



Australian Council of Agricultural Journalists



MEDIA ALERT

January 27, 2011

**Australian journalists urged to enter new award
Sustainable agriculture and food production shortages key themes**

At a time when the Australian media are reporting extensively on the impact of floods and drought on farming and food production, a new international award has been launched to honour excellence in journalism related to these issues.

The *IFAJ-Yara Award for Reporting on Sustainable Agriculture* is being organized by the International Federation of Agricultural Journalists to encourage better reporting on sustainable agriculture.

Members of Australia's five rural press clubs are eligible to enter through their affiliation with the IFAJ's national counterpart, the Australian Council of Agricultural Journalists.

The first prize is 3,000 euros (about A\$4,120). Second and third place winners will receive cash prizes of 1,500 (A\$2,060) and 750 (\$1030) euros respectively.

Entry is open to stories published or broadcast via print, radio, television or the internet, between **January 1, 2010**, and **June 1, 2011**. There is no Australian selection process - entries should be sent direct to the IFAJ.

"With this award the IFAJ is hoping to encourage more discussion and debate on the important topics of sustainable agriculture and the increasing challenge of feeding a growing population," said ACAJ president Liz Harfull.

"These issues are particularly pertinent in Australia right now, following the devastation of so much of our food producing areas as a result of floods, and the awards offer an excellent opportunity to honour the very fine work our journalists are doing in bringing them to the attention of the broader public."

The award is sponsored by Yara International ASA, a global firm specializing in agricultural products and environmental protection agents. A panel led by Senior Adviser Henning Otte Hansen, PhD, from the Institute of Food and Resource Economics, University of Copenhagen, in Denmark, will judge the entries.

Winners will be announced at the IFAJ annual congress in Canada, in September, 2011.

Entries close June 15, 2011. For more information go to www.ifaj.org or contact IFAJ General Secretary Owen Roberts at owen@uoquelph.ca.

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