



GUILD OF  
AGRICULTURAL  
JOURNALISTS

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

# eAlert

NOVEMBER 2010

## FENDT

For the latest news on high-tech, high productivity tractors from AGCO's Fendt brand, contact **Paul Lay** (paulay@uk.agcocorp.com) or visit [www.fendt.com](http://www.fendt.com)



### Impressive growths for Movember campaign

Congratulations to the temporarily hirsute members of the Guild on their efforts to raise funds for prostate cancer research by growing a manly addition to their upper lip through November.

Thanks to fresh facial hair growth that produced amigos and Charlie Chan lookalikes, *Poultry World* editor Philip Clarke (below) raised £260 as part of the *Farmers Weekly* Mo-Growers team, which gathered £1028-worth of donations in total, while fellow Guild members Bob Carruth (bottom



left), NFU Scotland communications manager, and James Withers (bottom right), the union's chief executive, raised £740 and £1040, respectively.

Bob claimed his motivation for taking part was "to eventually have more hair on my upper lip than I have on my head".



As part of the 15-strong NFUS Team Mogriculture, which included staff members of *The Scottish Farmer*, their efforts contributed to a remarkable £17,240 grand total.

That puts them in thirteenth place on the global campaign's team ranking, just pounds behind a Credit Suisse team. A few more donations from Guild members, family, friends and colleagues could help them move up a place!

Visit the <http://uk.movember.com/> for campaign information and to contribute.

### Prospective journalists put through paces

Eight prospective young agricultural and horticultural journalists took part in the Guild's new-entrants training course this summer, gaining a unique insight into the trade and valuable experience that could influence their future careers.

Sponsored and hosted by John Deere and ably organised by Guild member Steve Mitchell of ASM PR, the course supports one of the Guild's principal aims - that of promoting schemes for the provision of suitable entrants into agricultural and horticultural journalism.

---

***"Thank you again for organising the course, it was very, very good and has already proved very beneficial in job interviews."***

---

Since it began, 19 course members not already employed as journalists have been taken on by national farming and horticultural magazines.

This year, students enjoyed lectures and practical exercises at John Deere's Langan offices in Nottinghamshire before heading to different locations for several days of work experience.

Given the horticultural interest of several students, the Guild is indebted to *Amateur Gardening*, *The Garden*, *Horticulture Week* and *pitchcare*



for giving students work experience opportunities, as well as *The Farmers Club Journal*, *Farmers Guardian*, *Farmers Weekly Group* and the RASE.

---

***"I have gained so much from the course and the work experience has been invaluable."***

---

The students also competed for the 18th John Deere Training Award by writing a news story on a topic of their choice. Entries were judged by the principal course lecturer David Mascord and former Guild chairman Joe Watson.

Winner Janie Caldbeck (37) received a cheque for £250, a framed certificate and trophy from *Amateur Gardening* news editor Kris Collins for



an article about the new generation of green manure crops being developed for farmers. They may bring benefits for gardeners who grow vegetables organically.

"It was the unanimous choice of the judges," says Steve. "They thought the article was well executed and a good, original idea for a story."

---

***"I think it is a great opportunity to offer people, and the course was packed with useful information."***

---

Janie Caldbeck gained a distinction in the FDSC Horticulture course she completed this summer at Duchy College, Cornwall. She is now doing a top-up year there for a BSc in Horticulture, specialising in global plant use. She also has an MA in Creative Writing and a BA (Hons) in English Literature, both from Leeds University.

During her work experience placement with *Amateur Gardening* she wrote two articles that short-listed her for New Garden Media Talent of the Year in the Garden Media Guild's 2010 awards.

John Deere Training Award runner-up Robert Duff (28) recently completed a foundation degree in Agricultural Management at Easton College, Norwich, having completed an NDA. He is working part-time at a dairy farm milking 100 Holstein-Friesian cows. He spent his work experience placement with *Farmers Weekly* and is looking for

full-time work as an agricultural journalist.

The awards were presented during the Garden Media Guild's own awards lunch in London.



### **Canada congress and tours**

Discounted registrations for the IFAJ Congress and study tours in Canada next September open on **January 15**. So Guild members who might want to take advantage of this unique opportunity to see the many aspects of Canadian agriculture, horticulture and rural life at first hand should start making plans now.

As usual, the event is effectively divided into three parts - the pre-Congress tours, the Congress itself, which comprises receptions, delegate meetings and a choice of three tour programmes visiting farms and other rural businesses, and post-Congress tours.

Members can choose to participate in any or all three parts as time and budget permit. The Guild will have two official delegates at the Congress.

Full details of the pre- and post-Congress tours are given in the newsletter accompanying this eAlert. Details of the Congress programme, including tours to the Lake Ontario, Lake Erie and Lake Huron areas, which all start in Guelph and end at Niagara Falls, are available on the [www.IFAJ2011.org](http://www.IFAJ2011.org) website.

The organisers have put together a remarkable programme for an event that not only offers Guild members a once-in-a-lifetime look at Canadian rural life but also the international networking opportunity that all IFAJ congresses provide.

### **Win cash support to attend the congress**

Younger members of the Guild have the chance to win a €1000 cash prize to help them attend the IFAJ Congress and take part in a new professional development initiative at the event.

The IFAJ's Young Leaders in Agricultural Jour-





nalism awards, sponsored by global animal nutrition business Alltech, offers the prize to 10 journalists aged 35 or younger from around the world.



IFAJ Alltech Young Leaders  
Award sponsored by Alltech

British Guild members have won one of the prizes in each of the past four years. To help maintain this impressive record and have a chance of winning one of the cash prizes, qualifying Guild members can submit to Guild secretary Clemmie Gleeson (clemmie\_gleeson@yahoo.co.uk) a case for attending the Congress and a view of the opportunities presented by the IFAJ to young agricultural journalists (www.ifaj.org).

The deadline for submissions will be notified in the next eAlert - but start planning now.

### Calendar Girls - and Boys!

Freelance Guild member Sarah Birchall is keen to help her son and friends raise funds for a charity supporting the recovery of a fellow Newcastle agriculture student. Simon Hales, whose story was reported in a Channel 4 documentary *My New Brain* recently, suffered an accident half way

through his studies at Newcastle and spent five weeks in a coma before embarking on his recovery.

"Headway - the brain association, supports people with brain injuries along with their families and friends," explains Sarah. "The Newcastle students wish to support the charity and thank them for the help and

support they continue to give to Simon and his family."

A 'cheeky' calendar featuring a number of the students braving chilly weather in the buff is the main fund-raising effort. Boys and girls feature on the calendar, copies of which can be purchased for £6 each (two for £10) plus £1.50 postage per calendar by contacting Anna Langmead using her a.f.langmead@ncl.ac.uk email address.



### Songs in support of the Charitable Trust

Some copies of the classical music CD recorded by Guild member Catherine Hughes and colleagues are available to fellow members, with proceeds going to the Guild's Charitable Trust capital fund.

*Sorpresa* is a compilation of sixteen well-known classical tracks, including Pie Jesu and the Flower Duet.

To secure a copy for just £5.50 including postage, contact Trustee Wendy Ryder on 01473 251991 or wendy@lancer.enterprise-plc.com by email.



### Nuffield Scholarships conference

The findings of 26 Scholars from the UK and Ireland generated news and industry inspiration at the 2010 Nuffield Farming Conference last month.

"The two-day event gave a fascinating insight into farming and food production around the world," says Guild member and Nuffield press officer, Julie Mate. "It also provided clear recommendations of how best some of the new found knowledge could be applied positively to the benefit of UK farming."

Fellow Guild member Emma Penny, editor of *Farmers Guardian* (pictured above right), attended the conference as one of the adjudicators for the best presentation award and to see the HSBC/*Farmers Guardian* Silver Salver presented to the author of the best 2009 report.

Guild member Jane King, editor of *Farmers Weekly*, helped judge the award for the scholar who made best use of their findings and experience. It commemorates Steven Bullock, former *Farmers Weekly* Farms manager and Nuffield Trust director.

Next year, it will be the turn of the 2010 Jill Wil-





lows Award scholar Caroline Stocks, Guild member and *Farmers Weekly* deputy news editor, to report on her study into the best ways that agricultural media and journalists can communicate news and information to farmers.

Radio broadcaster David Cussins, a Nuffield Australia 2008 scholar, also studied communications but from the perspective of how the industry can get positive coverage in the media at large.

His report *Talking Agriculture - a study of communication techniques and approaches to crisis communication*, is available from the organisation's [www.nuffieldscholar.org](http://www.nuffieldscholar.org) website using the Reports link.

Applications for 2011 scholarships are now closed (the deadline is mid-November) but Guild members who would like to travel to study a topic of value to the agricultural industry could start preparing bids now.

#### **Special offers for fishermen....**

Bids for a unique opportunity to spend a day casting for salmon on a private stretch of the North Esk near Brechin will be taken by Diane Montague ([diane.montague@btconnect.com](mailto:diane.montague@btconnect.com)), the Charitable Trust treasurer, until **Wednesday, December 22 at 5pm**.

Rents charged by estates for fishing other



stretches of the river are up to £100 per day.

The opportunity has been donated by Shepherd Publishing's Howard Venters in

support of the Charitable Trust and arranged with a generous farming friend by fellow Guild member Arthur Anderson, who says the season on the North Esk runs from mid-February to the end of September.

Suggestions for local accommodation were given in the November Guild eAlert.

#### **....and car enthusiasts**

Also on offer is a Family Ticket (for two adults and three children up to 16 years old) to visit the unrivalled car collection housed at the Heritage Motor Centre, Gaydon, Warwickshire.

Valued at £28, the Family Ticket opens the

doors on a magnificent display of British road and competition vehicles, including production and prototype Austin, MG and Rover cars.

Visit the [www.heritage-motor-centre.co.uk](http://www.heritage-motor-centre.co.uk) website for details.

Bids to Diane Montague again, please.

#### **International journalist news**

In the November newsletter published by the International Federation of Agricultural Journalists, the organisation's president, Mike Wilson, raised the question of how IFAJ might relate to farm writers in non-member countries.

"Judging by the increasing number of emails I get, they are keen to join IFAJ and see it as an organization on the move – a great way to network with journalists across the globe," says Mike. "But the IFAJ constitution prevents membership for journalists who work in countries without free press."

A committee has been nominated to determine if and how IFAJ should expand to become more global and offer wider membership access.

"We feel IFAJ can play a role in networking and professional development among agricultural journalists in developing nations," says Mike.

Regarding the newsletter itself, an oversight team has been appointed to support new editor Karlie Elliott Bowman, a writer in the USA, and help develop the newsletter's content. The Guild's IFAJ representative Joe Watson, farming editor of the *Press & Journal*, is a member of the team offering guidance and ideas. Suggestions for *IFAJ News* development to Joe, please.

Kylie, meanwhile, highlights IFAJ's Facebook page as another source of information on activities, events and initiatives.

#### **New member profile - Angela Calvert**

Freelance journalist, Angela Calvert, began contributing regional news to *Farmers Guardian* in 2004. Since then this role has grown such that the newspaper is now her main outlet, although her work also features regularly in NFU publications and breed society journals.

Angela works across all sections of *Farmers*





*Guardian*, mainly writing features and covering agricultural events throughout the country. She also manages the equestrian section of the paper.

Angela is from a rural and equestrian background and she assists with running the small family farm near Doncaster, South Yorkshire that is home to a commercial sheep flock, a small pedigree Texel flock belonging to her son, Nick, and a riding pony stud.



#### **New member profile - Terry Jones**

The acting director of communications at the National Farmers Union since March this year, Terry Jones is also head of the NFU's Westminster team, based in Smith Square, London, which lobbies parliamentarians and works with a number of



government departments.

He regularly fulfils the role of union spokesmen to London-based media and led the NFU's campaign for a grocery markets ombudsman.

Terry joined the NFU in 2002 and was previously head of the food chain unit, where he had particular responsibility for contact between the NFU, the major retailers and food service operators. He helped increase the use of Red Tractor labelling in both sectors.

Prior to working for the NFU, he was employed by Welgro, a farmer-controlled business supplying potatoes to McCain Foods.

Originally from Monmouthshire in south-east Wales, Terry is from a mixed farming background. He now lives in Hertfordshire.

#### **New member profile - Emma Penny**

Two years into her job as editor of *Farmers Guardian*, Emma Penny says of the role: "I am thoroughly enjoying working with such a great



team and being back in agriculture."

Emma joined *Farmers Guardian* in 2008 after a period working away from the farming scene. Stints as deputy editor on *Motor Transport* and *Commercial Motor*, and then as editor of the construction industry

magazine *Contract Journal*, considerably broadened her experience as a journalist, having previously worked as a technical writer on *Crops* and then livestock editor for *Farmers Weekly*, appointments that established her strong position in agricultural journalism.

They followed studies in agriculture at Aberdeen University and Emma is quick to point out that attending the Guild's John Deere-sponsored new-entrants course helped get her first job in journalism.

Emma hails from north-east Scotland, where her parents run an arable and livestock farm specialising in pedigree Limousin cattle.

#### **Positive response to publishing initiative**

Guild member Howard Venters reports a positive reaction to Shepherd Publishing's newest title, *Cattle Breeder* - see the August 2010 Guild eAlert for details.

"We are delighted with the response to *Cattle Breeder*, which seeks to support and promote the British Cattle Breeders Club and its annual conference," says Howard. "Our thanks to all those who have helped its development and been involved."

The Winter issue now out promotes the 2011 conference, being held at the Telford Golf & Spa Hotel on January 24-26.

"This is a 'must





attend' event for anybody interested in cattle and breeding," says Howard, who also invites Guild members to submit editorial contributions associated with cattle breeding technology for the Spring 2011 edition of *Cattle Breeder* to his [info@shepherdpublishing.co.uk](mailto:info@shepherdpublishing.co.uk) email address.

### Not just reporting news....

Guild members more used to writing the news rather than being the subject of news stories featured on specialist journalism websites recently.

The press spotlight fell on winners of the Guild's Yara Journalism Awards after a release was dispatched to media titles. The *Press Gazette* and *allmediascotland.com* were among those that reported the results and in doing so helped raise the Guild's profile beyond the agricultural industry.

### Reviewing options for popular harvest service and lunch

More than 140 Guild members and their guests enjoyed the annual Harvest Lunch at the Charing Cross Hotel in October, many having also attended the preceding harvest service at St Brides Church in Fleet Street.

The continuing - and indeed growing - popularity of the Harvest Lunch is such that the Guild management Council agreed at its December meeting to investigate alternative venues.

There are some significant constraints, however:



a new venue would ideally be within an easy 10 to 15 minute walk of St Brides in Fleet Street and its charges would need to be kept at current levels to remain within reach of members.

"We've established a good relationship with the management at Charing Cross Hotel, who kept the meal price the same as last year's, donated some Charitable Trust draw prizes and offered discounted accommodation for anyone staying overnight in London," points out Guild social secretary, Peter Ryder. "It is difficult to find a venue in the right location, providing the standard of food and service we require at an acceptable cost in central London."

Taking note of Peter's reservations and acknowledging the excellent organisation that he and Wendy Ryder put into the Guild's biggest event of the year, Council members at the meeting felt it is time to again explore possible alternatives, including Livery halls in the vicinity. All ideas welcome from Guild members with useful contacts or suggestions.

"We have an excellent event for members and their guests to enjoy and which raises the profile of the Guild among industry contacts and influencers," says deputy chairman Adrian Bell. "But we cannot accommodate everyone who would like to come and I think we could develop it into more of a celebration of British food and the industry that we all work in."

The Harvest Service at St Brides looks set to continue in its present form. It was well attended again this year but not all pews were occupied.

"Having been introduced to this service as a guest a few years ago, it is now my ambition to have the church filled to capacity," says Council





member Mike Gooding. "It is the most marvellous event and one I would urge all Guild members to experience."

Howard Venters, who pledged continued generous sponsorship of the service by his Shepherd Publishing business, emphasised that anyone can attend, whether or not they are going on to the lunch afterwards.

"I've had guests so enthralled by the Harvest Service that they've asked if they can attend even if I don't ask them to the lunch," said Howard. "We must make it clear it is open to all."

### **Guild at Oxford Farming Conference**

The Guild will have a more prominent than usual presence at the Oxford Farming Conference in January.

For one thing, a number of Guild members are involved in the planning and running of this high profile event, including conference directors Mike Gooding of FAI Farms, *Farmers Weekly* editor Jane King, and supply chain writer and consultant Cedric Porter.

Jane is chairing a session during the two-day



conference, while Cedric (pictured) will present the results of Oxford Farming Conference research into 'The Value and Viability of UK Farming'.

Fellow Guild member Jane Craigie, who provides press and PR services to the event, has recognised the Guild's involvement by displaying the new

logo on the [www.ofc.org.uk](http://www.ofc.org.uk) website.

Adrian Bell, Guild deputy chairman and awards co-ordinator, will be involved in the hand-over of two prestigious awards.

Winners of the Guild's NOAH-sponsored animal health and welfare journalism award, and the Stuart Seaton award for agricultural and rural affairs coverage in regional and local newspapers, will be announced during a press room reception.

This will be held at lunchtime on the second day of the conference (**Wednesday, January 5**) and all members present are welcome to attend.

Another event worth attending no doubt is the Black Grouse tasting being held by press room sponsor RSPB after the first day sessions before the Debate.

Guild members wishing to cover the Oxford Farming Conference can apply for a pass using the form accompanying this newsletter. Note that they are available only to working journalists; applicants may be asked for confirmation from an editor to qualify.

### **Lindy retires from BASF**

BASF marketing communications manager Lindy Tonguc ended a 24-year career at the crop protection firm when she took early retirement at the end of November.

Having worked with and got to know so many colleagues, she enjoyed a seemingly endless round of 'goodbye' celebrations.

She also says 'goodbye' to the Guild by relinquishing her membership.

Lindy says in her resignation note: "It has been great being a member of the Guild and has been very useful as a network for our industry. I'm sure the organisation will go from strength to strength and continue to grow, which will be a benefit to all your members, especially with the challenges ahead."



### **New Guild members**

For a pdf leaflet describing the benefits of joining the Guild - as well as an application form - visit the Members page of the website. Meanwhile, the Guild's energetic membership secretary Liz Snaith ([liz@lizsnaithconsultants.com](mailto:liz@lizsnaithconsultants.com)) is delighted to welcome the following new recruits:

**Natalie Yeatman-Reed**, Account Executive, Whisper.pr, Forward House, 17 High Street, Henley-in-Arden, B95 5AA. Tel: 01608 637800 Fax: 01608 638410 Mobile: 07890 963168 Email: [natalie.reed@whisper.pr](mailto:natalie.reed@whisper.pr)

**Sheena MacCormack** (Friend), Managing Director, MacCormack Media, Sunset Lodge, 36 High Street, Princes Risborough, Bucks HP27 0AX. Tel: 01844 342429 Mobile: 07971 574321 Email: [sheena@maccormackmedia.co.uk](mailto:sheena@maccormackmedia.co.uk)



### Year Book updates

Freelance **Nick Fone** has moved back to his home county: Brook Cottage, Brookhampton, North Cadbury, Yeovil, Somerset BA22 7DA. Mobile and email are unchanged: 07989 595453 and [nick@nickfonemedia.co.uk](mailto:nick@nickfonemedia.co.uk)

PR and marketing consultants **Ruth Jewkes** and **Adrian Bell** have moved their Whisper.pr consultancy to new premises but have retained the phone/fax numbers published in the Year Book. The postal address is: Whisper.pr, Forward House, 17 High Street, Henley-in-Arden, B95 5AA

Yara UK has moved to new offices so correspondence for marketing manager **Rosie Carne** should now be addressed to: Harvest House, Europarc, Grimsby, NE Lincs DN37 9TZ. Her email address is unchanged but contact numbers have. Tel: 01472 889250 Fax: 01472 889251.

Former director of research and communications at Scottish Estates Business Group, **Polly McPherson**, has stepped down from the Guild having moved out of the agricultural scene and agri-business consultant **Chris Mackel** has done likewise now that he has retired from business.

### Please remember

If you change email address, home or business postal address, telephone number or employer, please notify the Guild secretary, Clemmie Gleeson ([clemmie\\_gleeson@yahoo.co.uk](mailto:clemmie_gleeson@yahoo.co.uk)) with the new details. Please notify Guild treasurer Tim Price ([tim\\_price@nfumutual.co.uk](mailto:tim_price@nfumutual.co.uk)) of new bank account details for subscription direct debits.

### 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 *Earthmovers* in support of the current editors.

### Something to share?

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

### Dates & Deadlines

**Wednesday, January 5:** Presentation of Guild's NOAH animal health and welfare, and Stuart Seaton regional agricultural journalism awards at lunchtime in the Oxford Farming Conference press room. All members present welcome to attend. Details: Adrian Bell 01608 637800.

**Saturday, January 15:** Discounted registration opens for the IFAJ 2011 Congress in Canada. Visit [www.ifaj2011.org](http://www.ifaj2011.org) for full details.

**WISHING ALL GUILD  
MEMBERS, THEIR FAMILY,  
FRIENDS AND COLLEAGUES  
AN ENJOYABLE CHRISTMAS  
AND GOOD HEALTH AND  
HAPPINESS IN THE NEW YEAR**



*Freelance Guild member Wayne Hutchinson's livestock category winning picture from the Guild's 2009 photography competition.*



## MEDIA REGISTRATION FORM

**Oxford Farming Conference 4<sup>th</sup> – 6<sup>th</sup> January 2011**

**This registration form is only for use by bona fide journalists and media representatives who would like to register for a Press Pass.**

TITLE \_\_\_\_\_ FORENAME \_\_\_\_\_ SURNAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

POSTCODE \_\_\_\_\_ TEL NO \_\_\_\_\_ Mobile \_\_\_\_\_

EMAIL \_\_\_\_\_

TITLE/TITLES \_\_\_\_\_

<b>Please indicate which you are likely to attend (ALL ARE FREE):</b>	<b>Tick</b>
○ Defra and Natural England Forum Tuesday 4 <sup>th</sup> January at 17.15hrs	<input type="checkbox"/>
○ Press Room - Wednesday 5 <sup>th</sup> January	<input type="checkbox"/>
○ Press Room - Thursday 6 <sup>th</sup> January	<input type="checkbox"/>
(Lunch and refreshments will be provided in the Press Room)	

If you would like to attend any of the evening events or require accommodation please indicate your requirements here and send payment with your booking form:

				<b>TOTAL</b>
<b>Dinners (all include wine)</b>				
<b>Tuesday 4<sup>th</sup> January</b>				
Champagne Reception and pre Conference Dinner - £72.00				£
<b>Wednesday 5<sup>th</sup> January</b>				
Post Debate Supper, Christ Church College - £62.00				£
<b>Thursday 6<sup>th</sup> January</b>				
Oxtail Dinner at Worcester College - £61.00				£
<b>Accommodation</b>	<b>1 night</b>	<b>2 nights</b>	<b>3 nights</b>	
Single	£67.00 <input type="checkbox"/>	£133.00 <input type="checkbox"/>	£199.00 <input type="checkbox"/>	£
Single en suite	£92.00 <input type="checkbox"/>	£184.00 <input type="checkbox"/>	£276.00 <input type="checkbox"/>	£
Twin en suite	£148.00 <input type="checkbox"/>	£296.00 <input type="checkbox"/>	£444.00 <input type="checkbox"/>	£
<b>Nights accommodation is required</b>				
Tuesday 4 <sup>th</sup> <input type="checkbox"/> Wednesday 5 <sup>th</sup> <input type="checkbox"/> Thursday 6 <sup>th</sup> <input type="checkbox"/>				
<b>Choice of College (please tick your choice)</b>				
St Edmund <input type="checkbox"/> Oriel <input type="checkbox"/> Worcester <input type="checkbox"/> Merton <input type="checkbox"/> Christ Church <input type="checkbox"/>				
Total				£

**Please detail any dietary requirements or special requests:**

\_\_\_\_\_

**Please ensure that you include payment with your booking. From 1 Jan 2011 VAT increases from 17.5% to 20%, therefore, an additional charge equivalent to 2.128% of the cost stated above will be added to the conference fee for amounts invoiced and paid after 31 Dec 2010.**