28 Scottish group visit to Food Standards Agency Scotland, St Magnus House, Guild Street, Aberdeen AB11 6NJ starting at 11am to discuss current issues and the work of the FSA. Details: Scotland organiser Joe Watson (joe.watson@mac.com)

Wednesday, September 29 The planned Midlands group visit to John Plumb's Southfields Farm near Birmingham has been **postponed**. More details as soon as a new date is decided. Liz Snaith (liz@lizsnaithconsultants.com)

Thursday, September 30 Eastern Region visit to RB Organic Ltd, Stanleys Farm, Great Drove, Yaxley, Peterborough PE7 3TW at 2.30pm. For background, see www.produceworld.co.uk; register attendance with Eastern organiser Louise Impey (louise.impey@fwi.co.uk) 01582 872271.

Monday, October 11 Return Guild Charitable Trust prize draw counterfoils, cash and unsold tickets to trustee Derek Watson, 16 Ivybank, Nightingale Road, Godalming, Surrey GU7 2JE.

Friday, October 15 Guild Harvest Service, St Brides Church, Fleet Street, London EC4Y 8AU (www.stbrides.com) sponsored by Shepherd Publishing. Doors open 10.30am for 11am start. Fruit and vegetable contributions for display and sale appreciated.

Friday, October 15 Guild Harvest Lunch, Guoman Charing Cross Hotel, The Strand, London WC2N 5HX sponsored by Country-wide. Arrive by 12.15pm



for Keenan drinks reception, followed by lunch and presentation of Guild/Yara journalism awards. Enquiries to Peter and Wendy Ryder (wendy@lancer.enterprise-plc.com).

Monday, November 1 Entries deadline for Guild's NOAH-sponsored animal health and welfare writing and broadcasting awards. Details from Kerry-Ann Rookyard at Kendalls Comms (kerry-anne.rookyard@kendallscom.co.uk).



Guild of Agricultural Journalists

ANIMAL HEALTH WRITER/BROADCASTER OF THE YEAR 2010

Deadline: 1st November 2010

This National Office of Animal Health sponsored award offers £750 for the writer or broadcaster who submits a news story or feature which best highlights critical aspects of animal health, welfare and management or examines topical and relevant issues on any aspect of farm animal care. The runner up will receive £250.

Submissions will be judged by a panel of three, appointed by the Guild, and their decision shall be final.

This award is open to all fully paid-up members of the Guild. Only one entry per member is permitted.

Entries must have been either published or broadcast between January 1st 2010 and October 31st 2010. The closing date for entry is 1st November 2010.

Guild of Agricultural Journalists

NOAH Writer/Broadcaster of the Year 2010

1. Entries can be made by post, using this form – please send three copies of the article entered (clear photocopies are acceptable).
2. They can also be sent in electronic format:
 - a. broadcast entries should be submitted on CD or memory stick in WAV, MP3, WMV or MOV format, or uploaded to YouTube and the URL e-mailed to **kerry-anne.rookyard@kendallscom.co.uk**;
 - b. articles can be submitted electronically **in their published format**, preferably as a PDF (JPG acceptable) of less than 5Mb and e-mailed to **kerry-anne.rookyard@kendallscom.co.uk**

Name of entrant:

E-mail Telephone

Headline of entry

Name of Publication/broadcast station

Date of publication

Please send your entry to: Kerry-Anne Rookyard, Kendalls Communications, 4 East Bank House, Tide Mill Way, Woodbridge, Suffolk. IP12 1BY