



EXPERIENCE NEW WORLD AGRICULTURE IN CANADA
IFAJ 2011 newsletter – March 2011 edition
www.ifaj2011.com

Save money by registering now!

Greetings from your IFAJ 2011 host committee. There is now only six months remaining until we welcome you in Canada. You are reminded that you will save a significant amount of money on your registration fee if you register prior to the early bird registration deadline of **April 15, 2011**.

In this newsletter, we answer some of the commonly asked questions that have come up about the registration process – as well as highlight two of the areas you will visit at the congress – the cities of Guelph and Niagara Falls, both in the province of Ontario, Canada.

As always, we are happy to answer any questions that you might have as you work through the registration process. We look forward to hosting you soon!

Kelly Daynard, Registration Committee chair (info@ifaj2011.com)
Owen Roberts, Congress Co-chair (owen@uoguelph.ca)
Lilian Schaer, Congress Co-chair (lilianschaer@agrifoodprojects.ca)

Frequently asked IFAJ registration questions

1. How much does it cost to attend the IFAJ 2011 conference?

Prior to the Early Bird registration deadline of April 15, costs are as follows:

- \$1275 Single accommodation
- \$1090 Shared (double) accommodation

Between April 16 and June 15, the cost is as follows:

- \$1475 Single Accommodation
- \$1275 Shared (double accommodation)

2. What does the registration fee include?

- Five nights' accommodations beginning Tuesday, September 13.
- All meals between supper on Tuesday, September 13 and breakfast on Sunday, September 19
- Airport shuttle service to and from Toronto
- All coach transportation for tours
- Admission to the Oh Canada dinner theatre performance on Friday, September 16 (limited to the first 250 registrants) Alternate dinner arrangements will be made for the remaining delegates

3. What is the registration deadline for the IFAJ 2011 conference?

All delegates must be registered by June 15, 2011. The IFAJ committee will not accept any registrations past that point.

4. How many registrations can the conference accommodate?

We have space for 300 delegates.

5. Who is eligible to attend the IFAJ conference?

The IFAJ congress is exclusive to members of the International Federation of Agricultural Journalists. A list of the IFAJ member countries is available at <http://www.ifaj.org/module/vorlagen/national-guilds/how-to-join.html>

6. What if I live locally and do not need accommodations in Guelph?

We have implemented a \$200 discount for delegates who do not require the two nights' hotel accommodations in Guelph. Delegates should choose that option on the first page of the registration website when making their selections.

7. If I want to share a hotel room with another delegate, do I need to find my own roommate?

Yes. Delegates are required to find their own roommates if they wish to pay the shared (double) accommodation rate.

Note: Roommates must also choose the same overnight bus tour (Choice of Lake Ontario, Lake Huron or Lake Erie) when making their tour selections.

8. How do I pay for my conference registration fee?

Payment is due at the time of registration and will be accepted in one of three forms: Visa, MasterCard or PayPal (a secure online payment system). IFAJ 2011 will not accept cheques or wire transfers as payment.

IFAJ 2011 is unable to get involved in third-party billings on behalf of delegates. Delegates must make their own payments to IFAJ 2011 and are responsible for their own arrangements with employers or sponsors if applicable.

9. What airport do I fly into for the congress?

When booking a flight, make plans to arrive and leave from [Pearson International Airport](#) in Toronto, Ontario, Canada. The airport code is YYZ.

Note: If you need advice before making travel arrangements, please email info@ifaj2011.com and our committee will do its best to help you.

10. Do I need to rent a car to drive from the airport to Guelph?

No. It is better if you don't have a vehicle, considering the congress is being held in three different parts of the province.

We will arrange to pick up by an airport shuttle service and take you to Guelph. We will also arrange to take you back to the Toronto airport once the congress has ended. We will know your flight details once you enter them into on your individual registration profile.

Note: This airport shuttle service is free – the price is included in your conference registration system.

11. What is your refund policy?

Full Refunds (By July 14, 2011) – To receive a full refund (less the service fee), the IFAJ 2011 committee must receive a written request no later than July 14, 2011.

50% Refunds (July 15 to August 14) – Any requests for refunds received by the IFAJ 2011 committee between July 15 and August 14 will be subject to a 50% refund (less the service fee).

No Refunds (August 15 or later) - Any requests for refunds received by the IFAJ 2011 committee within one month of the conference (August 15 or later) will not be eligible for a refund.

All requests for cancellations must be emailed to Kelly Daynard, Registration Chair, at info@ifaj2011.com . Cancellations will be confirmed with an email from the IFAJ 2011 conference committee. Your cancellation request will not be considered confirmed until you have received notification from the IFAJ 2011 committee.

Note: Refunds for registrations completed through Pay Pal will automatically be tendered through Pay Pal, and the refund will appear on your credit card statement. The service fee will be deducted by the IFAJ 2011 committee. Please allow up to 30 days for processing of your refund.

If you are unable to attend, you can substitute another delegate's name at no penalty cost, provided that delegate is also an IFAJ member.

12. Can I bring family members to the conference with me?

Spouses are welcome, but will need to pay a full conference registration rate in order to participate in the meals, the tours and all special events. Conference delegates will be staying in three different parts of the province of Ontario during the conference so spouses will need to be a delegate in order to ride the tour buses between locations.

There will be **no** child care arrangements provided for IFAJ delegates.

13. I am the recipient of an Alltech Young Leaders' scholarship. Do I register the same way as the other delegates?

No. If you haven't already received instructions on how to register, please send an email to info@ifaj2011.com

14. Do I require a travel visa to enter Canada?

Canada requires residents of certain countries to obtain travel visas before visiting Canada. A list is up on the Government of Canada's Citizenship and Immigration website at <http://www.cic.gc.ca/english/resources/publications/meeting.asp#question2>.

Delegates are responsible for obtaining any travel visas they may require.

15. Letters of Invitation

Some countries require formal letters of invitation from the IFAJ committee in order for delegates to attend the conference.

The IFAJ committee will provide this service **after** the delegate has formally registered and paid for the 2011 conference. Letters will only be sent to members of the IFAJ.

About Guelph and Niagara Falls

The IFAJ 2011 host communities of Guelph and Niagara Falls are two of the most historic cities in Ontario and while they are bustling cities today, only a few decades ago they were home to large communities of farmers.

To give you a taste of the history and character of these communities, following are some quick facts about the Guelph and Niagara Falls:

Guelph, Ontario

- Guelph was founded in 1827 by John Galt, a Scottish novelist who designed the town to resemble a European city centre. The original street plan resembles a lady's fan, with many of the streets forming triangles (the segments of the fan).
- Nicknamed "the Royal City", King George IV was the monarch at the time of Guelph's founding. He was from the Guelph lineage, a German family, and the city was named in his honour.
- In the local cemetery, you will find the grave of Isabella Ferguson Brown, great-granddaughter of the famous Scottish poet Robbie Burns.
- Guelph was the home of North America's first cable TV system. Ted Metcalfe created McLean Hunter Television and its first broadcast was the coronation of Queen Elizabeth II in 1953.
- If you've ever been five pin bowling, you should thank former Guelph resident, Tim Ryan. He invented the sport.
- Hockey players can thank Guelph Elastic Hosiery Company. In the 1920s, the company invented a new device – a supportive cup known then as Protex, though you probably are more familiar with the term jockstrap.
- Not to be outdone, 30 years later Guelph's Biltmore Hat Company started handling out fedora hats to local hockey players who scored three goals in one game, coining the term "hat trick".
- Have you ever met a Gryphon? You will when you get to Guelph. One of the city's best known landmarks is the University of Guelph, home to agricultural research facilities and the Ontario Veterinary College (OVC). Now 149 years old, OVC is the oldest school of its kind in the western hemisphere.
- Sir John A. Macdonald, who owned 50 acres of land in Guelph in 1854, went on to become Canada's first Prime Minister.
- One of the world's most famous potato varieties, the Yukon Gold, was developed in Guelph. It was served at former U.S. President Bill Clinton's inaugural presidential dinner.

Niagara Falls, Ontario

Niagara Falls has its share of tales as well. The city sits in the Niagara Peninsula, a unique micro-climate created by its position between two large lakes which act as a heat sink in winter, and a temperature moderator in summer.

It is one of the only regions in Canada where the weather allows for the production of grapes and tender fruit including peaches, cherries, plums and pears. It is also an area of greenhouse and poultry production, a factor of the climate and of the large influx of European farmers that moved to the area in the years after the Second World War.

Of course, the city of Niagara Falls is also home to one of the world's most famous natural landmarks – three separate waterfalls. Here are some other quick facts about the area:

- Not one waterfall but three - the American Falls are 176 feet high, a smaller waterfall toward the

center is the "Bridal Veil Falls" and finally, the biggest of the three the "Horseshoe" or Canadian Falls. Each second 600,000 gallons of water flows over the Horseshoe Falls.

- Above the Falls you will find Goat Island, named after John Stedman's goat herds who froze to death there in the winter of 1780.
- Looking for a rainbow? You can see one almost every day in Niagara Falls from about noon until the sun sets on the Canadian side of the falls.
- Marilyn Monroe stayed here in 1953 while filming the movie "Niagara". Monroe fans should visit the Crowne Plaza Hotel lobby and check out the pictures and trivia about her visit.
- In the 1930s, Charles Hill chose a hole near the booming waters of the Horseshoe Falls for his home. He and his fox terrier chose the small cave to save rent.
- The Niagara Peninsula was one of the first areas settled by British loyalists in the late 18th century beginning a long history of immigration – English, Irish, Italians, Germans, French, Poles and others followed through the 20th century.
- More than 10 million people visit the Niagara Peninsula each year. The Niagara Escarpment between Lake Ontario and Lake Erie is a UNESCO World Biosphere Reserve.
- Ready for some wine? Niagara leads in the Canadian production of European style grapes, most notably chardonnay.
- Niagara went to war...about 200 years ago. In Niagara-on-the-Lake you can visit Fort George, a British built fortress occupied fort during the War of 1812 when British forces battled the United States (and won).
- If you cross into the United States at Niagara Falls, you will be crossing the longest undefended border in the world – 8,891 kilometers (5,525 miles).

Important Website Links

- Register online at www.ifaj2011.com/en/registration
- Latest issues of the IFAJ 2011 newsletter - www.ifaj2011.com/en/news
- Congress tour options - www.ifaj2011.com/en/about-our-tours
- Pre Congress tour options - www.ifaj2011.com/en/pre-tours
- Post Congress tour options - www.ifaj2011.com/en/post-tour
- Travel tips - www.ifaj2011.com/en/travel-tips

March Feature Sponsor - Dairy Farmers of Canada

"Dairy Farmers of Canada is proud to sponsor the 2011 meeting of the International Federation of Agricultural Journalists. Canadian dairy cows enjoy a great reputation worldwide; Canadian dairy farmers work hard to make farming sustainable and profitable.



We look forward to show some of our great dairy farms in the host area of southern Ontario, to share with you some of our success stories, to explain why and how supply management contributes to the dairy industry in Canada and to offer some award-winning Canadian dairy products for tasting during your conference!"

Jacques Laforge, President

Dairy Farmers of Canada (DFC) works to create favourable conditions for milk producers through advocacy, policy development and promoting dairy products made from 100 per cent Canadian milk. DFC is completely funded by dairy producers operating the 12,965 dairy farms in Canada.

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