



EXPERIENCE NEW WORLD AGRICULTURE IN CANADA

IFAJ 2011 newsletter – October, 2010 edition

www.ifaj2011.com

Greetings!

Welcome to the second edition of the IFAJ 2011 newsletter. The Canadian congress is now 330 days away and we're pleased to provide you with some additional information on our agenda, on the registration process and costs associated with your visit to Canada.

Thank you!

Kelly Daynard, Registration Committee chair (info@ifaj2011.com)

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About the Agenda

You may not know much about Guelph, Ontario, Canada. Chances are, you don't even know where it is. Niagara Falls, on the other hand, is one of the most visited places in Canada and home of not one, but two of the largest waterfalls in the world. So, why would we select these two cities to host IFAJ 2011?

While Guelph may be less than 100 kilometres from Canada's most populated city of Toronto and its sprawling suburbs, it is possible to drive any direction from Guelph and very quickly find yourself in a barn, field or pasture. What could be better for a group of agriculture journalists and communicators!?

And, in addition to its famous falls, Niagara Falls is located in the Niagara Peninsula, a unique geographical area bound by water and the Niagara Escarpment making it an excellent location for growing tender fruit, wine, juice and table grapes.

On top of all that, the congress will be offering speakers, training sessions and tours so that you can see, smell and hear about Canadian agriculture and meet farmers, food manufacturers, wine makers and more. Here is a quick overview of the agenda:

- **Monday, September 12 and Tuesday, September 13** are the suggested arrival dates for

delegates who will be taking part in pre-congress activities such as the master class, the boot camp for young leaders and day trips to Toronto for those who want to check out the city's sites; and to Canada's Outdoor Farm Show, Canada's largest agricultural trade show (www.outdoorfarmshow.com). An optional evening program will be planned for this evening.

- **Wednesday, September 14** is the official start of the 2011 congress including the IFAJ general assembly/delegate meeting with presentation of Star prize awards. The afternoon program will focus on an introduction to Canadian agriculture and issues followed by an official welcome celebration in the evening.
- **Thursday, September 15** delegates will hit the road, heading for one of three Great Lakes for a day and overnight before heading to Niagara Falls for the final sessions. Following is a brief overview of the tours. More information will be included in a future newsletter:
 - **Lake Ontario** (eastern Ontario): Prince Edward County region, a culinary tourism destination with a focus on local food.
 - **Lake Erie** (south/western Ontario): Home to the largest greenhouse industry in North America as well as dairy farms and sugar beet producers.
 - **Lake Huron** (north/west): Ontario's agricultural heartland, home to hog and dairy farms, an edible bean processor, farmer-owned dairy and meat processing companies and more.
- **Friday, September 16** delegates will leave their respective tour areas and convene in Niagara Falls for an evening event.
- **Saturday, September 17** is all about professional development, followed by the grand finale - a celebratory banquet.
- **Sunday, September 18** marks the end of the formal program...or, perhaps the beginning of your post-congress tour. Details on how to organize your post-congress visit to other parts of Canada will be available soon.

Registration Costs

The Canadian committee has now finalized its congress registration costs. The early registration rate will be in effect from early January until April 15, 2011. The regular rate will run from April 15 until June 30 or until the congress sells out.

We have room for a maximum of 300 delegates.

- Early registration rate - single room occupancy **\$1,175 CDN** (Canadian dollars)
- Early registration rate – double room occupancy - **\$990 CDN**
- Regular rate – single room occupancy - **\$1,375 CDN**
- Regular rate – double room occupancy - **\$1,165 CDN**

To use a currency converter and determine the cost in your currency, visit www.bankofcanada.ca/en/rates/converter.html

This newsletter

You have been added to this newsletter listserv because you have either attended a prior congress – or because you have asked to be put on the list (either through a ballot at one of our booths or an email through the IFAJ 2011 website).

If at any time you wish to be removed from this list or if you have any specific questions about the upcoming congress, please email info@ifaj2011.com

We would also encourage you to distribute this newsletter throughout your international guilds to your members who may be interested in attending.

New on our website

- **Latest news** - www.ifaj2011.com/en/news (An archive of our monthly newsletters)
- **Canadian agriculture in stories** - www.ifaj2011.com/en/stories (A collection of stories about Canadian agriculture and links to Canadian farm blogs)

Coming Soon!

Watch for the November newsletter which will contain the following:

More information on pre and post congress tour options:

- Interested in seeing the Rocky Mountains or the beautiful Canadian prairies? Then pre-tour offerings will help you do just that!
- Have you ever wanted to visit Canada's beautiful Maritime provinces (home to Anne of Green Gables, some of the best seafood in the world and a diverse agricultural industry)? You'll be interested, then, to hear about the IFAJ 2011 post congress tour option.

October's Feature Sponsor - Farm Credit Canada (Gold Sponsor)



By sharing stories about what's new in the industry, what's working, what could change, and a whole lot more, agriculture writers give producers and the public a glimpse into Canadian agriculture and our rural communities. This matters to FCC, because we're here for the long haul and because agriculture is all we do. Our customers tell us that's what sets us apart. We're pleased to sponsor this event and look forward to welcoming the world's agriculture writers so they can see for themselves what sets Canadian agriculture apart."

--Kellie Garrett, Senior Vice President, Strategy, Knowledge and Reputation at Farm Credit Canada

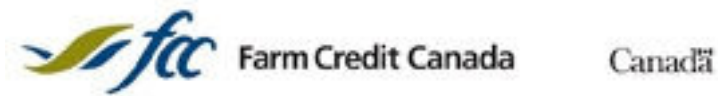
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