



Canadian Farm Writers' Federation Annual Conference

Oct. 3-5, 2024 in Halifax, N.S.

Dear Friend of CFWF and ACFWA,

A unique conference is returning to Atlantic Canada this fall and you're invited to be part of the experience. The Atlantic Canada Farm Writers' Association (ACFWA) is hosting the Canadian Farm Writers' Federation's (CFWF) annual meeting Oct. 3 to 5, 2024, in Nova Scotia. Halifax will act as home base, and we will explore two regions of the province during our tours. It's an unprecedented opportunity for the Nova Scotia agri-food industry to shine nationally -- with over 100 agricultural communicators expected from across the country, including members of ACFWA.

CFWF is the professional organization for agricultural journalists and communicators comprised of six regional organizations and representing about 350 members. **Making Waves in Nove Scotia** is the theme of the CFWF 2024 event that is organized by a volunteer committee of the ACFWA. On behalf of the organizing committee, and as chair of the sponsorship committee, I am looking to the Canadian, Nova Scotia and Atlantic Canada agri-food and media industry to help support the conference with one of several sponsorship opportunities.

This event offers a number of benefits to sponsors:

- 1. Unique opportunity for Nova Scotia.** When the CFWF conference comes to Nova Scotia in 2024, it will only be the third time in the organization's 70-year history that the conference has been in the Atlantic region. The last times were in 2003 in New Brunswick when Farm Focus editor Heather Jones led the organizing committee and in Prince Edward Island in 2014 when agricultural writer and editor Allison Finnamore of New Brunswick led the organizing committee. Allison, now CFWF president, once again leads this year's conference which is sure to be as successful as the previous events.
- 2. Unprecedented opportunity to showcase Canadian agriculture and food.** With a full day of farm and agri-business tours planned in two regions of the province and a day to discuss the agricultural issues of Nova Scotia, we know the province's, region's and nation's agricultural sector will receive exceptional profile in all conference events.

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- 3. Experience Nova Scotia agri-food innovations and accomplishments.** A full day of the two-and-a-half day conference, plus an optional pre-conference tour, is dedicated to touring Nova Scotia farms and agri-businesses. We'll be sharing our pride when we showcase farms, research, business ventures and value-added food operations.
- 4. Tell stories about Nova Scotia across the country.** CFWF conferences are working events, attracting the top agricultural journalists and communicators from across the country with an appetite for good stories. We provide fodder and connections for print and broadcast media, as well as new media and communications professionals, from coast to coast.

The CFWF conference is unlike any other event in Canada. The CFWF 2024 conference offers a unique opportunity for all of Atlantic Canada to host a national delegation of agricultural journalists and communicators and showcase the best that the Atlantic region has to offer. On behalf of the CFWF 2024 organizing committee, I'm asking for your support and look forward to the opportunity to discuss these sponsor opportunities in the near future.

Best regards,

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