



August 2019

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

Journalism awards

There is one new journalism award this year, the Ko Tatou This Is Us Biosecurity Journalism Award, sponsored by Biosecurity New Zealand.

The award will recognise the range and quality of journalism arising from the increased profile of and interest in biosecurity issues, and the importance of biosecurity to our future and the building of our biosecurity team of 4.7 million. It also reflects the desire to foster quality journalism which tells the story behind a biosecurity event.

The award will provide recognition of stories and media coverage associated with increasing awareness and understanding of biosecurity and its impacts on our environment, economy, society and culture.

We will be announcing the opening of this and all the other awards very soon, in the next week.

Thanks to the hard work of national exec member, Sara Passmore, the entries will now be done on line, via special software which has been used by IFAJ for their award entries. They are not difficult to use - I have managed it for three or four years, putting in the entries representing New Zealand.

We are currently running tests on the software to make sure it is all running smoothly, and that each entry ends up in the right place. Once that is done, and everything is doing what it should, we will announce that the awards are open. A big advance which should make putting in an entry much simpler, and will certainly make the administration a lot easier!

Journalism awards night

This year, we are returning to the Cable Room, Mac's Brewery Bar (now Harbourside Function Room) on Friday 18 October. We will be having an afternoon of briefings, venue and speakers still being worked on, but make sure you put the date in your diary now!!!

Congress 2019 update

At the Delegate Assembly, the guilds from Mexico, Philippines, Romania and Pakistan were accepted as full members.

The world executive remains the same as it was not an election year. They are: president, Owen Roberts, Canada; vice-president, Lena Johansson, Sweden; secretary-general Steve Warblow, USA; and treasurer, Adrian Bell, UK.

Congratulations to the winners of this years IFAJ awards:

Irish journalist Crawford McCann won the Star Prize for Video. McCann's winning video, "Brexit: Farming On The Edge", was broadcast nationwide on RTE, Ireland's national network.

Lindi Botha of South Africa won the Star Prize for Print. Botha's article for *Farmer's Weekly*, "Growing Tomorrow's Farmers: A Win-Win for a Top Fruit Producer and a Commodity."

Australian journalist Melanie Groves of the *Australian Broadcasting Corporation* won the Star Prize for

Digital Media, for an online package, "Hoping for a Reality Check: Drought-Struck Farmers Cop Backlash Over Social Media Post."

Agriland reporter Rachel Martin of Northern Ireland won the IFAJ/Caterpillar Ag Tech Reporting Award, for an article "Bring Out the Laser: On-Farm Drone and Laser Trials to Begin in Northern Ireland."

RTE broadcaster Damien O'Reilly and Cassandra Hough of the *Australian Broadcasting Corporation* won the Star Prize for Audio. Damien's entry was entitled



"Fodder Crisis" and Cassandra's was "Counter-season Vegetables help Improve Women's Lives in North-Western Vietnam."

Norwegian photographer Knut Valberg won the Star Prize for

The Star Prize for Photography

Photography, for an image "Harald Connecting with a Newborn Lamb".

It was also the category winner of the IFAJ Star Prize 'People' competition. Other winners in the photography competition announced at the Congress included: Petra Jacob, United Kingdom, for "Sheep Drive in the Caucasus" in the Production section; and Hans-Peter Zwicklhuber, Austria, "Rainy Days" in the Nature/Landscape section.

Congress reports

Two Kiwis attended this year, Sam Tennent who was selected to go to the Alltech Young Leaders Bootcamp and the congress, and Don Carson, who received the Guild's Travel Subsidy to attend the congress.

Don Carson

"Minnesota in the scorch of midsummer was always going to be a challenge for delegates from around the world attending the Congress in Minneapolis in late July. But it was not to be. The weather was only balmy at its hottest, in keeping with the erratic weather the US's grain belt's been experiencing in recent times. Millions of hectares will remain unplanted across the Great Plains this summer due to unseasonal rain and thus will have a major effect on world prices. So much of the focus was on seasons and climate. That's not surprising in a part of the world with a seasonal temperature range of more than 60 degrees.

"Highlight for me was the trip to the University of Minnesota, where



the Father of the Green Revolution, agronomist Norman Borlaug (photo below), developed crops in the 1960s to feed the world. The innovation continues with the development at the UM of the world's first commercial perennial grain – something that survives through the harsh winter to flourish early in the spring. In grape growing too the researchers are pushing the limit.

"Not daunted by the freezing winter temperatures and short growing season they have developed palatable wines from local and imported North Asian genetics.

"Why bother I thought. That was until the scientists revealed the market value from this wine in Minnesota alone was more than US\$500 million a year."

Sam Tennent

"Aside from the huge difference in the toilets (I'm not sure why this surprised me so much!), I noted a few things.

"My career has been around seasonal dairy farming here in NZ, so I was fascinated to learn about American dairy farming. I question the efficiency of the year-round system with farmers performing many tasks in



any one day – checking springers, collecting calves, feeding calves, feeding heifers, feeding the herd, milking, heat detecting, performing AI, drying off. But I found it fascinating despite how different our farming systems are on an operational level, the challenges their famers faced are very similar to ours here in NZ. Labour being the biggest challenge, broadband, climate change, trade and markets.

“There were many personal learnings too, including how so many of us speak the same language, but we speak it so differently!

“It was an incredible experience and I am very thankful for all the support I received to make the trip happen! I hope you enjoy reading various stories from my trip over the next couple of months.”

Congress 2020

Looking forward to next year, the important dates are:
Friday, 19 June – 1st pre-congress begins in Sweden.

Sunday, 21 June – 2nd pre-congress begins in Copenhagen.

Wednesday, 24 June – Main congress begins.

Monday, 29 June – Post-congress in Funen begins.

Monday, 29 June – Post-congress in the Faroe Islands begins.



Sam reminded of the size of things in the USA.



Congress 2021

This will be held in Australia, from 14 – 18 September, based in Adelaide and then to Alice Springs, for field tours and final night dinner. Our Guild needs to organise a big group to attend!!!



IFMJ Congress
Farming today for the society of tomorrow