



EXPERIENCE NEW WORLD AGRICULTURE IN CANADA
April 2011 edition – a publication of the Canada IFAJ congress committee
www.ifaj2011.com

Two weeks left until end of Early Bird registration

Greetings from your IFAJ 2011 host committee. You now have only two weeks left to take advantage of significant cost savings if you register prior to our early bird registration date of **April 15, 2011**. We will continue to take registrations up until **June 15, 2011** – or earlier if we reach our maximum capacity of 300 attendees prior to that date.

In this newsletter, we highlight the three tours that we're offering as part of our congress agenda.

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!

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IFAJ 2011 Congress tours

In this newsletter, we thought it would be fitting to bring you up to date on the official Congress tours. We're excited to show you Ontario and Canadian agriculture. Canadian Farm Writers' Federation members who live, work and farm in the areas we are visiting are involved in picking interesting places to visit in three parts of Ontario. We hope you'll find the tours full of stories. We'll have local farmers on the buses to help answer your questions and give you a flavour of farming in their areas.

The tours leave the morning of Thursday, Sept. 15, 2011, from our base in Guelph. They head out in three different directions, for overnight stays, before returning to Niagara Falls on Sept. 16. The Great Lakes, the world's largest inland waters, have the greatest climatic effect on agriculture in Ontario. They moderate our temperature and make sure we have enough rain in the summer. Winds racing across them pick up water in the winter and drop it on our farms as snow, helping to annually replenish the surface water. They provide a barrier to disease and insects from other jurisdictions. Therefore, it's fitting we theme our tours based on the Great Lake they will be most near.

Each tour has a capacity to host 100 delegates. While we regret that delegates aren't guaranteed a spot on their preferred tour, we are allocating spots on a first come, first served basis.

Lake Erie Tour

The Lake Erie tour showcases one of the most unique agriculture areas of Canada - our south coast. In Leamington, Ontario, Canada's southern-most town, has developed the largest cluster of greenhouses in North America. The story is interesting and involves determined European immigrants who work together,

share knowledge and have together thrived, exporting around the world, and especially to the nearby American market. We will visit the Thiessen family, greenhouse growers and most recently, they have diversified into production of the energy crop miscanthus.

Processing tomato growers in the area serve one of the world's largest ketchup plants run by Heinz, among other processors. We will talk to tomato growers about an award-winning cooperative project which involved a pumping plant on Lake Erie to feed extensive drip irrigation systems to keep them competitive with growers in California. It will be tomato harvesting time, so hope to visit a farm with tomato harvesters working in the field.

The dinner destination is Smith & Wilson Estate Winery near Chatham, back on the road toward Niagara Falls. After dinner we will visit R&M Auto Restoration, where, in an unassuming building, one of the world's largest restorers and auctioneers of luxury cars is housed. That will be the site of a discussion of how Ontario's two largest industries, automotive manufacturing and agriculture are working together to put more bio-materials into cars.

Over night will be at a hotel in the agriculture-influenced city of Chatham.

The next morning will include a visit to a farm with what is becoming common in Ontario, a 10 kw solar array. A program encouraging small solar in the province has been a runaway success and more than 20,000 people, mostly farmers, have applied to install solar panels. We also plan to drive by one of the many new large wind turbine farms which have sprouted in Ontario because of a similar policy.

On the way back to Niagara Falls, we'll have a late lunch and a tour at a small winery or two, depending on the final tour numbers. The Niagara Peninsula is the most-developed wine region in Ontario and is home to a unique micro climate where farmers grow an array of fruits and vegetables. One of the tour stops is also a fruit farm.

Lake Ontario Tour

The Lake Ontario tour will go through Toronto and out the other side to an area growing in agri-tourism and in its reputation for interesting food and farms. This part of Ontario is more rugged, so its farming is more diverse. It will stop at Century Game Park, a unique bison farm, run by a cowboy poet. It won't be maple syrup season - we're currently enjoying it in Canada right now - but a maple syrup producing family will be opening up their sugar bush and sugar shack to bring you the maple-influenced treat of a meal Canadians flock to each spring.

The tour will then go to Prince Edward County, a growing agri-tourism destination. The County, as it is known, is close enough to Toronto to be a destination, but far enough away not to be a bedroom community. Prince Edward County is an island, poking into Lake Ontario, with all the climate influences that entails. There, we will visit Fifth Town Artisan Cheese, where a family has created a local cheese destination and rejuvenated goat milk farming in the area. Their facilities are LEED certified as environmentally sustainable.

We will then visit Waupous Estates Winery one of the small wineries which have cropped up in Prince Edward County. Just down the road is the County Cidery, where an apple farm has diversified into cider production. Both locations have great views of nearby bays and islands.

Dinner will be at another local winery. The night will be spent in Belleville, a small Lake Ontario city.

The tour heads to Niagara Falls the next morning, with a stop at the Vineland Research and Innovation Centre, a former government research station, which has evolved into a producer-driven research centre, using a new model of funding and organization. It focuses on fruit and vegetable research.

Lake Huron Tour

The third tour, the Lake Huron tour, goes through Ontario's production agriculture heartland. Here, corn, wheat and soybeans are king, along with hogs, dairy and chicken farming.

We'll start out the morning at one of Ontario's most renowned apple farms, run by the Martin family. We'll hear how they've diversified in production and in farm location to remain competitive. We'll visit a popular farm market, also in the Elmira area.

We'll then head to the Stratford area, a small city equally proud of its strong connection to agriculture as it is of its world-famous Shakespearean theatre. South of Stratford is Line 29, perhaps the province's largest concentration of dairy farms, all family farms and all with newer facilities. We'll visit several farms in this area, home to industry leaders in milk politics and in milk production. We'll try to help you understand our complex supply management system for milk production, unique in the world.

We'll have lunch put on by local pork producers, and then head to a hog farm with an observation window built in so that consumers can see how hogs are produced. We'll hear about Ontario hog production's rapid changes of the past few years and about how Porcine Reproductive and Respiratory Syndrome (PRRS) shook up how hog farmers in the province and their vets deal with disease. Unprecedented sharing of information on disease has led to a genetic database of PRRS strains and the ability to track their spread. From there, we switch to crops mode as we travel to Hensall, where three elevator companies have made the small town the province's largest receiver of grains.

We'll visit Hensall District Co-operative, one of the country's largest farmer co-ops, which, in addition to being a full-service farm supply company, is one of the world's largest processors and suppliers of edible beans, a local specialty crop.

Dinner and overnight accommodations will be at the Oakwood Inn in nearby small resort town Grand Bend.

The tour will head towards Niagara Falls the next morning and a lunch and tour stop at one of the Niagara Peninsula's first and leading wineries.

We hope this has given you a taste of what you can see. We hope you come and enjoy yourself, but also hope you learn and find stories that speak to you.

If you have any questions about the tours, please contact tours committee chair **John Greig** at john.greig@sunmedia.ca.

Important Website Links

- Register online at www.ifaj2011.com/en/registration
- Frequently asked registration questions - 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

April Feature Gold Sponsor - Monsanto

MONSANTO



"Monsanto Canada has a long history of providing support to the Canadian Farm Writers' Federation and we are pleased to extend that support to IFAJ at this year's conference. We are proud of Canadian agriculture and Canadian farmers. Our farmers are among the world's leading adopters of technology and we know journalists from around the world will have the opportunity to see, first-hand, what makes our farmers a success, both at home and abroad.

As a company committed to helping both small-holder and large-scale farmers produce more from their land while conserving more of our world's natural resources such as water and energy, we are also pleased to see this year's conference focus on the important topic of sustainability. Welcome and enjoy your time in Canada!"

- Trish Jordan, Public Affairs Director, Monsanto Canada

Monsanto is a leading global provider of technology-based solutions and agricultural products that improve farm productivity and food quality. Monsanto remains focused on enabling both small-holder and large-scale farmers to produce more from their land while conserving more of our world's natural resources such as water and energy. You can learn more about our business and our commitments at www.monsanto.ca.

April Feature Bronze Sponsor - CanWEA



"CanWEA welcomes the opportunity to share with agricultural journalists from around the world the advancements in Canada's growing wind energy industry. Wind today is providing farmers across Canada with new sources of revenue, while also contributing to rural economic development and a clean-air future. Welcome to Canada, farm writers!"

- Robert Hornung, President, Canadian Wind Energy Association, Ottawa

The Canadian Wind Energy Association (CanWEA) is the voice of Canada's wind energy industry, actively promoting the responsible and sustainable growth of wind energy on behalf of its more than 450 members. A national non-profit association, CanWEA serves as Canada's leading source of credible information about wind energy and its social, economic and environmental benefits.

To join other global leaders in the wind energy industry, CanWEA believes Canada can and must reach its target of producing 20 per cent or more of the country's electricity from wind by 2025. The document Wind Vision 2025 – Powering Canada's Future is available at www.canwea.ca.

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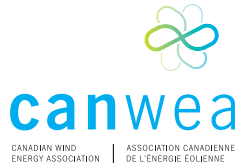


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