



## Global Ag Media Open COFS

### More than 130 farm journalists headed for opening day of COFS

A legion of foreign and domestic farm journalists and photographers from more than 30 countries, including Canada, will be participating in Canada's Outdoor Farm Show (COFS) this year, to show readers, listeners and viewers everywhere what Canadian agriculture's all about.

The journalists are members of the International Federation of Agricultural Journalists (IFAJ), a global organization of agricultural reporters, broadcasters, photojournalists and communicators, which is hosting its annual congress in Canada this September.

To kick things off, delegates have been invited to participate in COFS in search of stories to send back to their home countries. Organizers and show management were excited to see that 136 delegates opted to arrive a day before the congress formally begins in order to experience Canadian agriculture first-hand at COFS.

"It didn't take any convincing to attract these journalists to Canada's Outdoor Farm Show," says congress co-chair, Owen Roberts. "The delegates realize they'll be able to see Canadian agriculture in action, all in one place, without traveling far at all."

The journalists will arrive on opening day, September 13, by bus from Guelph where the congress begins the following day. They will spend the day at the Show interviewing exhibitors and farmers about new equipment on display or hot trends in agriculture. IFAJ President, Mike Wilson of the USA, an editor with one of the country's leading farm publications, will have the added duty of officially opening the Show with COFS Vice-President and current President of the Farm Show Council, Doug Wagner.

Following their day at COFS, delegates will rejoin the other IFAJ members in Guelph for professional development before heading out on farm tours. The congress will close on September 17 with a final banquet and closing ceremonies in Niagara Falls.

All tours and programming has been organized by a volunteer team of Canadian Farm Writers' Federation members, and is heartily endorsed by the IFAJ.

"These annual congresses are extremely rewarding from a professional and personal standpoint," says president Wilson. "You develop a sense of camaraderie that goes beyond country borders."

Wilson says congress attendance is soaring, and indeed this may be the largest congress in recent years. Last year's congress was held in Belgium and was highly successful but hampered by the Icelandic volcano eruptions, challenging some participants' travel plans.

While attending Canada's Outdoor Farm Show, be sure to keep a watchful eye for the bus loads of international and domestic farm journalists who are ready to tell the world about Canada's exciting agricultural stories.

The IFAJ 2011 Congress's platinum, gold and silver sponsors are Syngenta, Dairy Farmers of Canada, Farm Credit Canada, Monsanto, Agriculture and Agri-Food Canada, BASF Crop Protection Canada, John Deere, OMAFRA, Grain Farmers of Ontario, Canadian Wind Energy Association, Dow AgroSciences Canada, DeLaval and Canada's Outdoor Farm Show. The Congress is also supported by the Agricultural Adaptation Council, AGRIS Co-operative, Bayer CropScience, Beef Information Centre, Canadian Canola Growers' Association, Canadian Wheat Board, Chicken Farmers of Canada, CME Executive Programs at the University of Guelph, DuPont, Egg Farmers of Canada, GROWMARK, Guelph Tourism Services and taste~real Guelph/Wellington, Hyland Seeds, La Coop fédérée, Ontario Fruit and Vegetable Growers' Association, Ontario Cattlemen's Association, Ontario Pork, SeCan, Turkey Farmers of Canada, MacGregor Marketing Communications Inc., Miller Thomson LLP and Ontario Farm Animal Council.

Canada's Outdoor Farm Show will be held September 13, 14, and 15, 2011 at Canada's Outdoor Park in Woodstock, Ontario. For more information, visit [www.OutdoorFarmShow.com](http://www.OutdoorFarmShow.com).