



FROM FIELD TO FRONT PAGE:

The changing coverage of agriculture stories in the media.

The GrandWay Event Centre

7445 Wellington County Rd 21, Elora, ON

Event Schedule

9:00 - 10:15 a.m.

FFCO Annual General Meeting
(Open to all. Voting cards provided to members only)

10:30 a.m. - 4:00 p.m.

Speakers' Conference

Highlights include:



Taste of Ontario lunch



Food & Farming Champion
Award Presentation



Overview of FFCO Initiatives:
Gain insight into Farm & Food Care Ontario's
achievements and plans for advancing agriculture
and food awareness.

Don't miss this opportunity to connect, learn, and celebrate the intersection of media, agriculture, and community!

Register online at

www.FarmFoodCareON.org

Member (Early Bird): \$80

Non-Member Rate (Early Bird): \$100

Member Rate: \$95

Non-Member Rate: \$115

*Early Bird deadline March 28

Registration fees are non-refundable, but are transferable. Farm & Food Care Ontario reserves the right to limit entry to this event to those individuals who support the objectives of the organization.

For additional information email events@farmfoodcare.org

Keynote Address



A changing landscape: The evolution of agriculture as a media topic and its future *Trends across five decades*

Claire McCormack, a leading PhD researcher at the University College Dublin School of Agriculture and Food Science, delves into five decades of trends in Irish media coverage of agriculture. Drawing on her extensive experience as an agricultural journalist with prominent outlets such as the Irish Farmers Journal and Farming Independent, Claire explores the past, present, and future of how agriculture is represented in the media—and the factors shaping this narrative.

Panel: Cultivating coverage: Journalists on the changing face of agriculture in media



Moderator: Bernard Tobin

RealAgriculture's Ontario Field Editor, Bernard brings more than three decades of expertise in agricultural communications. Raised on a Newfoundland dairy farm and now based in Georgetown, Ontario, Bernard has a wealth of experience sharing stories that connect farm life to a wider audience



Scott Miller

With over 23 years at CTV London News, Scott's award-winning reporting focuses on Ontario's agricultural heartland. A farm kid from the Oxford-Perth County border, Scott now tells stories of innovation and resilience through features like Fields to Forks.



Debora Van Brenk

Former agriculture/environment reporter for The London Free Press, Debora has earned numerous Ontario Newspaper Awards and a National Newspaper Award nomination.



Claire McCormack

Returning to the stage, Claire shares insights from her PhD research on the factors shaping editorial decisions in agricultural media.

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