

Taste the Future

Canadian Farm Writers' Federation Conference

September 27 to 30, 2007 ~ Belleville, Ontario

Friday, September 28, 2007



Today's Schedule

6:45 a.m. Registration open
7 a.m. Breakfast
8 a.m. Buses depart Ramada Inn for tours

Tour A – Prince Edward County
Tour B – Northumberland and Hastings Counties

5 p.m. Return to hotels
6:30 p.m. Board the Island Queen
7 p.m. Boat cruise departs
10 p.m. Boat returns to dock
10:30 p.m. Hospitality suite opens

For the Tours

For those going to the Highline Mushroom Farm (Tour A)

- NO pictures inside the plant
- NO open-toed shoes
- NO jewelry
- NO bare shoulders – shirt must have sleeves
- NO shorts or skirts – must wear pants

Today's Weather Forecast

Scattered showers
High 17°C
Low 13°C
P.O.P. 40%
Winds W 10 km/h



Kelly Daynard (left) and Lilian Schaer greeted all at the conference kick off event.

A warm welcome to the Canadian farm writers

Welcome to all the delegates attending the 2007 CFWF conference. This newsletter is the initiative of the agricultural communications students at the University of Guelph and is designed to keep you up-to-date on the events taking place at this conference. You'll receive a second edition at breakfast on Saturday morning.

We're delighted to welcome you to the Greater Quinte Region. The weather has co-operated and the leaves have turned perfect shades of autumn hues – guaranteed to show the counties of Northumberland, Hastings and Prince Edward in all their fall glory.

On today's tour, you'll see some of the many reasons we themed this conference "Taste the Future". You'll be meeting some of the most innovative entrepreneurs in Ontario agriculture. From buffalo farms, apiaries and wineries to cideries, dairy goat and mushroom operations, the farmers and business owners you'll meet today

are among the most industrious – and innovative – in the industry. We're proud to profile them and their stories.

Of course, this conference wouldn't exist without the support of many, many different organizations and individuals. Thank you to all of the sponsors of this conference. Your support has been phenomenal and has enabled us to put on a first-class conference at the best price possible. Thank you also to our many committee members who have worked tirelessly at the many details – big and little – that make a conference a success.

If we haven't already met you, take the time to introduce yourself over the weekend. And if there's anything we can do to make your stay more enjoyable, don't hesitate to ask.

Kelly Daynard & Lilian Schaer

Conference Co-Chairs

Follow the CFWF conference blog: www.agrifoodprojects.ca

Hotel Information	In Case of Emergency
<p>• The Ramada Inn on the Bay 11 Bay Bridge Road, Belleville Tel. 613 968-3411</p> <p>• Holiday Inn Express 291 North Front Street, Belleville Tel. 613 962-1200</p>	<p>Lilian Schaer Cell: 519 823-3194</p> <p>Kelly Daynard Cell: 519 993-8634</p>

For transportation between the Ramada Inn on the Bay and Holiday Inn Express, please call Central Cab Company at 613-962-5353.

The conference will cover the cost of cab rides between the two hotels only – mention to the driver that you are with the farm writers' conference.

Tips are the responsibility of those taking the taxi.

Beyond the paper and into the world of e-journalism

The internet has been changing journalism on a deep level. With the popularity of Facebook and blogs, anyone can be a journalist and write about the latest news, or make a photo or video to post online for all to see. That was the word from Prof. Robert Washburn, who teaches e-journalism at Loyalist College, during the first Thursday afternoon workshop.

The speed at which information can be shared electronically has changed the importance people have on the morning paper, he said. In less than one minute, a photo can be passed on to hundreds of people.

“The tools of our trade are changing,” said Washburn. “You need a laptop and a Blackberry to be a journalist now – pen and paper are not enough.”

The old form of journalism sought to inform, explain and interpret, he said. Now writers must educate, engage and empower readers. This format has people talking about issues more intelligently because writers are teaching the reader about issues, rather than telling them. Online journalism isn't just posting a news story on the Internet. Readers want things that are interactive – audio and video options are becoming more the centerpiece of a story. This information package is what distinguishes one website or blog from another - and that's what makes sites competitive.

Despite this fast-paced sharing of information, the key mandate is still clear – to get the message out. Though the method has changed from paper to electronic form, there is still competition among writers.

Washburn encouraged workshop participants to create their own blog by the end of the week.

“It takes 45 seconds to create a blog,” said Washburn, adding that the most popular sites have daily and interactive features.

To check out Robert Washburn's blog, go to considerthis.onlinedemocracy.ca



Prof. Joe Callahan shows Suzanne Atkinson the finer workings of her camera.

Digital photography to improve quality...but what about ethical challenges?

Armed with their digital camera, Canadian farm writers learned the ins and outs of digital photography and image editing – and received a word of caution on journalism ethics.

“Getting the best from your digital camera” was the second of two optional workshops offered yesterday at Loyalist College for conference delegates. Loyalist College professor Joe Callahan showed attendants how to easily adjust the settings on various digital cameras to accommodate poor light conditions and capture fast-paced action. He also demonstrated how to use image-altering computer software.

While these advancements have improved many aspects of photography, Callahan warned there are also negative aspects to the digital photography revolution.

“From a historical point of view,

we've lost a lot from losing film.”

Unlike digital images, film photography can't be easily altered or manipulated, he said. A negative is a moment of truth captured by light on film, providing exact images of reality. Manipulating a photo produced by film is easier to track than digital alterations. This has major implications for traditional ethics in journalism.

“It's unethical to remove content,” said Callahan, “but now (with digital technology) no one will ever know.”

To maintain credibility as a journalist, Callahan suggested less manipulative strategies such as taking advantage of available light so that an image true to reality is still captured. Although he admits these pictures aren't as pretty he believes that journalistic and commercial photography are not the same things.

“I think people are becoming desensitized to gritty images and I'd like to see editors favor pictures more for content rather than image sharpness,” he said. “Shoot the real stuff. Let's give them the real deal.”