



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

Three weeks left until registration closes

Greetings from your IFAJ 2011 Canadian host committee. You now have only three weeks left to register for IFAJ 2011. Registrations will close at midnight on **June 15, 2011**. To date we have 243 delegates attending from more than 30 countries and five continents around the world.

In this newsletter, we highlight a few things you need to know about receiving a formal Letter of Invitation to attend, updating your delegate profiles and the pre and post tour options that we're offering as part of our congress agenda. Delegates who have already registered for the congress should consider taking one of these additional tours that are being organized by farm writer guilds across Canada. They will provide a great way to see even more of this vast and beautiful country.

This will be the final newsletter that we'll send to all former IFAJ attendees. After June 15, correspondence will only be with registered IFAJ 2011 delegates.

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)

Letters of invitation

The 2011 IFAJ committee has been mailing formal letters of invitation to delegates who require these to apply for travel visas to visit Canada.

Canada requires residents of certain countries to obtain travel visas before visiting. 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.

If you have already registered and require a letter of invitation, please send your request in an email to info@ifaj2011.com and we will mail it to you.

Updating your delegate profiles – flight times and clothing sizes

If you've already registered for the congress, you are encouraged to return to www.ifaj2011.com at any time and update your profile, using the email address and pass code that you set up at the beginning. We would

encourage you, especially, to update the following:

1. Your flight times to and from Pearson International Airport (airport code YYZ) in Toronto so that we can arrange complimentary shuttles to pick up delegates.
2. The size of congress shirt that you require – the default size on the website was **Women's Small** – and we notice that many delegates did not change this.

Attendees:

Curious about who else is attending? Delegates who have already registered can click on the “Attendees” link on the right hand side of the original confirmation receipt that you received by email or use the following link:

<https://www.regonline.ca/activereports/CustomReports/DirectoryUserLogin.aspx?eventid=xYWjbQuv1YM%3d&rptid=537626>

Pre-tour British Columbia – the province on the Pacific

Dates: September 9-11, 2011

Cost: \$725 CAD double occupancy; \$1115 CAD single occupancy

Includes:

- bus transportation from Vancouver, BC
- meals & snacks
- four nights accommodation September 8-11

The province of British Columbia offers some of the greatest diversity in geography and agriculture of any province in Canada. Less than 3 percent of our land base is suitable for growing crops, yet between mountain ranges our farmers grow over 200 different commodities, and have established an international reputation for excellence in food and agriculture.

Starting in Vancouver, this tour will travel through three distinct agricultural regions, including the intensive agriculture of the Fraser Valley, the orchards and vineyards of the Okanagan Valley, and the ranchlands of the Thomson region. We will showcase sites that demonstrate the history, innovation, and excellence of B.C. agriculture. Stops will include visits to a state-of-the-art eco-dairy, harvest at a cranberry farm, research facilities, and aboriginal agriculture projects.

In addition to exploring the spectrum of B.C. agriculture, this tour will provide a unique cultural experience and opportunities to take in some of the most spectacular natural scenery that Canada has to offer. Don't miss the adventure!

For a full agenda visit: <http://www.ifaj2011.com/en/pre-tours>

Questions? Contact Tamara Leigh at [tamara\[at\]shinybird.ca](mailto:tamara[at]shinybird.ca)

Pre-tour Alberta – Pay your own way

We regret that due to lower than expected interest in the Alberta pre-tour we will no longer be offering this tour as originally planned.

However, a few of the dedicated committee members involved in planning the Alberta tour would very much like to share their corner of Alberta with you. If you have registered for the Alberta tour and are still interested in seeing some of our province, please contact us directly and we will work through a tour that is designed around

your interests. (Your payment for the original tour would be refunded).

Anything that was offered in our original itinerary would be available, including a visit to Banff, and if there is something else of interest to you, let us know and we will do our best to accommodate it. Additionally the length of your tour is flexible so we can reduce the number of days prior to your flight to Guelph if you wish. We will work through the costs for accommodation and meals with you as well as these would be paid on an individual basis – and can tailor these for any budget.

We had a great tour planned and were looking forward to sharing Alberta with you but in light of the rising costs to travel this year, we do understand that the extra expense has been a factor. We hope you will join us in Alberta for a personalized tour.

If you have questions about what this option could include, you can contact either Annemarie Pedersen [apedersen\[at\]BEEFINFO.ORG](mailto:apedersen@BEEFINFO.ORG) or Janet Kanters [janetkanters\[at\]gmail.com](mailto:janetkanters@gmail.com) directly.

Post-tour Atlantic Canada

Dates: September 18-22, 2011

Cost: Single room occupancy, per person: \$1,761.11 CAD; Double room, per person: \$1,408.89 CAD

Includes:

- Transportation via motor coach
- Three nights hotel in Moncton; One night hotel in downtown Halifax
- Fully escorted with experienced tour guide
- 4 breakfasts, 3 lunches, 3 specialty dinners
- All listed attractions
- Luggage handling for 1 suitcase per person
- Gratuities for drivers, guides and for meals included in the package
- Airport transfers in Moncton and Halifax

A taste of our culture and a look at our agriculture awaits you in Atlantic Canada during the post congress tour. Our population is low and our space is generous, so we tend to farm a bit differently here. Our apple orchards are sprawling, our potato fields are rolling, yet our farmers continue to be innovators. They've developed a strong wild blueberry industry from what is basically a roadside weed and have found niche markets to let them live the life they love.

Whether you're on an agriculture story-finding mission, diverting into the world of travel writing, looking to experience Canada's east coast culture or just wanting to wrap up the congress with a relaxing, fun time -- we welcome you to Atlantic Canada! Our small group will be led by a professional tour operator and regional agricultural experts will be on the bus and available to share their insight.

For a full agenda visit <http://www.ifaj2011.com/en/post-tour>

Questions? Contact Allison Finnermore at [allison\[at\]finnamore.ca](mailto:allison@finnamore.ca)

Post-tour Guelph research tour

By Samantha Beattie, SPARK

Dates: September 18-21, 2011

Cost: Single room occupancy, per person: \$951.46 CAD; Double room occupancy, per person: \$698 CAD

The post-congress IFAJ tour of Guelph will focus on the University of Guelph's world-class agri-food research. Guelph researchers are part of international initiatives, whether it's through identifying newly discovered

species in the International Barcode of Life project, or finding ways to grow crops on Mars. Guelph researchers are also finding innovative ways to improve agriculture's social, environmental and economic sustainability. Some of these initiatives include thermo-imaging to maximize feed efficiency; creating recyclable, wheat-straw based plastics for vehicles through the BioCar initiative; using telemetric bolus technology to better monitor livestock health; and minimizing agriculture's environmental footprint through the groundbreaking Mission 2050 project.

Inclusions:

- Transportation to Guelph from Niagara Falls
- Three nights accommodations in Guelph
- All meals September 18-20; breakfast on September 21
- All transportation including transportation to Guelph from Niagara Falls
- Airport shuttle to Pearson International airport

For a full agenda visit <http://www.ifaj2011.com/en/post-tour>

Questions? Contact Owen Roberts at [owen\[at\]uoguelph.ca](mailto:owen[at]uoguelph.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 (including Canadian airline links) - www.ifaj2011.com/en/travel-tips

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“Agriculture and Agri-Food Canada is looking forward to welcoming IFAJ delegates to Canada. Today more than ever, agriculture holds the key to feeding a growing world population. As agricultural communicators, you are critical to raising awareness of the importance of agriculture as a driver of food security and economic growth around the world.

Here in Canada, you will discover a diverse, modern and innovative industry that produces safe, high-quality food to meet the growing demands of the global marketplace. We are pleased to contribute to the success of this historic meeting, and wish you all the best for a productive and enjoyable visit.”

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