



**EXPERIENCE NEW WORLD AGRICULTURE IN CANADA**  
July 2011 edition – a publication of the Canada IFAJ congress committee  
[www.ifaj2011.com](http://www.ifaj2011.com)

## We welcome the world in 56 days!

Greetings from your IFAJ 2011 Canadian host committee. We're in our final preparations and look forward to welcoming all of you in seven short weeks.

We are pleased to report that 261 delegates will be travelling from 33 countries to attend the IFAJ congress.

In this newsletter, we highlight a few important details for congress delegates including:

- The airport shuttle service that will bring you to and from Guelph, Niagara and Toronto
- Details for those delegates attending the optional pre-congress day at Canada's Outdoor Farm Show.
- Plans for some traditional Canadian hospitality throughout the congress
- Our international line up of speakers for Saturday's professional development program

As always, if you have questions as you finalize your travel plans, we're happy to help. We look forward to hosting you soon!

Owen Roberts, Congress Co-chair ([owen@uoguelph.ca](mailto:owen@uoguelph.ca))  
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## Lyle Vanclief named Honorary Chair of the 2011 IFAJ Congress

Former Canadian Minister of Agriculture and Agri-Food, Hon. Lyle Vanclief, has been named Honorary Chair of 2011 International Federation of Agricultural Journalists Congress being held this September in Guelph and Niagara Falls, Ontario, Canada.

The congress organizing committee made the announcement July 13, citing Vanclief's stellar political career, openness to the agricultural media and recent induction into the Canadian Agricultural Hall of Fame.



IFAJ 2011 Congress co-chair Owen Roberts said the former federal minister has a long and deep relationship with farm writers, having spoken on behalf of the federal government numerous times at farm writers' meetings.

"The organizing committee is proud Lyle Vanclief accepted our invitation to be the congress's honorary chair," says Roberts. "Few Canadians know agriculture as well as he does – from operating a farm to

setting national agricultural policy – or have his appreciation for Canadian agriculture and the role of the agricultural media.”

Vanclief served as a Member of Parliament from 1988 to 2004. During that time he was Opposition Critic for Agriculture, Parliamentary Secretary to the Minister of Agriculture, Chairman of the House of Commons Standing Committee on Agriculture, and Minister of Agriculture and Agri-Food.

Prior to his political career, Vanclief operated Willowlee Farms Limited in Prince Edward County, a diversified livestock, fruit and vegetable, and grain and oilseeds farm now owned and operated by his son. He has been honoured many times for his contributions to Canadian agriculture, and in 2010 he was inducted into the Canadian Agricultural Hall of Fame.

“This is an exciting time for Canadian agriculture and I am pleased to be part of the congress and to welcome visitors from across Canada and many international countries, all of whom will have a chance to see the innovations and accomplishments driving Canada’s diverse agricultural sector,” said Vanclief.

The congress theme, Experience New World Agriculture, will serve to showcase how Canada’s relatively young agricultural sector (compared to many other IFAJ member countries) is making a place for itself globally.

### **Airport shuttle service for congress delegates**

Delegates are asked to log back in to their delegate profiles at [www.ifaj2011.com](http://www.ifaj2011.com) (link from the top of the front page) and confirm their flight details **no later than August 15, 2011**. At that time, we will confirm shuttle details for all attendees flying in and out of Pearson International Airport (Airport Code YYZ) in Toronto.

#### **Transportation from Toronto to Guelph:**

Congress delegates flying into Pearson International Airport in Toronto will be picked up and driven to the IFAJ congress location in Guelph, Ontario (about an hour’s drive west of Toronto). IFAJ committee members will be on hand at the airport for much of Monday, September 12 and Tuesday, September 13, assisting delegates to find their shuttle vans. Other delegates will be given detailed instructions on where to find the shuttle service inside Terminals 1 and 3 at the airport.

#### **Transportation from Niagara Falls to Toronto:**

Delegates flying home on Sunday, September 18 will also be picked up, at the congress’s final location in Niagara Falls, and taken to Pearson International Airport. Shuttle buses will begin leaving Niagara Falls, at scheduled times, very early on Sunday morning for those delegates departing for the post congress tour in Atlantic Canada or for those returning home. We will confirm your return flights once you arrive at the congress and ensure that the shuttle times meet your needs.

#### **Transportation from Niagara Falls to Guelph**

A special shuttle will leave Niagara Falls at about 9 a.m. on Sunday, September 18 and return to Guelph for those delegates who left their vehicles in Guelph for the duration of the congress – as well as delegates attending the Guelph research-based post congress tour.

There is no charge for any of the shuttles going to and from Pearson International Airport or the 9 a.m. Sunday morning shuttle service back to Guelph.

## Canada's Outdoor Farm Show

### Hotel Rooms – Monday, September 12

Delegates planning to participate in the optional pre-congress day to Canada's Outdoor Farm Show on Tuesday, September 13 are reminded that they must book an extra night's hotel room, for Monday night, September 12. The IFAJ committee will only be accepting bookings for that extra night's accommodation until August 15 – or until the room block is full (there are currently only 15 rooms left in this block). Delegates can log onto their profiles and choose the extra night's accommodation. The site will then bill them for the \$150 charge.

### Canada's Outdoor Farm Show – Tuesday, September 13

Canada's Outdoor Farm Show is the nation's largest agricultural trade show, showcasing new technologies through demonstrations and interactive displays.

For the IFAJ tour, delegates will leave the Delta Hotel in Guelph at 8 a.m. Tuesday, September 13, on three buses. Show staff will be on board the buses to answer questions and show guests videos on the many things there are to see at the farm show. The buses will make a VIP entrance down the middle of the show site so that everyone can see the layout of the exhibits before being treated to a free breakfast at the VIP Crop Producers' Brunch, sponsored by Syngenta.

Delegates can head out on their own to see the show, or to take a guided VIP tour starting with the Grober Young Animal Development Centre which features equipment from Forster-Technik and the new VARIO PLUS feeders. Then the tour will continue to the Dairy Innovation Centre, the only place in the world where two robotic milking systems, the Lely Astronaut A4 and the DeLaval Smart Farming Solutions, work side-by-side on two herds of 35 cows each. The tour will wrap-up at the Canadian Energy Expo for an inside glance at Canada's green energy options, including biogas, biomass, biofuels, thermal, solar and wind.

At 11 am, delegates will be invited to attend the official opening of Canada's Outdoor Farm Show followed by a VIP luncheon to meet some of the "movers and shakers" in Canadian agriculture. This is a great place to lock down some interviews! The rest of the day is free time to explore the many demonstrations and exhibits before boarding the buses at 2:30 pm to return to Guelph, followed by an evening at the horse races.

Ambassadors will be available for some commodity-specific tours, for those who need some help getting around. For an advanced digital tour of Canada's Outdoor Farm Show, visit the website at [www.OutdoorFarmShow.com](http://www.OutdoorFarmShow.com)

## Professional Development Program

A number of speakers will be joining the congress in Niagara Falls for a day of professional development on Saturday, September 17. The theme for the session is "Sustainability — what issues are we missing?"

The need to produce more food, and to do it sustainably, has become a major issue and is now widely covered by both agricultural and mainstream media. However, there has been some tendency for coverage of the issue to become focused on a single aspect, usually genetics. While improved genetics may hold great promise, there are other concerns — soil health, the role of smallholder and women farmers, adequate storage and other means to avoid food waste, transportation infrastructure, etc. We've assembled a panel of speakers to address some of these concerns.

Confirmed speakers include:

**Professor James Muir** is the international development and research advisor and evaluator professor

emeritus, University of Stirling, Scotland. Professor Muir was lead expert adviser for UK Government Foresight Programme on Global Food and Farming Futures <http://www.bis.gov.uk/foresight/our-work/projects/published-projects/global-food-and-farming-futures>, a major report released earlier this year. He will open the session with some background and overview of the report's conclusions.

**Jill Clapperton** is a former rhizosphere ecologist for Agriculture and Agri-Food Canada in Lethbridge, Alberta and current owner of Earthspirit Land Resource Consulting, based on her ranch in Montana. We've asked her to address the soil-health component of the sustainability challenge.

**Kevin Perkins** is executive director of Farm Radio International [www.farmradio.org](http://www.farmradio.org), a Canadian-based NGO that works with farm broadcasters in Sub-Saharan Africa to deliver information through the cheap and effective means of radio. We've asked him to provide a perspective on delivering information to farmers who do not have access to First-World farm media or extension resources.

**Terry Daynard** is a former professor of crop science at the University of Guelph in Ontario, and former executive director of the Ontario Corn Producers' Association. Along with Karen Daynard, he has recently authored a report on the effect of biofuels on world hunger <http://gfo.ca/FoodvsFuel.aspx>, and we've asked him for an international perspective on biofuels and agricultural sustainability.

### **A taste of Canadian hospitality**

When you arrive in Guelph for IFAJ 2011, be prepared for a fun-filled ride with our hospitality committee. You'll have a chance to "meet" some great Canadians in our hospitality pub -- from political icons to hockey players and heroes -- while sipping suds brewed specially for delegates. And don't be surprised if a hockey tournament breaks out, followed by some guitar-fuelled singalongs.

We'll be trotting off to [Mohawk Raceway](#) to watch some of Canada's best horse racing. Pick your favourite horse, place a small wager and cheer it on. It's a sure bet that some of our delegates will be visiting the winners' circle to present a gift to a winning horse.

Canada's native culture will come to life with dancing and song at our opening ceremonies. You'll also laugh your way through a tour of Canadian music and popular culture when we visit the [Oh Canada Eh? Dinner Show](#) in Niagara Falls. Who knew Canadian Mounties could sing so well?

And then there's "The Falls." Special coupons and promotional offers will be available to delegates to get up close and experience the natural wonder of Niagara Falls. Stay tuned for more details. You'll also have a tremendous view of The Falls from the balcony of our Niagara hospitality suite. Just grab a refreshment, pull up a chair and enjoy the view.

All of these hospitality treats are just a warm-up for our closing banquet featuring the Canadian Farm Writers' Federation's very own house band, (the **GMOs**), led by IFAJ secretary general Owen Roberts. We're sure to see IFAJ president Mike Wilson and other international musicians hit the stage as well.

### **Important Website Links**

- [Complete IFAJ 2011 Congress Agenda](#)
- Latest issues of the IFAJ 2011 newsletter - [www.ifaj2011.com/en/news](http://www.ifaj2011.com/en/news)
- Travel tips (including Canadian airline links) - [www.ifaj2011.com/en/travel-tips](http://www.ifaj2011.com/en/travel-tips)

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