



August - September 2016

Email all queries and feedback to: kotuku.media@xtra.co.nz

2016 journalism awards

The entry forms for all this year's awards are distributed and are now on the Guild's website, <http://www.nzgajc.org.nz>, under awards.

There is still time to enter all the awards, as long as you get them to me by the morning of 8 September, either by courier, mail or electronically.

2016 Beef + Lamb New Zealand Awards dinner

Please put Friday, 14 October in your diary as the date for this year's awards dinner. The dinner will be at The Brewery Bar in Wellington.

2016 Annual General Meeting

As has been the custom every year except last year (because of the clash with Congress 2015), the Guild's annual general meeting will be held before the awards dinner. There will be the usual activities – reports from the treasurer, president, a separate wrap-up on Congress 2015, election of officers, plus general business. An official notification will be sent out closer to the date, but this is an early warning.

IFAJ award runner-up

Belatedly, congratulations to *Country Life* journalist, Susan Murray for being awarded runner-up in this year's IFAJ Broadcast Audio Awards. According to the organiser of this award, there were a number of entries in the award and Susan's entry rated highly, close behind the winner, Damien O'Reilly, from Ireland. If you are interested in the programme she entered, here is the link.

<http://www.radionz.co.nz/audio/player/201782497>

Lots of kudos for our Susan, but Damien got the euros and the trophy! Congratulations Susan.

Best article from Congress 2015

The winner of the best single article written by an international journalist from Congress 2015, was

entered by Australian Col Jackson, for a cover story in *Blue's Country Magazine*.

The article, entitled *Apple of My Eye*, focused on the work being done at McGrath Nurseries on developing new strains of apples.

Unfortunately the magazine has since closed, and Col has had to move on –

however, it was an excellent article, so congratulations to Col. Around 45 articles were entered.

We received around 200 links or pdfs from agricultural journalists around the world, almost all positive and all focusing on different aspects of New Zealand agriculture and agribusiness. Many of them are on the Guild's website, <http://www.nzgajc.org.nz> under IFAJ Congress 2015

Congress 2016

The three New Zealand Guild representatives at this year's Congress 2016 in Bonn all had a great time, learnt lots about German agriculture, networked and all felt it to have been very worthwhile.

There is a report from Guild president, further on in the newsetter.





Pictured during a cruise on the Rhine are 2016 NZ delegates Gerald Piddock, Ali Spencer and Cheyenne Stein.

Congress 2017

Next year's IFAJ congress is being held in early April in South Africa.

There will again be the opportunity for a guild member to apply to attend, under the Congress Travel Grant fund, from the surplus made from Congress 2015 (this is the subsidy that enabled Gerald Piddock to attend this year's congress). It will be promoted in the next couple of months.

The South African website is still under development (as of Friday afternoon), but I have a digital version of the brochure available if anyone is interested in reading more detail about it. It will start north of Pretoria and move to the Western Cape, finishing with a formal dinner on Friday evening. There will also be post-congress tours to neighbouring countries as well as within the borders of South Africa.

Cheyenne Stein went to Congress 2016, nominated by our Guild to go forward to be selected by IFAJ to attend the Alltech Young Leaders bootcamp and then to the congress. It is likely this sponsorship will be going ahead next year so another New Zealander could be selected for that.

IFAJ journalism awards for 2017

IFAJ will again be running awards for print, digital and photography mediums. These will be available for NZ guild members to enter, and as soon as the information on dates and awards are available, they will be distributed to guild members. They are worth entering, as the winners receive very worthwhile prizes. Keep an eye out for these awards.

Blacklands event

Thanks to the team at BlacklandsPR for hosting Wellington-based guild members and others involved

in the primary industry sector recently. The two guest speakers, Andrew Fraser from Dairy NZ, and Emma Higgins from Rabobank, spoke informatively about the growing gap between urban communities and farmers, based on research both organisations have carried out.

About 30 people attended, some guild members and others involved in the primary sector in Wellington. Thanks to Mark Blackham, Nicky Barton and others in the Blacklands team.

Congress 2016 – Report from Ali Spencer

"Dear Colleagues ... "

That was the phrase to preface almost every announcement at this year's International Federation of Agricultural Journalists World Congress, held in Bonn, Germany.

A fast-paced, packed and punctual agenda over three days kept the New Zealand delegation of three – myself, Gerald Piddock and Cheyenne Stein – running, often in different directions over long days. *Sustainable agriculture – made in Germany* was this year's theme and it was examined from every angle. Read more about the programme at the IFAJ Congress 2016 website.

Elections

Official business saw me representing the NZ Guild at the World Executive meeting, followed by the Delegate's Assembly on Wednesday afternoon. Elections for the World Presidium positions were held. Former World President Swiss journalist Markus Rediger stepped down to be replaced by Canadian Owen Roberts (@UrbanCowboy).

Swedish agricultural journalist Lena Johansson is the new World Vice-President and US communicator Steve Werblow became the organisation's Secretary General. The trio will add their expertise to the World Executive, while outgoing members were applauded for their contributions.

A new Vision 2020 strategy was agreed by the 40 member countries attending the event. This will see IFAJ supporting the basic organisation of member guilds/associations, developing an internet network and involving guilds/associations which embrace, but do not necessarily enjoy, freedom of the press in their countries. This has a 10 point implementation plan (copy available on request).

New guilds

Four new guilds were welcomed to the membership: Bangladesh, Guinea, Israel and Rwanda. Two associations from Nepal became affiliate members.

Spread the word

The vitally important role of agricultural journalists spreading the word about farmers and farming matters was mentioned by speaker after speaker during conference. That is not only to our own respective audiences but also wider, to the general public, and especially about food security, poverty, hunger and climate change. All are pressing matters for the world at large, the speakers said.

"Agricultural journalists have a key role in the future," said Ignace Coussement, the managing director of AgriCord, an international development agency network. "Defend the global in the interests of the consumer and farmers," he encouraged, during a pre-Congress ZEF panel session discussing solutions for global agriculture.

Talking about the extension of technology to farming in the same session, the Honorary President of the German Farmers' Association and of the European Farmers Association (COPA), Gerd Sonnleitner, launched a passionate appeal to agricultural journalists to play an important role in making agriculture a part of normal life. "I count on you to create and promote a better world together," he said, adding that agriculture is "a pillar of society."

Speaking during a sustainability panel session at the main Congress, young German farmer Hanka Mittelstadt, 29, urged agricultural journalists to talk to their urban counterparts. "Farmers do not have time to raise their collective voices," she said. "Please contact other colleagues and politicians. Tell them conventional farming isn't necessarily worse than organic farming."

Tracey Flinter, Alltech European communications manager, presents Cheyenne Stein with her IFAJ-Alltech Young Leader in Agricultural Journalism Award 2016 in Bonn. The Young Leaders have proposed a central source/platform for IFAJ's 5000 members to share stories about the agricultural industry. The platform should engage discussions around global food security, sustainability and feeding the world's nine billion population in 2050.



Professor Dr Ralph Pude, managing director of the University of Bonn's External Laboratory Agriculture, predicted a larger role for agjournos in coming years. "In 10 years' time, agricultural innovation will be so prominent that other journalists will have to cover it."

Landcorp moving on

The guild is looking for a new sponsor for the Agricultural Communicator of the Year award. After 30 years in a partnership with the Guild, Landcorp has decided to focus its sponsorship funding into other areas. Thank you so much to Landcorp for your commitment to the Guild for so many years. If you know of possible companies or organisations which could be interested in taking on this sponsorship, please get in touch with Sue Miller, kotuku.media@xtra.co.nz, or 04 2331842.

