



GUILD OF
AGRICULTURAL
JOURNALISTS

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

eAlert

NOVEMBER 2010



To learn about novel engines
and transmissions used in
AGCO's Valtra tractors.

Paul Lay

(paulay@uk.agcocorp.com)
www.valtra.com



Journalism and PR advice

At a Midlands Guild get-together on Wednesday (**November 24**), *Farmers Weekly* editor and Guild member Jane King will describe the multi-tasking role of today's agricultural journalist contributing print, online, social media and video content.

Members at the event will also hear how those involved in PR activities can meet client expectations with regard to media coverage; who to approach and when, and in particular, how to achieve a successful initial pitch.

The meeting, which is open to all Guild members, is being hosted by the Agricultural & Horticultural Development Board at Stoneleigh Park, Warwickshire, starting 6pm.

AHDB head of communications, Guild member Guy Attenborough, will open proceedings with an update on the organisation's latest initiatives and which divisions are effectively delivering in the areas of R&D, knowledge transfer, consumer marketing, market intelligence and communications.

Please register to attend by email to organiser Liz Snaith (liz@lizsnaithconsultants.com). There will be a £5 charge to cover expenses and an optional pub meal afterwards.

Perfect Christmas presents.....

Guild member and well-known singer Catherine Hughes has kindly donated copies of her classical music CD *Sopresa* in aid of the Guild's Charitable



table Trust.

The compilation of sixteen tracks of well known pieces includes Pie Jesu and the Flower Duet.

Catherine is a former *Farming News* reporter who has always been passionate about music. Performances have taken her to venues across the UK and in Europe and she is particularly keen on Welsh folk music - an interest that resulted in her singing with the Welsh Male Voice Choir in Birmingham recently.

Copies of *Sopresa* are available for £5.50 each including postage from Wendy Ryder on 01473 251991 or wendy@lancer.enterprise-plc.com with cheques made payable to the GAJ Charitable Trust.

Fishing for Scottish salmon

A unique opportunity of a day's private fishing on a fine Scottish salmon river has been made available to members in support of the Charitable Trust.

The season on the North Esk, which runs for 35 miles through Glen Esk into the North Sea just north of Montrose, is from mid-February until the end of September and a day's fishing will go to the member placing the highest bid for this great day's activity.

"It's a good east coast salmon river that can produce around 1000 salmon and grilse in a season," says Guild member Arthur Anderson who has arranged the treat with a generous farming friend who owns a stretch of the river. "Ideally,





whoever wins the tender will supply their own gear – but they can be lent a rod if they don't have their own."

The best and nearest accommodation is available within four or five miles at the Panmure Arms and Glenesk Hotel in Edzell near Brechin, or the Ramsay Arms at Fettercairn.

Bids should be submitted to Diane Montague (diane.montague@btconnect.com), the Charitable Trust treasurer by 5pm on Wednesday, December 22. An indication of bids received by December 15 will be published in the next eAlert.

A great day for car enthusiasts

The same process as above will be used to determine the recipient of a Family Ticket (for two adults and up to three children) to the magnificent Heritage Motor Centre at Gaydon in Warwicks thanks to the generous donation of Howard Venters at Shepherd Publishing.

Situated close to M40 junction 12, the museum houses a wonderful collection of British road and competition vehicles, with both production and



prototype Austin, MG and Rover cars among more than 180 vehicles on display.

There are numerous interactive zones and outdoor activities too, as well as a programme of special theme events throughout the year – see the www.heritage-motor-centre.co.uk website for details.

The winning bid will secure a great outing for anyone with even a passing interest in our motor-ing heritage.

Charity Xmas card

Final orders are now being taken for the Guild's Charitable Trust Christmas Card, which has again been popular with members. See the order form at the back of this newsletter for full details.

Success in Ireland awards

Guild member Chris McCullough, a reporter on the Belfast-based *FarmWeek* newspaper, scored two wins in the all-Ireland agricultural journalism awards, entering as a member of the Northern Ireland Guild of Agricultural Journalists. He won the Best Story and Best Photograph categories.

After receiving the accolades at a prestigious ceremony held in the Dublin headquarters of Al-

lied Irish Bank, Chris said: "It was a good night in Dublin for *FarmWeek* and for myself."

Chris (pictured above on the left with all-Ireland Guild chairman

Brian Donaldson and Christine Lombard of Alltech) won the Best Story award for an exclusive interview with a farmer whose entire herd was wiped out by brucellosis following the malicious dumping of an infected foetus on his land. He won the Best Photograph award for an aerial shot of the successful Guinness World Record attempt to have the most combines working in one field.

"It was very rewarding to have my reporting and photography skills recognised in this way," he says. "*FarmWeek* strives to reach the very backbone of real stories and bring them to a growing readership. It was a major success getting the exclusive interview; this man was heartbroken after losing his herd through a malicious act and he just wanted to tell his story."

Guild Yara Awards 2010

Out of a highly competitive field of entries, articles by Guild members Nancy Nicolson, Robert Harris and Philip Clarke were selected by the judging panels as winners of the Guild's Yara-sponsored Agricultural Journalism awards for 2010.

In the Environment/Rural Affairs category, an article published in *Farmers Weekly* by freelance Nancy Nicolson captured the seriousness of the





drift from the land in the Scottish hills. She highlights the potential impact of de-stocking of these areas, in particular the far-reaching consequences for sheep production and likely social and ecological impacts.

The judges concluded: "Nancy's article

is well constructed, articulate and colourful. Her use of case studies supports and illustrates her subject well with sympathetic yet unsentimental reporting.

"Her accompanying video on *FWi* adds further punch, particularly in capturing the mood of quiet despair among the Argyllshire farming community," they added. "A great story of interest to all who are concerned for the future of Britain's marginal land."

The winning entry in the Arable Crops category, written by freelance Robert Harris for *Crops* magazine, stood out for the clear and balanced way in which it

guided readers through the political and technical issues relating to tests for mycotoxins in grain. "It was relevant, interesting and well written," said the judges.

The Grassland/Livestock category winner, written by Philip Clarke for *Farmers Weekly*, explored the effectiveness of the NFU's Dairy Survival Plan. It was described by one judge as: "Very well



researched and written in a way that captivated and kept the reader's attention, with a good balance of factual information and opinion."

Another highlighted the analysis – not just reporting of others' views –

that the article contained in setting out how effectively different dairy industry stakeholders had responded to the plan.

"The article will have made thought-provoking reading for anyone involved in the dairy sector and is a worthy winner," said the judges.

In each case, the awards were judged independently by industry experts and by last year's category winner. The awards were presented by Yara UK managing director Tove Andersen and organised by marketing manager and Guild member Rosie Carne.

Editors' award accolade

Guild member Jane King was named business weekly Editor of the Year at the British Society of Magazine Editors 2010 awards.

The prestigious title was awarded in competition with eight other editors from magazines as diverse as *The Grocer* and *Retail Week* to *Building* and *New Civil Engineer*.

Jane has been editor of *Farmers Weekly* since January 2005 and during that time has developed the magazine and its *FWi* website, as well as other titles in the Group.

The British Society of Magazine Editors said Jane delivered a compelling magazine offering must-read information that proved the editorial team understood its readers and the issues they face in their business.

"I'm really chuffed to win this award as the calibre of the other eight editors competing was extremely strong," says Jane. "It's an absolute privilege and joy to lead such a fantastic team of journalists, who represent the very best in business publishing."

The award judging panel included Jane Johnson, associate editor of the *Sun*; John Kampfner, former editor of *New Statesman*; and Tom Whitwell, assistant editor at *Times Online*.

Short-listed for awards

The editorial team at *The Scottish Farmer* has been short-listed for no fewer than five awards by the Periodical Publishers Association Scotland.

Guild members Lynsey Clark (reporter), Catherine Laurensen (photographer) and Ken Fletcher





(deputy and technical editor) will be among those waiting with baited breath to hear the results of the best magazine, online presence, columnist, feature writer and editor at the Scottish Magazine Awards 2010 next month.

Pastures new for FW's Jonathan Long....

Jonathan Long has left *Farmers Weekly* after eight and a half years on the livestock desk, first as reporter, then deputy livestock editor and for the past five years as livestock editor.



"I'm now embarking on a freelance career, working as a journalist while also undertaking several PR commitments with my partner Chrissie Lawrence," explains Jonathan. "Under the mooandbaa.com banner, I'll be working

with ASDA on PR for the supermarket's livestock initiatives. We also provide web design and PR services to a number of leading UK livestock breeders."

Connections with FW are not being severed entirely, though, as Jonathan remains lead author for the Taking Stock blog covering livestock shows and sales across the UK, while also providing content for the Taking Stock pages in the magazine.

Jonathan can now be contacted on a new email address (jonathan@mooandbaa.com) and his other contact details are: Tel 01233 749177; Mobile 07974 303306.

....and promotion for Sarah Trickett

Former deputy livestock editor on *Farmers Weekly*, Sarah Trickett, has been promoted to the section editor's post.

"I'm delighted to have taken over as livestock editor," she says. "It gives me an opportunity to put my mark on the section and develop ideas both in print and on the *FWi* website to deliver relevant and technical livestock content to farmers."



Sarah joined the weekly in April 2008 as livestock reporter and was appointed deputy livestock editor in December of the same year.

Before that, she spent six months at the NFU on the organisation's graduate training scheme, spending time at Stoneleigh and also NFU Cymru in Builth Wells. That was her first job after completing a Masters in Animal Behaviour & Welfare at Edinburgh University.

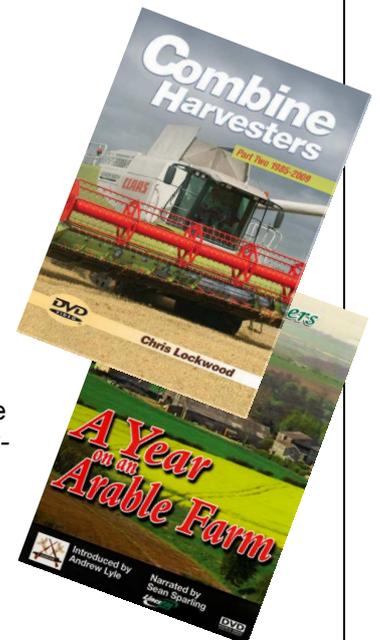
Books and videos in demand

A Guild training scheme prize winner is among new authors bringing out books and DVDs through Old Pond Publishing, the Ipswich-based specialist publishing house run by Guild member Roger Smith (pictured).

Chris Lockwood, who was runner-up prize winner on the Guild's John Deere sponsored new entrants training scheme in 2008, has already had some success with his introductory books *Know Your Combines* and *Know Your Tractors*, which can be found on many a bookshop's sales counter.

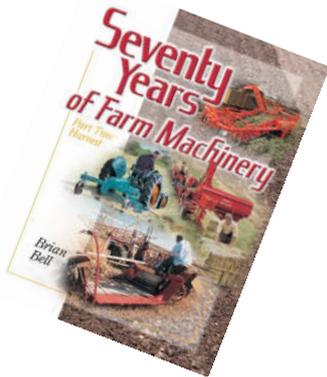
This year, Chris has added *Combine Harvesters*, a two-part edition issued on a pair of DVDs that he filmed and edited himself to show 46 different models at work. His spring DVD release will be *The Rubber-Track Revolution*, which covers the introduction and growing popularity of high horsepower rubber-tracked vehicles used on farms.

Roger adds that Andrew Lyle's DVD *A Year on an Arable Farm*, which shows the farming seasons through the eyes of the north Lincs farmer who made it, has been popular this autumn. "It was conceived as an educational project for non-farmers but has turned out to be popular with farming families and enthusiasts," he points out.





Guild members with long memories may recall that Brian Bell, former vice-principal at Otley college in Suffolk, started writing farm machinery books in the 1960s.



“Well, he’s still at it,” notes Roger. “And this month we publish a second edition of his hard-back *Seventy Years of Farm Machinery*, which in this case covers harvesting equipment.”

Old Pond Publishing has been running for 12 years, notes Roger, who for many years was manager of book and video publishing at Farming Press, the forerunning of today’s *Farmers Guardian* and *Dairy Farmer* publisher.

A new 40-page catalogue of books and videos, which contains many examples of general farming and machinery titles, can be downloaded from the www.oldpond.com website.

Places on photo course snapped up

Such was the popularity and positive feedback received from Guild members who took advantage of the first Midlands Photography Workshop held earlier this year that a second edition was organised by Guild member Rachel Queenborough last month.

“And it was a great success again!” she declares. “Everyone who attended really made the most of it and went away knowing how to take their camera off auto and use the aperture setting mode correctly. Another workshop is being organ-



“Just go through that again slowly.” Guild members on the second photography course prepare to practice using aperture priority mode in a dark shed without flash (from left) Moira Hart, David Evington, Julie Mate, Emily Padfield, Graham Downing, Gaina Morgan and course tutor Paul Southall. Photo by Rachel Queenborough.

ised for next year so anyone interested should email info@rqb.ltd.uk to have their name added to the reserve list.”

Rachel is thinking of adding an extra day so that more advanced techniques and specific requirements such as landscape or macro photography can be covered.

Of this most recent workshop, Guild freelance journalist and PR member in Wales Gaina Morgan says: “The course was extremely useful

with the instructor covering a great deal in a straightforward and easy manner.

“The balance was great too: instruction; practical; debriefing,” she adds. “It was relevant to the work I do and crucially I now have a better idea of my limitations and the limitations of my camera. It was good socially too.”

David Evington (above left) of PR agency Evington Morris Associates also felt the day had been worthwhile in getting him to take the camera off auto and work at getting required results.

“It was an excellent course with a good balance of theory and practice packed into a great value-for-money-day,” he says.

Moira Hart of Dewpoint Marketing also enjoyed the day and felt it was very worth while: “I just need some time now to put all the things I learnt into practice. The feedback session was good and the number of delegates was right as it enabled one-to-one sessions with the tutor. All in all a good day.”

Graham Downing of Perdix Publishing declared the course an excellent and really useful day: “I had a picture assignment after the course and for the first time I really felt as though I was able to achieve the results I wanted.”

Of course, for the very best images that convey a story and have visual impact, nothing compares with the results achieved by the professional photographer members of the Guild, as evident from the RABI’s 2011 calendar - see separate story.

IFAJ’s young journalist initiative....

Guild members young enough to qualify for an international award that will take them to the IFAJ Congress in Canada next year will have the added benefit of an intensive training workshop to help hone their skills.





Animal nutrition specialist Alltech has enthusiastically agreed to expand its sponsorship of the IFAJ-Alltech Young Leaders in Agricultural Journalism award to include the Boot Camp initiative, which will provide select young journalists with



expert training and feedback at the Congress. "As part of their learning experience, award winners will write or record spot news three times during the duration of the congress," explains Owen Roberts, IFAJ secretary general. "Their stories will be made available to the general media and posted on the IFAJ website. Mentors will be assigned to the young leaders to work with them throughout the congress and guide them through their programme."

The existing award enables a dozen members of Guilds around the World to attend an IFAJ Congress. British Guild member Clemmie Gleason (the newly-appointed general secretary) attended the event in Japan; Katie Lomas travelled to Austria; Andrew Watts to Texas; and Sarah Trickett visited the congress in Belgium.

"The IFAJ-Alltech Young Leaders in Agricultural Journalism award has become a competitive, successful initiative," says Billy Frey, Alltech's North America communications manager. "We're proud to support an award that is coveted by member countries who have seen the value of their young members participating in an IFAJ Congress."

Further details of the award entry requirements for the Congress centred on Ontario from September 14 to 18 (see www.ifaj2011.com) will be available in the New Year.

....and the Guild has one too

Plans are being formulated to create a 'young members club' within the Guild. Its aim will be to promote activities, events and opportunities of particular relevance to members aged 35 years and under.

"The new venture has four main objectives," says membership secretary and freelance PR specialist, Liz Snaith. "To offer CPD activities specifically tailored to agricultural journalism; provide unique networking opportunities; offer oppor-

tunities for ideas sharing; and enable our younger members to have greater involvement in Guild activities."

The first step is to carry out a survey of members up to 35-years old to find out whether the idea of such a club is of interest and what young members would really like to do through the Guild, when and where.

The survey is due to get underway this weekend; any eligible members who do not receive notice of the survey direct can contact Liz by email (liz@lizsnaithconsultants.com) to participate.

November campaign

Guild member Philip Clarke, editor of *Poultry World*, is on the charity fund-raising trail again, joining five *Farmers Weekly* colleagues attempting to grow luxurious moustaches in just 30 days.

"It's in aid of the annual Movember campaign that raises funds and awareness of men's health problems," explains Philip. "The 'Mo' is for moustache; the idea started in Australia only seven years ago but last year more than 255,000 people raised £26 million for the cause."

Philip adds: "I usually try to do one sponsored event per year and in the past this has involved fishing my way around Britain, climbing mountains in the Lake District and cycling from London to Brighton."

This time he faces the challenge of growing an impressive 'Mo' by the end of the month and having to suffer embarrassing taunts if it turns out to be a less than impressive growth! After a week he looked seriously out-whiskered by news editor Jonathan Riley, pictured above.

In Britain, the campaign's official partners are The Prostate Cancer Charity, which channels





funds into a number of world class, innovative education, support, research and awareness initiatives, and the Everyman campaign of the Institute of Cancer Research.

The idea of the Movember 'tache-growing campaign is that seeing clean-shaven men grow a moustache for a month generates conversations about men's health; it becomes the equivalent of the lapel ribbon adopted by other health awareness campaigns.

Guild members who would like to applaud Philip's efforts can make a donation by visiting the www.movember.com/uk website and following the link to make an individual or team donation to The Farmers Weekly Mo-Growers.

Expansion for Farm & Country

Market research that showed readers have a strong affinity with farming and countryside issues has led to an expanded Farm & Country section in a North Wales daily newspaper.

Previously, the *Daily Post* published a six-page run of paper section; it is now an eight-page pull-out supplement published every Thursday.



"A weekly Q&A-style personality profile is back by popular demand and Young Farmers have a weekly column," says rural affairs editor Andrew Forgrave. "The extra space also allows more room for market coverage: it's the first page many farmers turn to for the latest prices, of course."

Other regulars include a Country Diary events column and regular sheepdog trial results.

The supplement also has a sponsor: the former Llysfasi agricultural college, which merged with Deeside College in August and, together with the former Welsh College of Horticulture, is now the largest provider of land-based courses in Wales, and one of the largest in Britain.

The *Daily Post* continues its single page of farming coverage on Tuesdays.

Prize winners!

Many delighted members and guests at the Guild's annual Harvest Lunch in October col-

lected draw prizes, not least Mike Tucker of Yara's technical department, who secured a weekend for two at The Farmers Club donated by chief executive and honorary Guild member

Stephen Skinner.



Charitable Trust chairman Stephen Howe announces winners of the prize-winning raffle tickets drawn by Guild president Lord Cameron of Dillington from the very posh looking carrier bag provided by Charitable Trust treasurer Diane Montague!

Yara colleagues were also in luck: they bagged a night's stay for two donated by the Charing Cross Hotel where the event was held, a bottle of malt whisky given by former Guild president Drew Sloan and £30 of shopping vouchers from Guild member Arthur Anderson.

Tea for two at the hotel was secured by Guild member James Wilde, chief press officer at EBLEX, while Stephen Skinner and Philip Bolam, press secretary to the Royal Agricultural Society of the Commonwealth, each secured £100-worth of shopping vouchers donated by Monsanto.

Retired Guild members Colin Jackson and Geoffrey Hilton secured prizes from Steve Mitchell at ASM PR and the late Charles Wilson of Osmonds, while *Farmers Weekly* business staffer Suzie Horne won a bottle of port from Trustees committee chairman Stephen Howe. Arable freelance Andrew Blake won a book of *The Oldie* cartoons from former Trustee Derek Watson.

Helen Brothwell of BPEX and freelance Roger Abbott collected copies of *Farming Day by Day*, a compilation of *Daily Mail* columns written in the 1960s by the newspaper's former agriculture correspondent John Winter. They were donated by Roger Smith of Old Pond Publishing.

A generous £500 winning bid from farmer and property developer Jill Willows secured tea and centre court Wimbledon tickets for two donated by honorary Guild member Grieve Carson. The auction brought the total raised to £1800.

Cash winners too!

Congratulations to winning shareholders in the Guild's Charitable Trust 200 Club, especially to journalist and rural publicist Ruth Widen who won the £250 top prize in the latest draw.

Long-time Trust supporter Denis Frost can now



spend £100 on a nice treat, while Michael Pollitt and Prof John Nix find themselves £50 better off as a result of subscribing to the 200 Club.

Thirty spare £10 annual shares are available for Guild members (or their friends and colleagues) to take up. It's a painless - and potentially lucrative - way of contributing to the good work of the Trust supporting members in times of difficulty.

See the Charitable Trust page of the Guild website for details of how to subscribe.

New member profile

Eighteen months after joining *Farmers Weekly* as livestock reporter, new Guild member **Aly Balsom** is working across all livestock sectors, although her key interest remains dairying.



"My passion for dairying began after a nine-month period working on a 900-cow dairy unit near Christchurch, New Zealand," she says. "Before

joining *Farmers Weekly*, I worked on the technical team at Kingshay dairy consultancy, Somerset.

Prior to this, Aly studied Zoology at Newcastle University, which involved undertaking a final year project on finishing pigs as part of the Welfare Quality Project.

New Guild members

For a pdf leaflet describing the benefits of joining the Guild, visit the Members page of the website or contact membership secretary Liz Snaith (liz@lizsnaithconsultants.com), who is delighted to welcome the following new recruits:

Jimmy Birchmore, Jimmy Birchmore Events, 16 Sopwith Road, Upper Rissington, Cheltenham, Glos GL54 2NS. Tel/Fax: 01451 824301 Mobile: 07515 283630

Email: jimmy@jimmybirchmore.com

Angela Calvert (freelance), Squirrel Park, Burghwallis, Doncaster DN6 9JQ. Tel: 01302 707284 Mobile: 0788 9144995

Email: a.jcalvert@btinternet.com

Emma Penny, Editor, *Farmers Guardian*, Unit 4 Fulwood Business Park, Caxton Road, Fulwood, Preston PR2 9NZ. Tel: 01772 799401 Mobile: 07769 912472 Email: emma.penny@ubm.com

Year Book updates

The agricultural correspondent at the *Journal Series* based in Evesham, Worcestershire, **Gerry Barnett**, has a new home email address: (gbarnett@gbarnett.plus.com).

Freelance **John Bolt** has upped sticks and moved to France. His new postal address is 21 Rue des Grands Augustins, 75006 Paris, France. Callers from Britain can best reach John on the mobile number 07519 583563.

Jonathan Long, now working for the moo & baa agency, can be contacted on his email address (jonathan@mooandbaa.com) and by: Tel 01233 749177; Mobile 07974 303306.

While continuing to write on a part-time freelance basis, **Catherine Paice** has been appointed deputy editor of *Agra Europe*, the news service on European and International agricultural policy and trade, which itself has moved from Tunbridge Wells into Informa's London office at Telephone House, 69-77 Paul Street, London EC2A 4LQ. Catherine's direct line there is 0208 017 7518.

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@nfumutual.co.uk).

Charles Wilson

An enthusiastic Friend of the Guild, Charles Wilson, has died aged 77 following a short period of illness.

The proprietor of the Osmonds animal health business was a great supporter of the Guild, especially in Scotland, says fellow member Ken Fletcher of *The Scottish Farmer*.

Charles lived his early years in Aberdeenshire before leaving Scotland in the 1960s for a job south of the Border. He married his first wife, Barbara, in East Yorkshire in 1967 and they had two daughters – Fiona and Heather – who now run the Osmonds business.



"My father was involved in the poultry industry and



then ran a successful safety frame business before buying the Osmonds name and assets from the Receivers in 1976," says Heather. "He and my mother worked tirelessly to re-build the business and did so very successfully."

Charles travelled from one end of the country to the other attending markets and shows to promote the Osmonds range of animal health products to potential customers. It is testament to his great character that many of the people he met along the way became lifelong friends.

"Charles will always be remembered for his wonderful larger-than-life character, his never ending generosity, his unsurpassed knowledge of the agricultural industry and his passion for Osmonds," adds Heather.

Mary Norwak



Long-serving Guild members will be sorry to hear of the death of Mary Norwak at 81; she was cookery editor on *Farmers Weekly* for 13 years.

Mary was an enthusiast for her subject and a recognised authority on the old fashioned English pudding. She was also a prolific writer, producing no fewer than 100 titles on a

number of cookery topics, and she appeared regularly on television.

number of cookery topics, and she appeared regularly on television.

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.

Kent-based Sundial Magazines wants to recruit a journalist to write for and undertake subbing and other editorial work on its titles *Classic Tractor* and *Eathmovers* in support of the current editors.

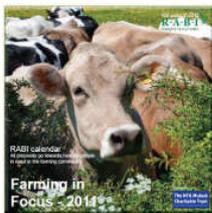
Something to share?

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

Wednesday, November 24: Midlands branch meeting, Stoneleigh Park, 6pm. *Farmers Weekly* editor Jane King gives tips on winning copy and provides a 'behind the scenes' insight to *Farmers Weekly* and *FWi* plus her vision for the future of agricultural communications. Register: Liz Snaith (liz@lizsnaithconsultants.com)

Superb farming images from Guild members on RABI 2011 calendar



Professional photographer members of the Guild have surpassed themselves with a superb set of rural images donated for the 2011 calendar from the Royal Agricultural Benevolent Institution (RABI). Supported by the NFU Mutual Charitable Trust, the calendar's seasonal images are testament to their unrivalled skill in capturing the essence of farming and the British countryside. To order a copy: www.rabi.org.uk

Images were donated by Kath Birkenshaw, Ruth Downing, Theresa and John Eveson, Marcello Garbagnolli, Wayne Hutchinson, Adrian Legge, Anthony Mosley, Jonathan Page and Charles Sainsbury-Plaice.





THE CHARITABLE TRUST CHRISTMAS CARD



This year's Guild Christmas card, from which all the proceeds go to the GAJ Charitable Trust (reg.no. 1025968), is available once again at the very competitive price of just £15 (including post and packing) for 25 quality cards and envelopes delivered to your door.

This is possible through the generosity of Tony Collier, who has donated the image and of Agribusiness Communications who handle the orders and dispatch the cards to members. The image on this year's card is of Nipper, one of Tony and Stephanie Collier's Gloucester Old Spot sows and, as well as the Guild logo, the card carries the greeting "Peace and Goodwill at Christmas".

By taking this opportunity to send a genuine agricultural card to your friends, family and contacts this Christmas, you will also be publicising the Guild and helping our very own charity, which is there to help any of us who fall on hard times.

To ensure your order is secured, please apply on the order form below by November 30th.

Nicholas Bond
Chairman, Guild of Agricultural Journalists



GUILD CHARITABLE TRUST CHRISTMAS CARD ORDER FORM

Please send me.....pack(s) of 25 Guild Christmas Cards at £15 (incl. p & p) each.

I enclose a cheque (made out to GAJ Charitable Trust) for £.....

Name.....(Block capitals)

Address.....

.....Post code.....

Please send form and cheque (made out to GAJ Charitable Trust) to:
AGRIBUSINESS COMMUNICATIONS LTD., Mosterley Farm, Cound Moor, Shrewsbury,
Shropshire, SY5 6BH