



IFAJ Member Survey
2017

INTRODUCTION

Between January and May 2017, IFAJ conducted a survey of members. Our goal was to learn more about the members we serve around the world—the jobs they do, the skills they use, the interests they have for professional improvement, and how they view agriculture and agricultural journalism in their markets.

The survey was accessible via IFAJ's website. IFAJ encouraged participation through email blasts, website articles, and reports at IFAJ Executive Meeting and Delegate Assembly at the 2017 Congress in South Africa.

Participants filled out a 25-question online instrument hosted on SurveyMonkey. Data was kept confidential and compiled through the SurveyMonkey site.

In all, 149 agricultural journalists and communicators from 36 countries completed the survey. Hugh Maynard of the IFAJ Global Office summarized the data and Dr. Lulu Rodriguez, director of the Agricultural Communications program at the University of Illinois in the U.S., also reviewed the responses and summarized the results.

This project was possible thanks to a grant from the U.S. Grains Council, to which IFAJ is deeply grateful.

The following pages contain data from the survey for your review and analysis, as well as an abstract highlighting key findings. Some data were not included in this report to help protect the anonymity of the respondents.

We hope you and your members find this insight of interest, and that the data help in any of several ways, including:

- Explaining agricultural journalism and communications to prospective members or sponsors of your guild;
- Describing the benefits of IFAJ membership or sponsorship;
- Creating professional development opportunities for IFAJ or your guild.

Steve Werblow
Secretary-General, IFAJ

October 2017

ABSTRACT

The profession of agricultural journalism and communications—like agriculture itself—is highly diverse. The 2017 IFAJ Member Survey gathered perspective from 149 colleagues from 36 countries who filled out a 25-question online questionnaire. Countries represented by survey participants included:

Australia 5
Austria 1
Bangladesh 3
Belgium 2
Canada 26
Colombia 1
Croatia 1
Czech Republic 1
Denmark 14
DRC 1
Finland 7
Germany 6
Ghana 1
Great Britain 5
Ireland 5
Israel 1
Italy 1
Kazakhstan 1
Netherlands 5
Nigeria 1
Northern Ireland 2
Norway 2
Philippines 1
Rwanda 1
Slovakia 1
Slovenia 1
South Africa 8
Spain 8
Sweden 4
Trinidad and Tobago 1
Türkiye 1
Uganda 3
Ukraine 2
United States 22
Vietnam 1
Zambia 3
TOTAL 149

The sample was split almost evenly between staff (53%) and freelance (47%). Ninety percent of the 89 respondents who answered the question have attended an IFAJ Congress and 26% have attended an Executive meeting. Among those who had not attended an IFAJ event, money/expense was the greatest barrier.

The group is highly educated: 89% have a college or university degree. The top majors were journalism/communications/mass communications/ag journalism; general agriculture; and agricultural economics, business or marketing.

Average annual salary was \$50,813 (USD). The range extended from \$8.74 to \$273,225. Among the respondents, the salary from agricultural journalism or ag communications represented 74% of total income.

Print represented the highest proportion of respondents, at 85%; 65% also reported working for web/online media. (More than one response was permitted.) Radio accounted for 13%; event planning/management was noted by 14%. Fourteen percent reported working for farmers' unions or commodity/trade associations, and 11% for NGOs.

Asked where farmers in their markets got their information on agriculture, the most popular sources were magazines, newspapers and radio, in that order. Sixty-six percent believe the sources have changed in the past five years, with most of the write-in comments discussing the shift to electronic and social media

Writing and interviewing represented the most time spent on the job in an average week.

Though the group reported that they reported most often on crop production and livestock production, there was a great diversity of article types covered, with no strongly dominant category. Our members address the breadth of agriculture and food, with strongest focus on national (135 respondents) and regional (107 respondents) coverage. The detailed data indicate the percentage of time spent on many key topics.

Direct interviews and networking were the top sources of stories. (Of course, networking is one of the key benefits of IFAJ. It was also the predominant answer to the question, "What role do you see IFAJ playing in your career?")

Among the issues identified as most important to audiences, crop prices, access to land, machinery/technology and livestock breeding ranked highest.

Asked the most important skills to develop, training young journalists was #1. Respondents noted that understanding agriculture, writing skills and understanding technology were the most important skills an agricultural journalist needs to possess, and also the most important skills to build in the next 5 to 10 years. Several write-in answers emphasized networking skills and understanding science.

Among many challenges in the profession—there was no clearly dominant answer—freedom of the press was top. The second-most-important challenge was getting resources such as money, travel access, etc. to cover stories. Several write-in answers provided additional perspective, including the lack of agricultural journalists in the respondent’s market, and growing pressure from competitors and publishers.

There was a wide range of interests in professional development programs from IFAJ. Though there were no clear, strong favorites among the high priorities identified, the highest-rated topics included:

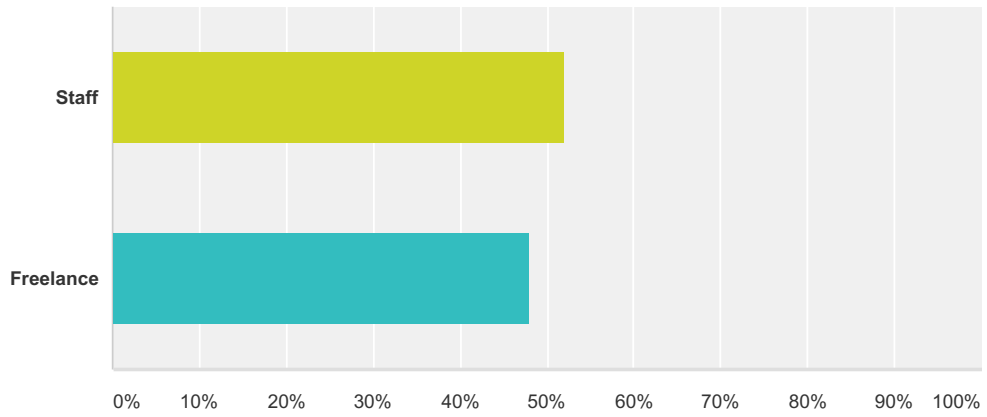
- Managing social media (average rating of 2.33 out of 5, where 1 is “most important”)
- Interviewing (2.70)
- Headline writing/search engine optimization (2.71)
- Video shooting/editing (2.78)
- Understanding trade issues (2.79)
- Research techniques and tools (2.80)

Operating and managing a guild was also seen as quite important, with an average rating of 2.91. It is important to note that some write-in answers suggested IFAJ focus on press tours and not on professional development.

Asked to describe the future of agricultural journalism, respondents replied with forecasts ranging from “bleak” to “grey” to “OK” to “very bright.” There is no way to adequately summarize the broad array of perspectives—it is extremely worthwhile to read the answers to question 17 yourself.

Q3 Are you on staff or freelance?

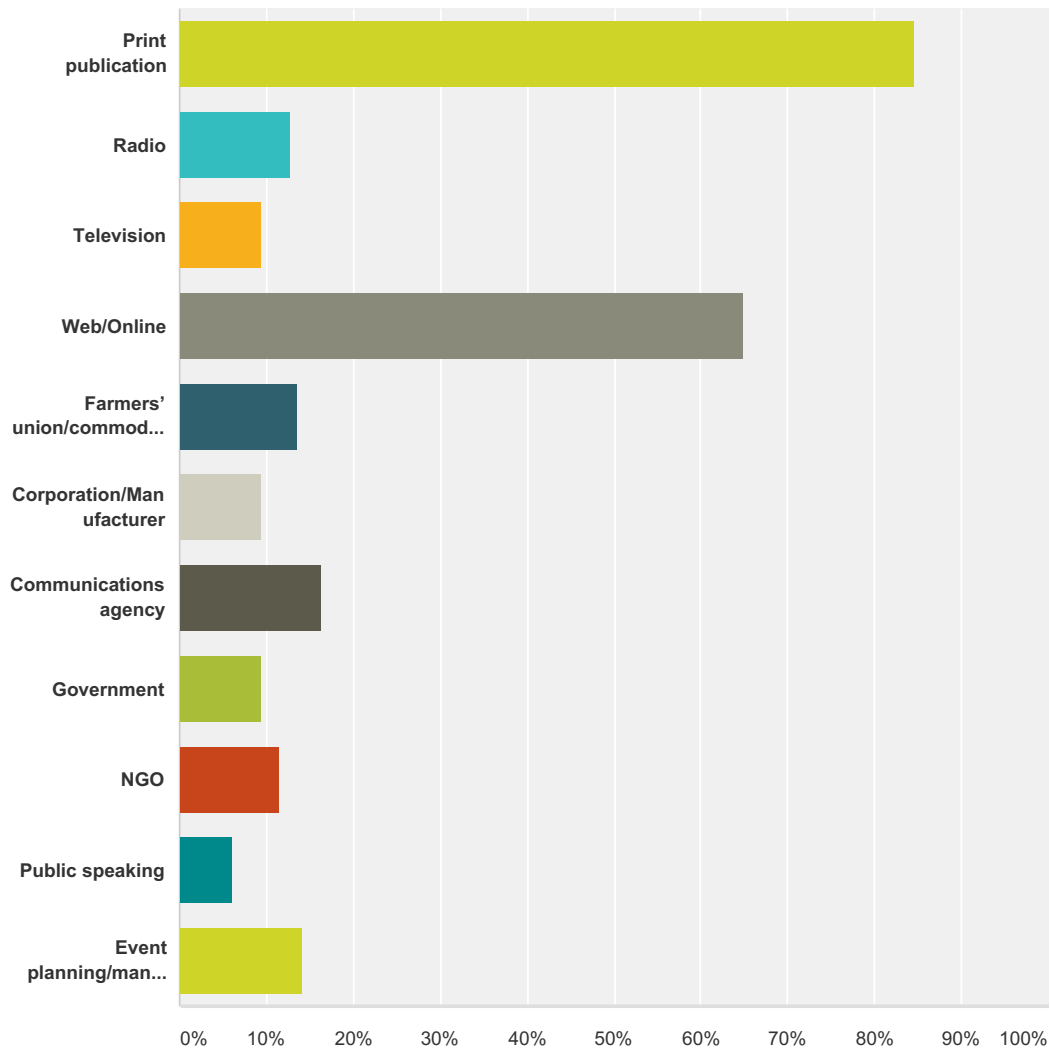
Answered: 148 Skipped: 0



Answer Choices	Responses
Staff	52.03% 77
Freelance	47.97% 71
Total	148

Q4 What media do you work in (choose as many as apply)

Answered: 148 Skipped: 0

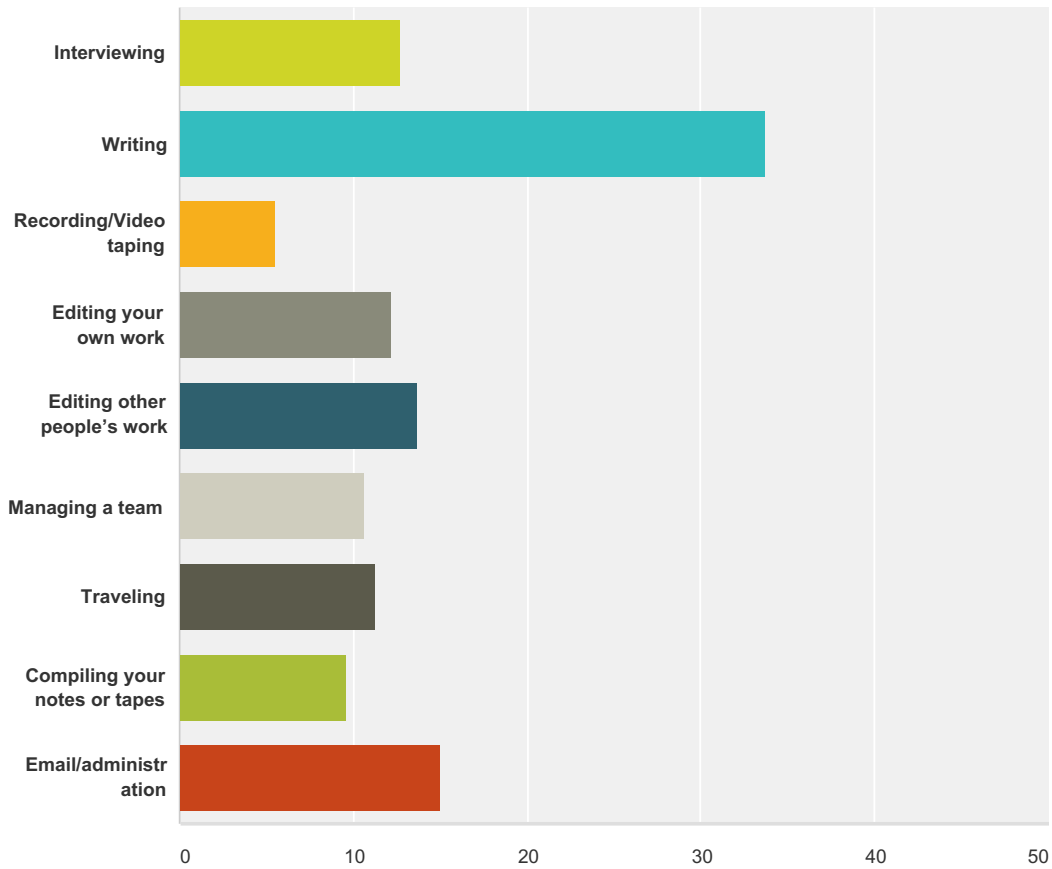


Answer Choices	Responses	Count
Print publication	84.46%	125
Radio	12.84%	19
Television	9.46%	14
Web/Online	64.86%	96
Farmers' union/commodity or trade association	13.51%	20
Corporation/Manufacturer	9.46%	14
Communications agency	16.22%	24
Government	9.46%	14
NGO	11.49%	17

Public speaking	6.08%	9
Event planning/management	14.19%	21
Total Respondents: 148		

Q5 Looking at a week's work, what percentage of your time does each of these activities account for?

Answered: 145 Skipped: 3

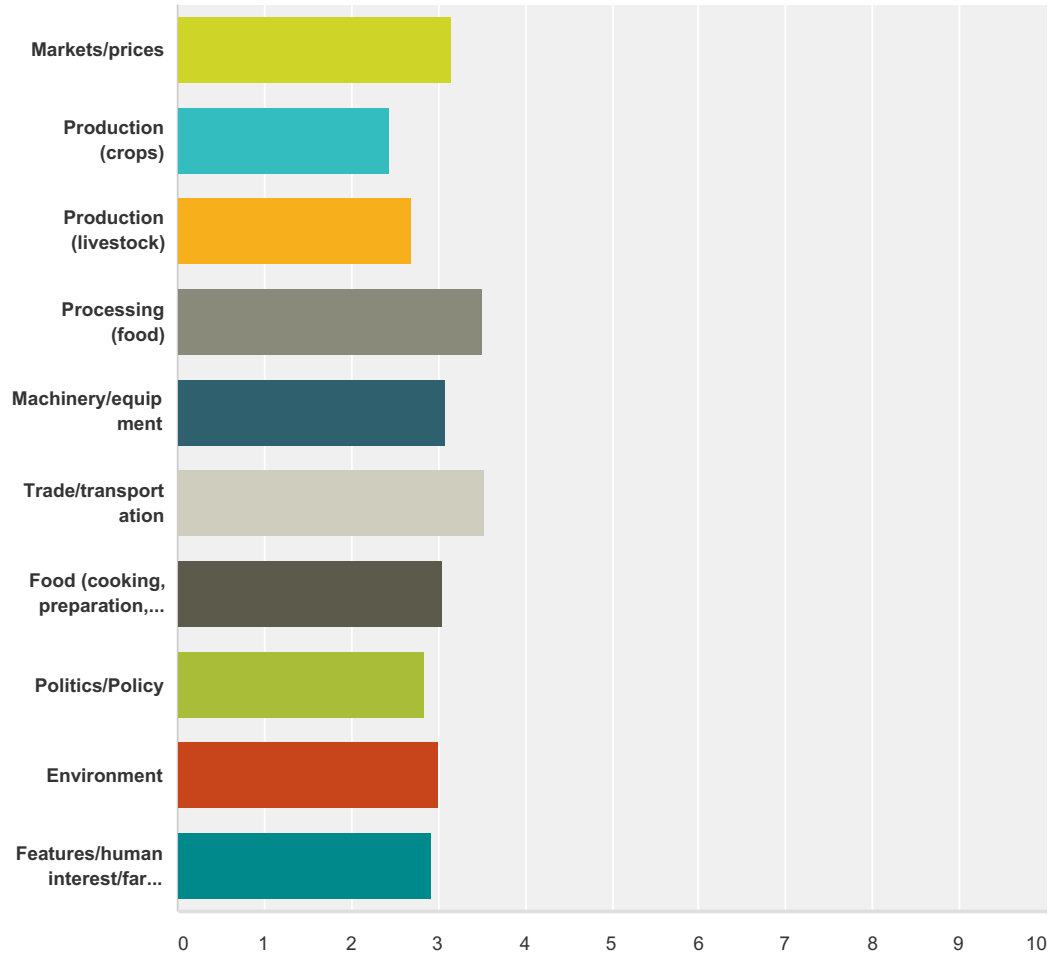


Answer Choices	Average Number	Total Number	Responses
Interviewing	13	1,560	123
Writing	34	4,646	138
Recording/Videotaping	6	370	67
Editing your own work	12	1,528	125
Editing other people's work	14	1,345	98
Managing a team	11	813	76
Traveling	11	1,393	124
Compiling your notes or tapes	10	822	86
Email/administration	15	2,023	135
Total Respondents: 145			

#	Interviewing	Date
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Q6 What sorts of stories do you cover most? (Select 5: #1 is the most common type, etc.)

Answered: 147 Skipped: 1

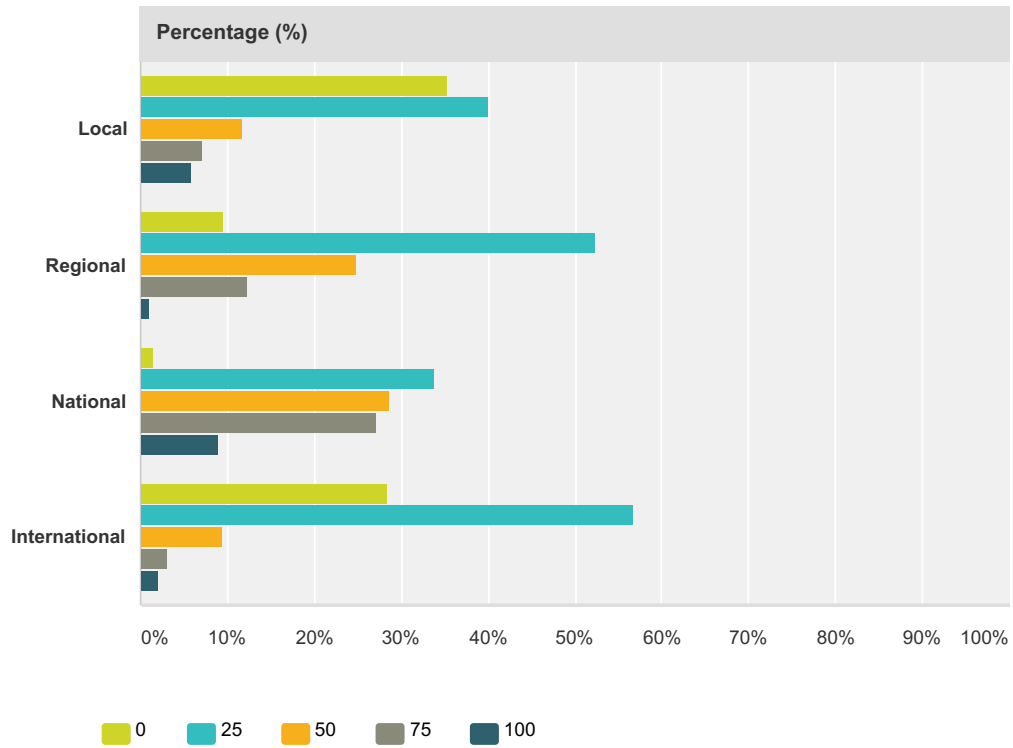


	1	2	3	4	5	Total	Weighted Average
Markets/prices	15.38% 10	21.54% 14	18.46% 12	21.54% 14	23.08% 15	65	3.15
Production (crops)	35.35% 35	24.24% 24	14.14% 14	12.12% 12	14.14% 14	99	2.45
Production (livestock)	26.37% 24	21.98% 20	20.88% 19	17.58% 16	13.19% 12	91	2.69
Processing (food)	7.14% 2	10.71% 3	28.57% 8	32.14% 9	21.43% 6	28	3.50
Machinery/equipment	11.54% 6	25.00% 13	23.08% 12	25.00% 13	15.38% 8	52	3.08
Trade/transportation	3.45% 1	24.14% 7	13.79% 4	34.48% 10	24.14% 7	29	3.52
Food (cooking, preparation, ingredients)	15.79% 3	26.32% 5	21.05% 4	10.53% 2	26.32% 5	19	3.05

Politics/Policy	26.97% 24	12.36% 11	26.97% 24	16.85% 15	16.85% 15	89	2.84
Environment	13.41% 11	25.61% 21	26.83% 22	15.85% 13	18.29% 15	82	3.00
Features/human interest/farmer profiles	24.75% 25	18.81% 19	15.84% 16	19.80% 20	20.79% 21	101	2.93

Q7 What percentage of your coverage is local, regional, national or international?

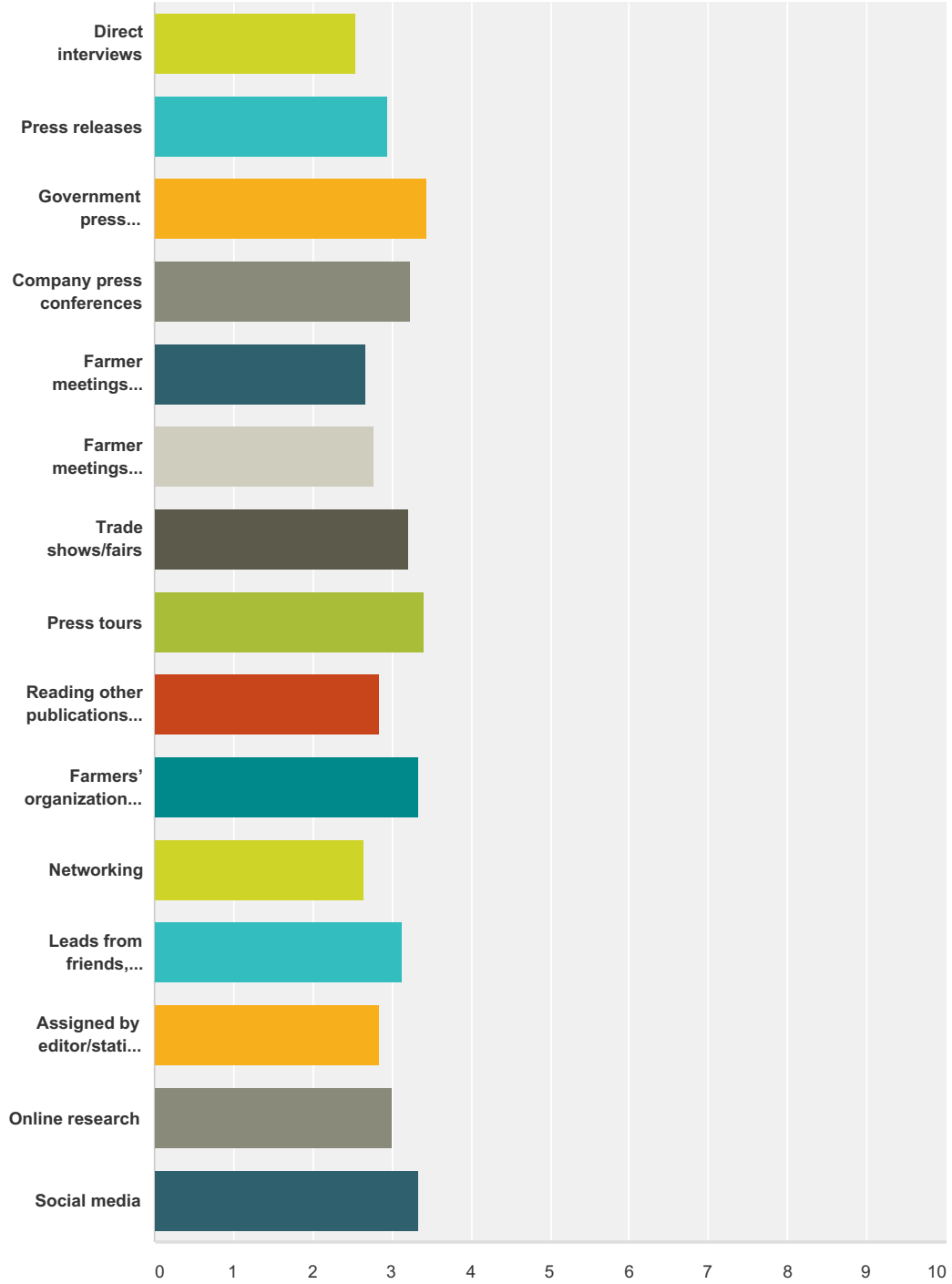
Answered: 145 Skipped: 3



Percentage (%)						
	0	25	50	75	100	Total
Local	35.29% 30	40.00% 34	11.76% 10	7.06% 6	5.88% 5	85
Regional	9.52% 10	52.38% 55	24.76% 26	12.38% 13	0.95% 1	105
National	1.50% 2	33.83% 45	28.57% 38	27.07% 36	9.02% 12	133
International	28.42% 27	56.84% 54	9.47% 9	3.16% 3	2.11% 2	95

Q8 Where do you get ideas for the stories you cover? (Select up to 5: #1 is your top source, etc.)

Answered: 144 Skipped: 4



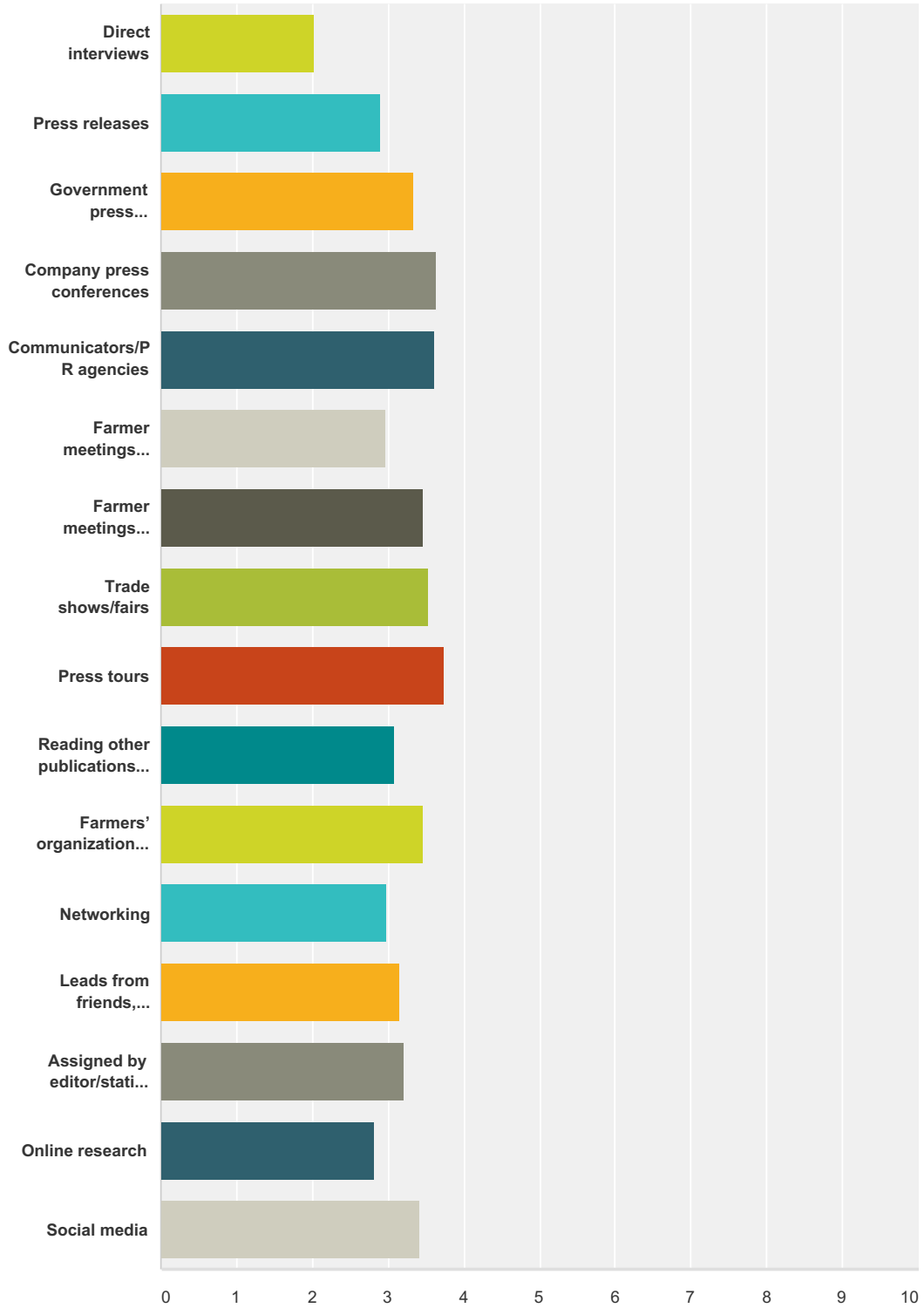
	1	2	3	4	5	Total	Weighted Average
Direct interviews	40.48% 34	14.29% 12	14.29% 12	13.10% 11	17.86% 15	84	2.54

Press releases	19.51% 8	26.83% 11	14.63% 6	17.07% 7	21.95% 9	41	2.95
Government press conferences	0.00% 0	25.00% 4	25.00% 4	31.25% 5	18.75% 3	16	3.44
Company press conferences	5.88% 1	11.76% 2	41.18% 7	35.29% 6	5.88% 1	17	3.24
Farmer meetings (extension/university/government)	21.21% 14	28.79% 19	22.73% 15	15.15% 10	12.12% 8	66	2.68
Farmer meetings (company-sponsored)	11.11% 2	50.00% 9	5.56% 1	16.67% 3	16.67% 3	18	2.78
Trade shows/fairs	6.90% 2	17.24% 5	31.03% 9	37.93% 11	6.90% 2	29	3.21
Press tours	6.25% 2	25.00% 8	18.75% 6	21.88% 7	28.13% 9	32	3.41
Reading other publications/listening to other media	25.42% 15	20.34% 12	16.95% 10	20.34% 12	16.95% 10	59	2.83
Farmers' organization newsletters/magazines	7.89% 3	18.42% 7	23.68% 9	31.58% 12	18.42% 7	38	3.34
Networking	33.75% 27	13.75% 11	20.00% 16	17.50% 14	15.00% 12	80	2.66
Leads from friends, neighbors or colleagues	15.22% 7	19.57% 9	26.09% 12	15.22% 7	23.91% 11	46	3.13
Assigned by editor/station manager/boss	25.71% 9	20.00% 7	20.00% 7	14.29% 5	20.00% 7	35	2.83
Online research	20.34% 12	22.03% 13	18.64% 11	15.25% 9	23.73% 14	59	3.00
Social media	10.00% 4	20.00% 8	25.00% 10	17.50% 7	27.50% 11	40	3.33

#	Other (please specify)	Date
1	Parliament	5/3/2017 3:58 AM
2	Assignments from corporate clients	5/2/2017 9:47 PM
3	in house research on policy issues	5/2/2017 4:11 AM
4	stories are based on our own government's work	5/2/2017 3:36 AM
5	PR clients produce interviewees	5/2/2017 2:40 AM
6	university	5/2/2017 12:38 AM
7	Flow of scientists' research	3/4/2017 6:34 PM
8	Reading books not directly linked to Ag	1/9/2017 8:53 PM
9	Revista turismo Rural Internacional y Agroturismo -ASIAVA.	1/6/2017 10:49 PM
10	connections to colleagues and farmers	1/6/2017 6:41 PM
11	Activities in our organization	1/4/2017 11:22 PM
12	Produce technical press releases for those seeking to do business with British farmers and vets	1/4/2017 10:01 AM

Q9 Where do you get most of your information for the stories you cover? (Select up to 5: #1 is your top source, etc.)

Answered: 145 Skipped: 3



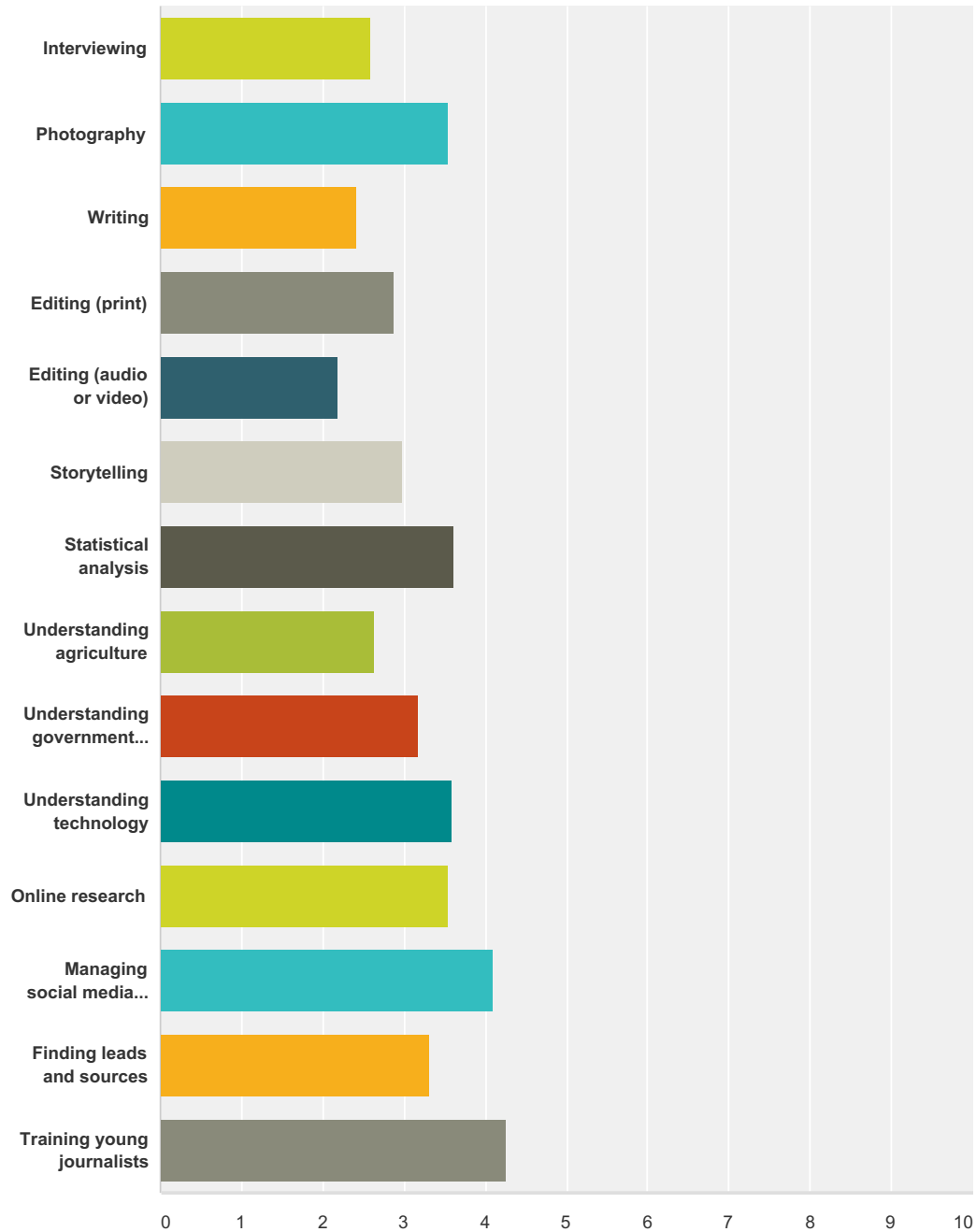
	1	2	3	4	5	Total	Weighted Average
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Direct interviews	63.64% 77	10.74% 13	4.13% 5	3.31% 4	18.18% 22	121	2.02
Press releases	20.00% 11	23.64% 13	16.36% 9	25.45% 14	14.55% 8	55	2.91
Government press conferences	0.00% 0	25.00% 3	41.67% 5	8.33% 1	25.00% 3	12	3.33
Company press conferences	6.25% 1	25.00% 4	12.50% 2	12.50% 2	43.75% 7	16	3.63
Communicators/PR agencies	5.56% 1	22.22% 4	16.67% 3	16.67% 3	38.89% 7	18	3.61
Farmer meetings (extension/university/government)	15.94% 11	26.09% 18	20.29% 14	21.74% 15	15.94% 11	69	2.96
Farmer meetings (company-sponsored)	0.00% 0	23.53% 4	29.41% 5	23.53% 4	23.53% 4	17	3.47
Trade shows/fairs	0.00% 0	16.00% 4	32.00% 8	36.00% 9	16.00% 4	25	3.52
Press tours	2.63% 1	7.89% 3	31.58% 12	28.95% 11	28.95% 11	38	3.74
Reading other publications/listening to other media	14.55% 8	20.00% 11	25.45% 14	21.82% 12	18.18% 10	55	3.09
Farmers' organization newsletters/magazines	0.00% 0	28.57% 8	21.43% 6	25.00% 7	25.00% 7	28	3.46
Networking	12.00% 6	20.00% 10	36.00% 18	22.00% 11	10.00% 5	50	2.98
Leads from friends, neighbors or colleagues	12.00% 3	28.00% 7	12.00% 3	28.00% 7	20.00% 5	25	3.16
Assigned by editor/station manager/boss	14.29% 2	21.43% 3	21.43% 3	14.29% 2	28.57% 4	14	3.21
Online research	18.48% 17	28.26% 26	21.74% 20	16.30% 15	15.22% 14	92	2.82
Social media	5.26% 1	21.05% 4	26.32% 5	21.05% 4	26.32% 5	19	3.42

#	Other (please specify)	Date
1	Parliament	5/3/2017 3:58 AM
2	My own research, online, calling people, reading data	5/2/2017 10:52 PM
3	Government - extension staff #1 as direct interviews	5/2/2017 5:47 AM
4	Peer reviewed journal articles	5/2/2017 5:44 AM
5	in house expertise covering topic areas of interest	5/2/2017 4:11 AM
6	research results from clients	5/2/2017 2:40 AM
7	University r&d	5/2/2017 12:38 AM
8	scientists i work with	3/4/2017 6:34 PM
9	Often turning research papers into media stories tired farmers and vets will actually read!	1/4/2017 10:01 AM
10	Observation during site/farm visits	1/1/2017 2:21 PM

Q10 What do you think are the most valuable skills for an agricultural journalist in your position? (Select up to 5: #1 is most important, etc.)

Answered: 144 Skipped: 4



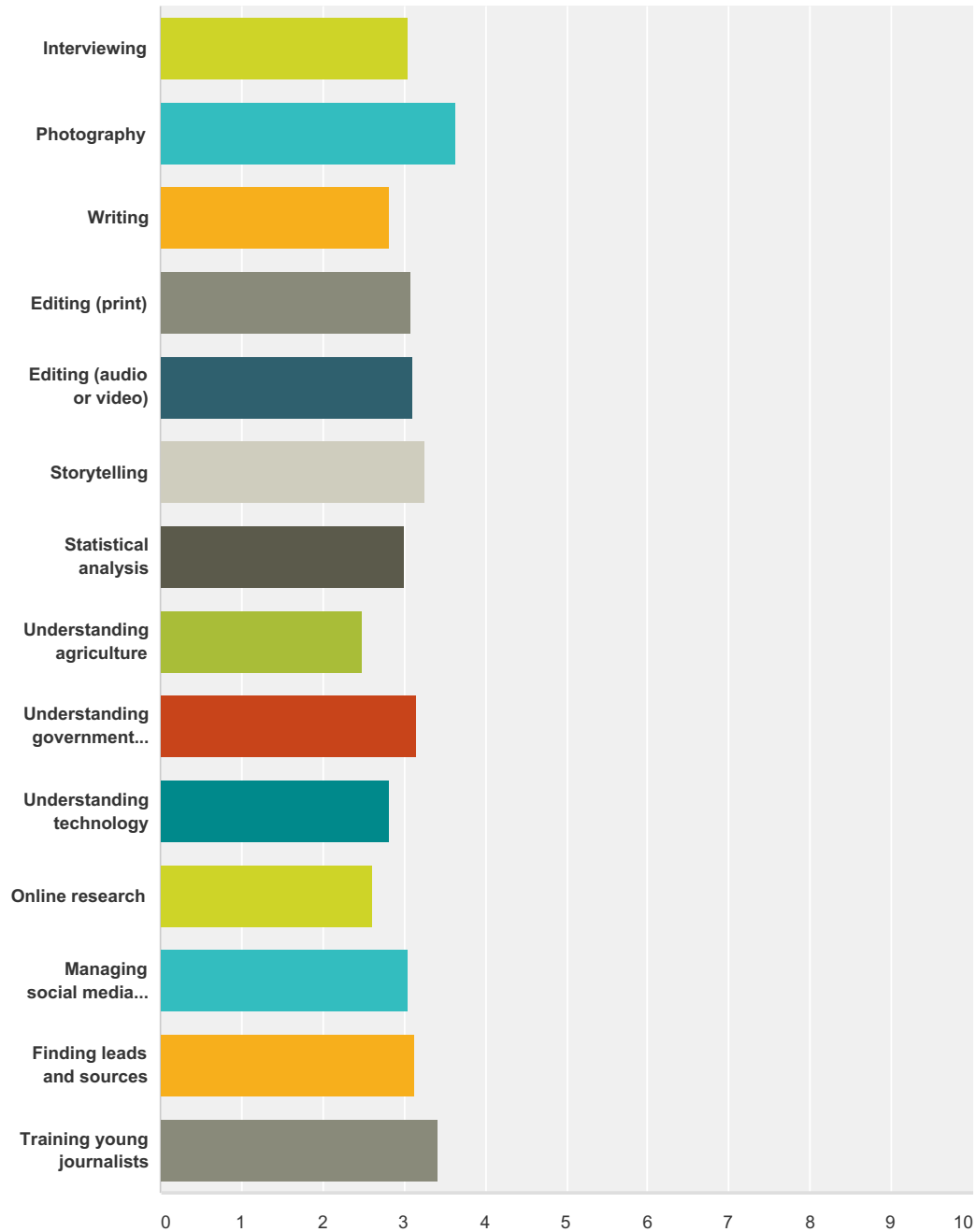
	1	2	3	4	5	Total	Weighted Average
Interviewing	25.00% 23	28.26% 26	23.91% 22	8.70% 8	14.13% 13	92	2.59

Photography	10.87% 5	17.39% 8	13.04% 6	23.91% 11	34.78% 16	46	3.54
Writing	32.14% 36	24.11% 27	17.86% 20	20.54% 23	5.36% 6	112	2.43
Editing (print)	8.82% 3	35.29% 12	23.53% 8	23.53% 8	8.82% 3	34	2.88
Editing (audio or video)	30.00% 3	20.00% 2	50.00% 5	0.00% 0	0.00% 0	10	2.20
Storytelling	15.28% 11	25.00% 18	18.06% 13	29.17% 21	12.50% 9	72	2.99
Statistical analysis	11.11% 2	5.56% 1	22.22% 4	33.33% 6	27.78% 5	18	3.61
Understanding agriculture	33.90% 40	16.10% 19	17.80% 21	16.95% 20	15.25% 18	118	2.64
Understanding government programs/law	10.71% 3	28.57% 8	14.29% 4	25.00% 7	21.43% 6	28	3.18
Understanding technology	3.45% 1	10.34% 3	27.59% 8	41.38% 12	17.24% 5	29	3.59
Online research	7.50% 3	17.50% 7	22.50% 9	17.50% 7	35.00% 14	40	3.55
Managing social media and websites	4.55% 1	4.55% 1	22.73% 5	13.64% 3	54.55% 12	22	4.09
Finding leads and sources	15.09% 8	15.09% 8	22.64% 12	16.98% 9	30.19% 16	53	3.32
Training young journalists	0.00% 0	8.33% 1	16.67% 2	16.67% 2	58.33% 7	12	4.25

#	Other (please specify)	Date
1	It is really a mix of those that are equally important, but that is not possible to indicate here	5/2/2017 10:23 PM
2	understanding science	5/2/2017 5:44 AM
3	having a strong network of contacts	5/2/2017 4:11 AM
4	time management, ability to quickly sift through reams of information and eyeball the information that farmers should know and need to know.	5/2/2017 2:59 AM
5	Personal social contacts	5/2/2017 12:38 AM
6	note taking	2/7/2017 2:16 AM
7	Study	1/9/2017 10:58 PM
8	Knowing fundamental sciences & technologies	1/9/2017 8:53 PM
9	building relationships with people outside your comfort zone	1/9/2017 5:04 AM
10	Understanding interests of sources / interpretation of conclusions and statements	1/6/2017 9:44 PM
11	Meeting deadlines and other editor requirements	1/6/2017 1:16 PM
12	understanding people and business	1/4/2017 10:01 AM
13	Observation - you have to be a keen observer so you can capture what you are seeing, as much as what someone is telling you.	1/1/2017 2:21 PM

Q11 Which skills will be most valuable for journalists to develop in the next 5 to 10 years?(Select up to 5: #1 is most important, etc.)

Answered: 144 Skipped: 4



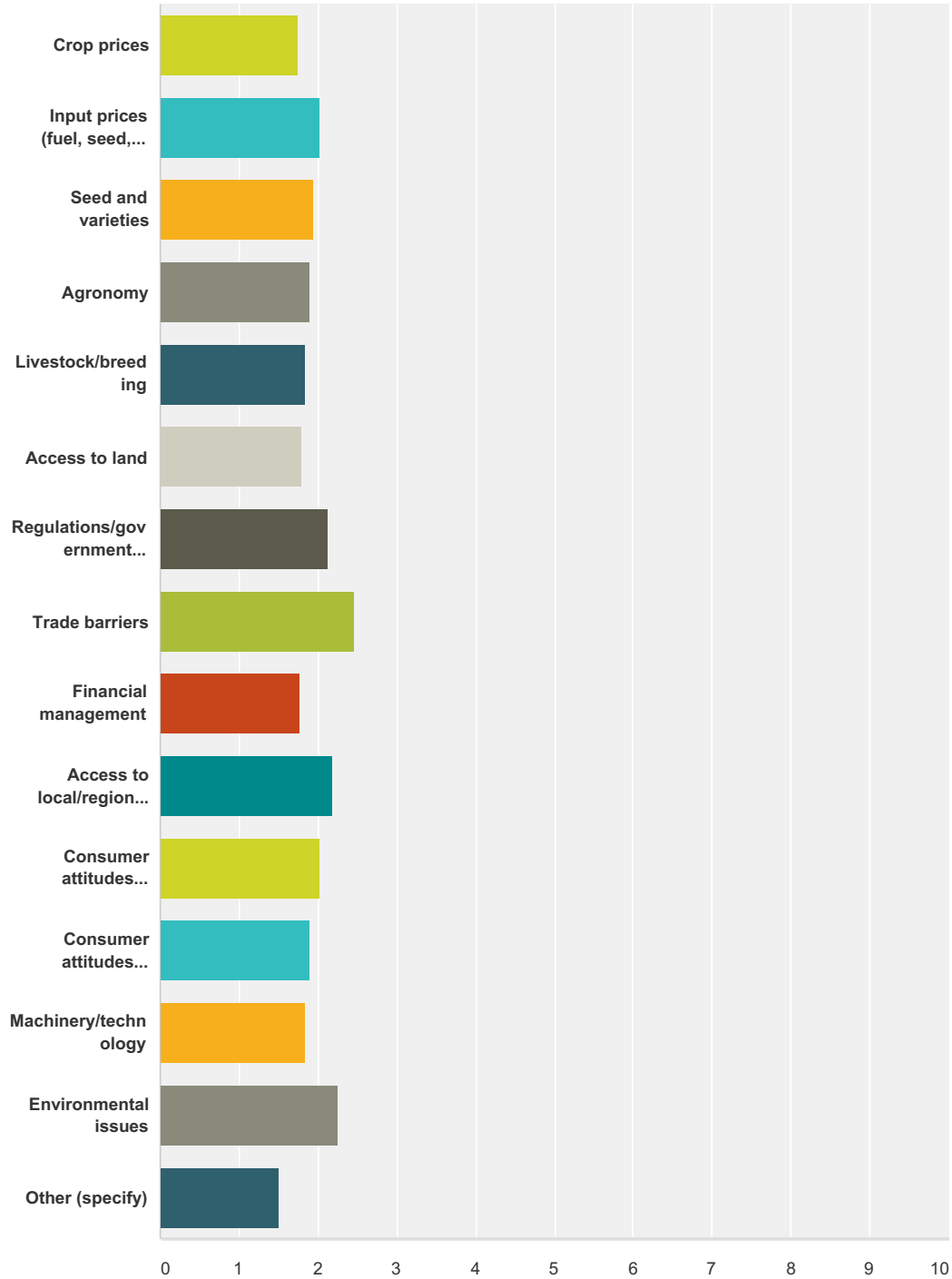
	1	2	3	4	5	Total	Weighted Average
Interviewing	23.21% 13	21.43% 12	7.14% 4	25.00% 14	23.21% 13	56	3.04

Photography	18.52% 5	0.00% 0	14.81% 4	33.33% 9	33.33% 9	27	3.63
Writing	25.35% 18	15.49% 11	23.94% 17	22.54% 16	12.68% 9	71	2.82
Editing (print)	4.76% 1	33.33% 7	19.05% 4	33.33% 7	9.52% 2	21	3.10
Editing (audio or video)	6.06% 2	27.27% 9	24.24% 8	33.33% 11	9.09% 3	33	3.12
Storytelling	14.52% 9	14.52% 9	24.19% 15	24.19% 15	22.58% 14	62	3.26
Statistical analysis	17.50% 7	12.50% 5	37.50% 15	17.50% 7	15.00% 6	40	3.00
Understanding agriculture	39.29% 33	22.62% 19	9.52% 8	8.33% 7	20.24% 17	84	2.48
Understanding government programs/law	12.00% 3	28.00% 7	16.00% 4	20.00% 5	24.00% 6	25	3.16
Understanding technology	15.15% 10	21.21% 14	37.88% 25	18.18% 12	7.58% 5	66	2.82
Online research	16.95% 10	40.68% 24	15.25% 9	18.64% 11	8.47% 5	59	2.61
Managing social media and websites	28.07% 16	12.28% 7	12.28% 7	22.81% 13	24.56% 14	57	3.04
Finding leads and sources	20.37% 11	18.52% 10	18.52% 10	12.96% 7	29.63% 16	54	3.13
Training young journalists	12.50% 3	16.67% 4	25.00% 6	8.33% 2	37.50% 9	24	3.42

#	Other (please specify)	Date
1	Again this is not a way to do this.... They are equally important. If you don't understand agriculture, you can not write the article, and if you understand agriculture, but cannot write, then your message is lost....	5/2/2017 10:23 PM
2	sorting out truth and untruth re digital sources	5/2/2017 4:11 AM
3	Change adaptation - learning to adapt to the changes in agriculture as well as journalism	5/2/2017 1:57 AM
4	Develop personal social contacts	5/2/2017 12:38 AM
5	Basic fundamental, technical & Ag education	5/2/2017 12:01 AM
6	Understanding the reasons behind the information that's provided	5/1/2017 8:47 PM
7	develop a curiosity about their subject	2/7/2017 2:16 AM
8	Understanding how things politics, environment, agriculture) are connected and influenced	1/11/2017 1:30 AM
9	Information management	1/9/2017 10:58 PM
10	Studying fundamental sciences, reading	1/9/2017 8:53 PM
11	Understanding the business model you are in	1/9/2017 5:04 AM
12	To develop feeling for independence / Understanding interests of sources / interpretation of conclusions and statements	1/6/2017 9:44 PM
13	Meeting deadlines and other editor requirements	1/6/2017 1:16 PM
14	More research is going to be online but journalists need to be able to identify credible sites/sources and discern fact from fiction, not just accept everything they find online at face value. They need to learn to interrogate the sources they use, do more fact checking which is becoming more and more essential with unregulated/untrained people contributing to the information flow, and not just follow the mob.	1/1/2017 2:21 PM

Q12 What do you feel are the most important issues to your audience? (Select 3: #1 is most important, etc.)

Answered: 145 Skipped: 3



	1	2	3	Total	Weighted Average
Crop prices	44.74% 17	34.21% 13	21.05% 8	38	1.76

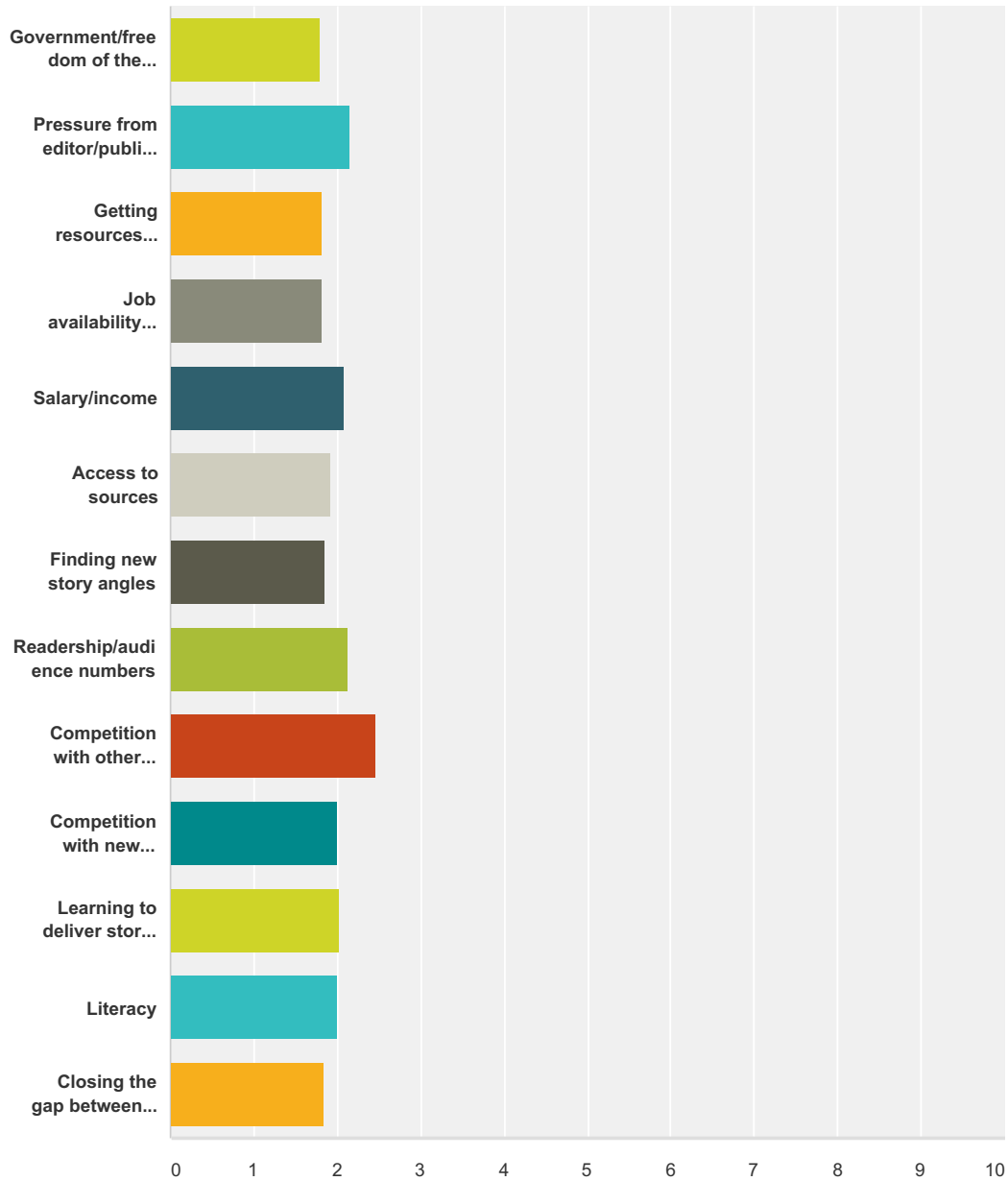
Input prices (fuel, seed, fertilizer, pesticides)	30.00% 9	36.67% 11	33.33% 10	30	2.03
Seed and varieties	41.18% 7	23.53% 4	35.29% 6	17	1.94
Agronomy	40.63% 13	28.13% 9	31.25% 10	32	1.91
Livestock/breeding	40.00% 10	36.00% 9	24.00% 6	25	1.84
Access to land	40.00% 2	40.00% 2	20.00% 1	5	1.80
Regulations/government programs	30.19% 16	26.42% 14	43.40% 23	53	2.13
Trade barriers	0.00% 0	52.94% 9	47.06% 8	17	2.47
Financial management	46.88% 15	28.13% 9	25.00% 8	32	1.78
Access to local/regional markets	13.33% 2	53.33% 8	33.33% 5	15	2.20
Consumer attitudes toward farmers	32.35% 11	32.35% 11	35.29% 12	34	2.03
Consumer attitudes toward food	36.67% 11	36.67% 11	26.67% 8	30	1.90
Machinery/technology	37.50% 9	41.67% 10	20.83% 5	24	1.83
Environmental issues	21.28% 10	31.91% 15	46.81% 22	47	2.26
Other (specify)	66.67% 8	16.67% 2	16.67% 2	12	1.50

#	Other (please specify)	Date
1	New ownership, how to Trade, how to network with other farmers, New technology	5/13/2017 3:09 AM
2	Profitability, how to improve	5/2/2017 10:52 PM
3	Any article is mostly covering moere of the subjects mentioned and is a mixture of them. And the some readers prefer to read about crop prices and others about livestock....	5/2/2017 10:23 PM
4	input of science on agriculture	5/2/2017 5:44 AM
5	Government policy on land	5/2/2017 2:04 AM
6	A whole range of policy and farming management issues, as well as knowing what the market wants	5/2/2017 1:57 AM
7	Local news from an agricultural focus	5/2/2017 1:57 AM
8	University contacts	5/2/2017 12:38 AM
9	Political, environmental & technological trends	5/2/2017 12:01 AM
10	Explaining where information comes from and why	5/1/2017 8:47 PM
11	lack of awareness about agricultural issues and trends	5/1/2017 2:48 PM
12	Occupational health and safety	5/1/2017 2:03 PM
13	activist/non farming consumer pressures on farmers	1/12/2017 3:31 AM
14	Climate and agriculture	1/9/2017 10:58 PM
15	policy issues	1/9/2017 5:04 AM

16	Developing and continually tweaking their farming system - environment-soil-plant-animal interactions to conserve, improve these resources to farm profitably and demonstrate respect for staff, livestock and environment.	1/7/2017 12:13 PM
17	Understanding forestry, silviculture and wood market	1/7/2017 5:01 AM
18	+ looking info hos other farmers work, live and perform	1/7/2017 2:42 AM
19	Developing new markets	1/7/2017 12:46 AM
20	Understanding interests of information sources. Where does information come from? Why does this source provide this kind of information?	1/6/2017 9:44 PM
21	Market prices and market developments	1/6/2017 3:43 PM
22	Research	1/6/2017 1:16 PM

Q13 What do you consider the biggest challenges to agricultural journalists in your market or your country?(Select 3: #1 is most challenging, etc.)

Answered: 146 Skipped: 2



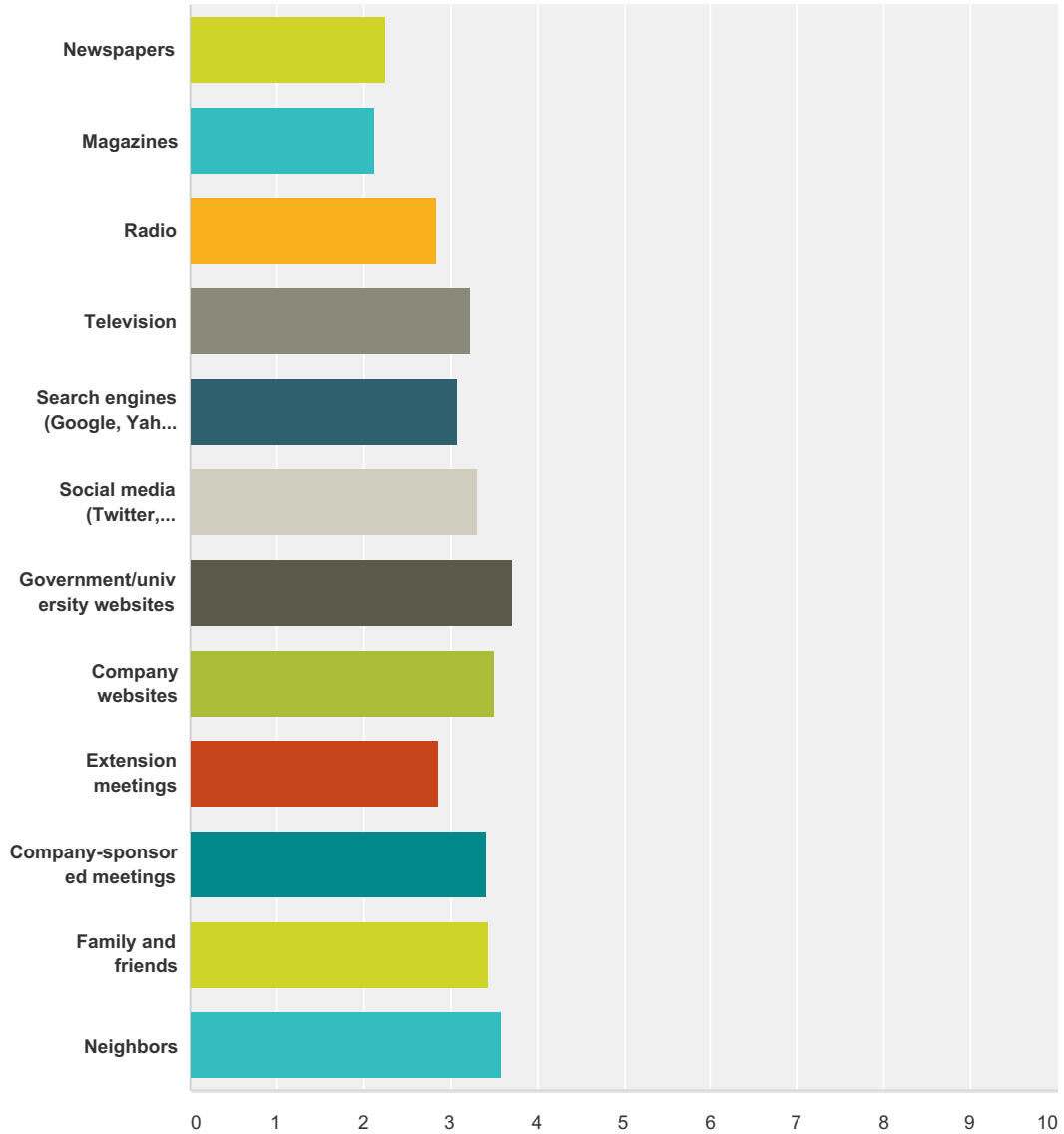
	1	2	3	Total	Weighted Average
Government/freedom of the press	50.00% 7	21.43% 3	28.57% 4	14	1.79
Pressure from editor/publisher/station director to cover or not cover certain topics	38.10% 8	9.52% 2	52.38% 11	21	2.14

Getting resources (money, travel access) to cover stories	48.53% 33	20.59% 14	30.88% 21	68	1.82
Job availability/employment opportunities	32.35% 11	52.94% 18	14.71% 5	34	1.82
Salary/income	23.68% 9	44.74% 17	31.58% 12	38	2.08
Access to sources	30.77% 4	46.15% 6	23.08% 3	13	1.92
Finding new story angles	28.57% 8	57.14% 16	14.29% 4	28	1.86
Readership/audience numbers	33.33% 10	20.00% 6	46.67% 14	30	2.13
Competition with other outlets in the same media as yours	5.26% 1	42.11% 8	52.63% 10	19	2.47
Competition with new sources of information/new media	30.77% 12	38.46% 15	30.77% 12	39	2.00
Learning to deliver stories through new media (video, online content, Twitter, etc.)	31.67% 19	33.33% 20	35.00% 21	60	2.03
Literacy	33.33% 1	33.33% 1	33.33% 1	3	2.00
Closing the gap between farmers and consumers	44.44% 20	26.67% 12	28.89% 13	45	1.84

#	Other (please specify)	Date
1	General pressure for more articles - which creates less time for in depth stories	5/18/2017 2:05 AM
2	Competition with new sources of information; communications people are so good at their jobs and providing information for clients that the client/readers sometimes fail to look for the unbiased view.	5/2/2017 2:59 AM
3	Lack of ag journalists in my country. Media concentration problems	5/2/2017 1:57 AM
4	To express his "story" in an objective and interesting way ...	5/2/2017 12:38 AM
5	Negligence, narrowness of views	5/2/2017 12:01 AM
6	Identifying if information is real or colored	5/1/2017 8:47 PM
7	Interesting print editors in stories and selling them i.e. marketing	5/1/2017 5:26 PM
8	sifting through the communications and past the communications people to find the real story	2/7/2017 2:16 AM
9	Questions #1 and #2 are strongly correlated	1/9/2017 8:53 PM
10	Business models for media being disrupted	1/9/2017 5:04 AM
11	Lack of skills to package a comprehensive article that is likely to help farmers improve their farming activities	1/7/2017 10:29 PM
12	Pressure from publishers for journalists to produce more while they cut staff.	1/6/2017 11:48 AM
13	Shrinking ownership of ag media, and employment conditions in the print sector. Print sector journos especially being asked to do more with less, no mentoring or training with retrenchments driven by boards focussed on share prices and bottom line, failure to recognise importance of a journalist developing contacts and local knowledge especially in rural/ag sectors where personal relationships are important, or offer young journos any training, leading to high job dissatisfaction and turnover rates.	1/1/2017 2:21 PM

Q14 How do farmers in your market get their agricultural information? (Please rate top 5 -- #1 is most popular)

Answered: 144 Skipped: 4



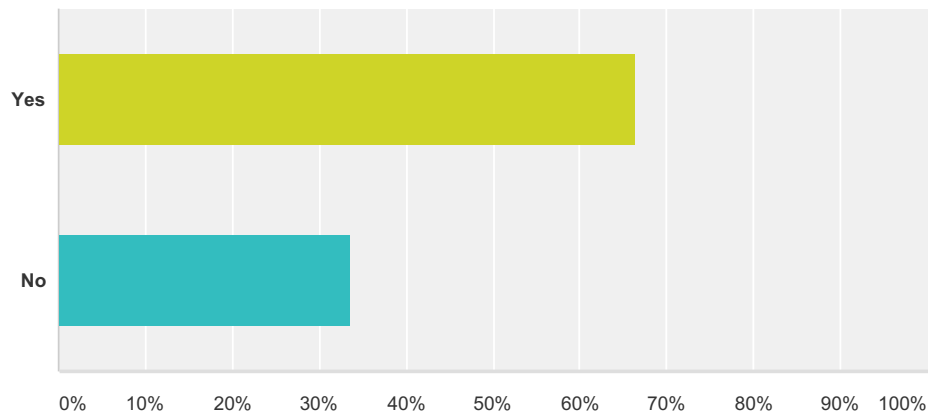
	1	2	3	4	5	Total	Weighted Average
Newspapers	43.02% 37	24.42% 21	10.47% 9	8.14% 7	13.95% 12	86	2.26
Magazines	41.94% 39	29.03% 27	13.98% 13	5.38% 5	9.68% 9	93	2.12
Radio	12.07% 7	34.48% 20	24.14% 14	17.24% 10	12.07% 7	58	2.83
Television	16.22% 6	8.11% 3	27.03% 10	32.43% 12	16.22% 6	37	3.24

Search engines (Google, Yahoo, etc.)	14.29% 8	26.79% 15	16.07% 9	21.43% 12	21.43% 12	56	3.09
Social media (Twitter, WeChat, Instagram, etc.)	8.33% 6	16.67% 12	27.78% 20	29.17% 21	18.06% 13	72	3.32
Government/university websites	6.90% 2	6.90% 2	24.14% 7	31.03% 9	31.03% 9	29	3.72
Company websites	4.35% 2	17.39% 8	28.26% 13	23.91% 11	26.09% 12	46	3.50
Extension meetings	19.05% 12	19.05% 12	31.75% 20	15.87% 10	14.29% 9	63	2.87
Company-sponsored meetings	11.36% 5	18.18% 8	18.18% 8	20.45% 9	31.82% 14	44	3.43
Family and friends	17.86% 10	8.93% 5	16.07% 9	25.00% 14	32.14% 18	56	3.45
Neighbors	10.20% 5	12.24% 6	16.33% 8	30.61% 15	30.61% 15	49	3.59

#	Other (please specify)	Date
1	independent advisory company	5/18/2017 2:05 AM
2	other farmers	5/3/2017 1:16 AM
3	Our extension system in Denmark and private advisors are the most important sources of ag info.... Then magazines (and the one daily farmers newspaper we have). Websites by ag medias are also important	5/2/2017 10:23 PM
4	Chamber of Agriculture and Forestry of Slovenia (CAFS)	5/2/2017 7:22 PM
5	#1 ag retailers	5/2/2017 10:01 AM
6	trade associations and producer groups	5/2/2017 4:11 AM
7	emailed newsletters from media outlets - daily or weekly	5/2/2017 3:36 AM
8	Conferences / tradeshow	5/2/2017 2:55 AM
9	Inputs supply representatives; farmer study groups	5/2/2017 2:04 AM
10	Agri exhibitions esp. Specials e.g.crop growing	5/1/2017 5:26 PM
11	Consultants	1/26/2017 10:59 AM
12	Newsletters online	1/25/2017 7:53 PM
13	Tea stall	1/9/2017 10:58 PM
14	Colleagues	1/9/2017 8:53 PM
15	email updates	1/9/2017 5:04 AM
16	Proximity extension agents	1/7/2017 10:29 PM
17	Very important: farmers own advisers (run by the farmers organisation).	1/7/2017 2:42 AM
18	Online news sites should be in this list... same category as newspapers but more modern	1/6/2017 1:45 PM
19	Don't know	1/6/2017 1:16 PM
20	Ag supply retailers	1/6/2017 10:18 AM
21	Online forums	1/5/2017 1:57 AM
22	All of the above	1/4/2017 10:21 AM
23	Company in this response includes industry/gov funded research and development corporations. They are a primary source of info, particularly about farm management/technical issues, for many farmers through a range of activities - magazines, podcasts, websites, extension meetings, social media. But even above that for most farmers ag consultants, both paid independent and free based in ag supply retail outlets, would rank in top three.	1/1/2017 2:21 PM

Q15 Do those sources represent a shift from 5 years ago?

Answered: 140 Skipped: 8



Answer Choices	Responses
Yes	66.43% 93
No	33.57% 47
Total	140

#	In what ways? (please specify)	Date
1	More online information	5/18/2017 2:05 AM
2	Social media	5/14/2017 4:18 AM
3	?	5/13/2017 3:09 AM
4	More farmers have cell phones which enables them to get the information they need at their fingertips	5/8/2017 1:49 AM
5	Mass media & Social media getting popularity among the farmers.	5/3/2017 4:48 PM
6	Farming websites now playing big part with farmers getting information	5/3/2017 6:30 AM
7	I suspect they are looking more toward social media and online research than they were five years ago	5/3/2017 1:16 AM
8	Online information has become more important.	5/2/2017 10:52 PM
9	More and more is web based and private extension is more common	5/2/2017 10:23 PM
10	More shift to social media but not as significant as in some other sectors/demographics	5/2/2017 9:47 PM
11	Yes, more social media and online. Less print is being consumed but it is still the top driver.	5/2/2017 11:56 AM
12	Greater use of digital media and social media by younger farmers than 5 years ago.	5/2/2017 10:01 AM
13	More information available on internet. Younger farmers are more equipped to get information from the internet. More young farmers get university learning.	5/2/2017 7:22 AM
14	Yes, I find farmers are searching more online and utilizing social media more than they are attending extension meetings in the past. Newspaper for some reason is still high on the Environmental Survey that our area does which I always find intriguing that it stays so strong as an information point	5/2/2017 5:47 AM
15	all types of digital are increasing in importance. hand held, on the spot info increasing in usage.	5/2/2017 4:11 AM
16	social media (specifically twitter) is now a significant source of information	5/2/2017 3:36 AM

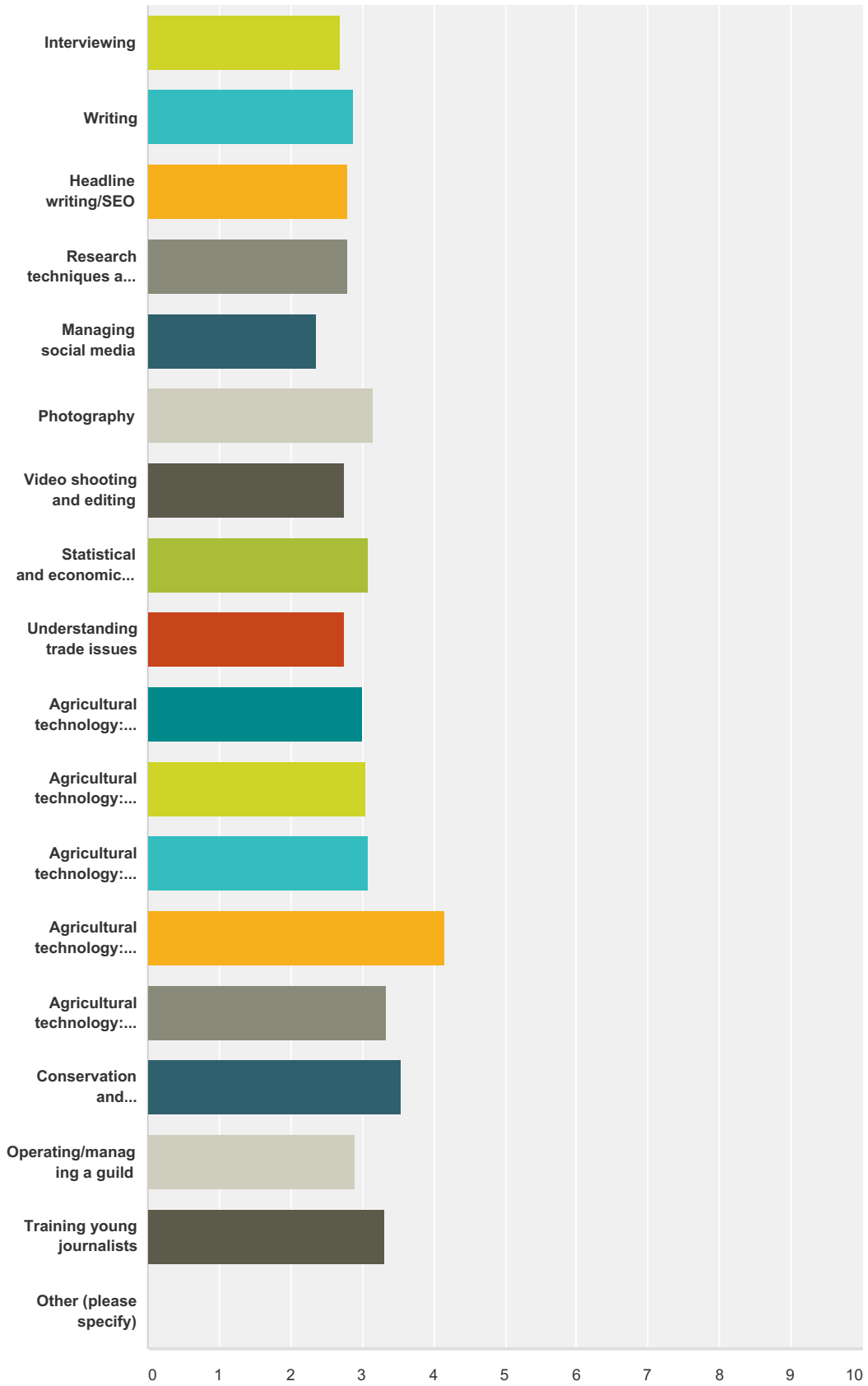
17	Many more farmers share information (many time incorrect!) on Facebook. Using Youtube and Google to quickly access answers to their "how to" problems, is cool, but it is competition for traditional media. We should get onto that wicket. Farmer study groups are also becoming more digital (closed Facebook groups). Sponsored farmers' days have to a large extent replaced events previously hosted by government or parastatal organisations. Knowledge about the latest technology or methods or research is mainly shared by companies at sponsored farmers' days.	5/2/2017 3:15 AM
18	Twitter is big in ag as a source; what someone posts on Twitter is believed and their biases aren't necessarily considered in digesting the information.	5/2/2017 2:59 AM
19	Shift from extension meetings and magazines to information technology (internet, social media)	5/2/2017 2:49 AM
20	While nothing seems to beat agricultural publications and direct interactions with agricultural experts and other farmers, South African farmers are increasingly gaining access to, and utilising, agricultural information on the internet.	5/2/2017 2:04 AM
21	I do believe so. Many farmers used to only read magazines, but now many rely on sms'ses from companies, electronic updates, social media, the news, etc.	5/2/2017 1:57 AM
22	Much more reliance on social media for farmers	5/2/2017 1:57 AM
23	more younger farmers are more tech savvy	5/2/2017 1:54 AM
24	Main source of information in the communities	5/2/2017 1:37 AM
25	Main source of information in the communities	5/2/2017 1:36 AM
26	Online has increased in a big way.	5/2/2017 12:35 AM
27	Extension has a tiny role now.	5/2/2017 12:28 AM
28	More digital than print	5/1/2017 11:39 PM
29	Social Media is increasing.	5/1/2017 9:27 PM
30	More into internet, less magazines. Less independent information, more info coming from companies.	5/1/2017 8:47 PM
31	Getting real-time data (web-based) and use of social media outlets	5/1/2017 4:55 PM
32	More online searching.	5/1/2017 2:03 PM
33	Slow shift to digital.	5/1/2017 1:29 PM
34	greater online access, the rest is the same given that they are in developing countries	3/4/2017 6:34 PM
35	People want to believe what they hear from the communications people, so they read what the media say and balance that off against what the company, government or commodity organization says.	2/7/2017 2:16 AM
36	More online	1/25/2017 7:53 PM
37	I see a growth in electronic over other media.	1/25/2017 3:14 AM
38	Facebook	1/24/2017 7:20 AM
39	Due to dwindling extension services, most farmers nowadays rely on mass media especially radio to get information on latest technologies and innovations in Agriculture	1/23/2017 9:31 PM
40	It has been consistet for 5 years television being watched by the majority	1/12/2017 10:15 PM
41	More digital influence	1/12/2017 4:02 PM
42	Print media still plays a role but more and more farmers are using twitter and other forms of social media.	1/12/2017 3:31 AM
43	Web-services have improved.	1/12/2017 1:32 AM
44	"Traditional" media like newspapers, radio, & even TV used to have dedicated time to ag coverage, which is mostly gone now as those businesses struggle to find a model for their own survival. Even 5 years ago social media wasn't the info source it has now become	1/11/2017 6:12 AM
45	Search engines or social media more important now	1/11/2017 4:01 AM
46	mainly directly from companies	1/10/2017 11:45 PM
47	Only in Social Media and newspapers. The first is growing a lot, and the second is dissapearing and not used.	1/10/2017 11:08 PM
48	Social media is getting more and more important.	1/10/2017 1:44 AM
49	This methods will sustain as there are no other dependable options	1/9/2017 10:58 PM

50	Many farmers have joined Facebook. Groups are fairly active and it sort of act as the new form of study groups in some instances. Unfortunately these groups are also the source of a lot of political talk and unsubstantiated information on anything from animal diseases to agronomy. Increased internet research is good, but some farmers don't know how to differentiate between false news or half truths. The missing link is the knowledgeable journalist who has had years of practice to navigate between reliable sources and bogus information. Some farmers really think they don't need the media to curate information. Some have done so to their own detriment. Bringing back farmers to the fold of main stream and specialised agri media, is a big priority.	1/9/2017 7:19 PM
51	More interaction on social media; for example friends and neighbours often tweet asking if anyone else has seen a particular pest and what actions they took.	1/9/2017 7:03 PM
52	Digital media is more prevalent and easier to use.	1/9/2017 5:04 AM
53	mainly social media and how to use it for skimming	1/9/2017 3:24 AM
54	Social media queries have increased.	1/9/2017 3:11 AM
55	In Germany and the UK radio was top for agri info I feel this is falling off now	1/8/2017 6:46 PM
56	Social media is much more important than before	1/8/2017 12:49 AM
57	search engines become more and more a first entrance for information	1/7/2017 9:25 PM
58	tradition being overtaken by younger more professional farmers	1/7/2017 12:13 PM
59	younger farmers	1/7/2017 6:30 AM
60	Lots of Twitter use, TV not so much.	1/7/2017 6:19 AM
61	Social media are considered more important, while newspapers have lost some of their importance.	1/7/2017 5:38 AM
62	TV and radio were broadcasting programs that now are closed!	1/7/2017 5:01 AM
63	In Denmark the farmers own advisers have been and are the most important source for fulltime professional farmers	1/7/2017 2:42 AM
64	Company information has professionalized. Independent information isn't always recognized as such	1/7/2017 12:46 AM
65	More social media, internet and more company information. Even scientific information became less independent.	1/6/2017 9:44 PM
66	Search engine are more important now	1/6/2017 9:14 PM
67	Digital information sources are more important	1/6/2017 8:05 PM
68	Websites go on to increase.	1/6/2017 6:40 PM
69	Social media has increased significantly	1/6/2017 5:48 PM
70	More online news consumption than from print newspapers	1/6/2017 1:45 PM
71	Social media has grown exponentially and is now mainstream. Independent, unbiased sources of information (or the perception thereof) are more valued.	1/6/2017 1:28 PM
72	Don't know	1/6/2017 1:16 PM
73	More emphasis on online platforms.	1/6/2017 12:00 PM
74	Magazines have always been number one, but Internet is moving up.	1/6/2017 11:48 AM
75	More online	1/6/2017 11:24 AM
76	A direct reverse	1/6/2017 10:36 AM
77	Internet has become more important	1/4/2017 7:39 PM
78	Internet - social media	1/4/2017 10:21 AM
79	More social media	1/4/2017 10:04 AM
80	government advisors of less importance	1/4/2017 10:01 AM
81	Social media, including farmer special interest networks are a growing communication medium which barely existed five years ago.	1/2/2017 3:05 PM
82	People are using internet more and more.	1/2/2017 12:16 AM

83	<p>Industry organisations/R&D corporations are relying more and more on their own direct information channels to reach farmers. Accessing decent broadband is still an issue for much of rural Australia, which is holding back more web-based sources, and one Telco controls most of the regional phone market, charging exorbitant rates for online data because of what is a virtual monopoly. Despite this Australians have been fairly early adopters of digital/smartphone technology, and Australian farmers have started to very effectively leverage social media to raise awareness and connect with city consumers. In fact there are some great businesses run mainly by rural women out there coaching them how to do it. Using social media to connect direct with city consumers is proving to be a game-changer. Great example was public response to dairy industry crisis in 2016, which was driven by the public responding to individual farmers telling their stories online. This happened way before industry organisations got organised and started leveraging this.</p>	1/1/2017 2:21 PM
84	social media, ag news websites	12/31/2016 3:28 AM

Q16 Which skills would you like to build through IFAJ professional development programs? (Pick your top 5: #1 is most interesting to you, etc.)

Answered: 144 Skipped: 4



	1	2	3	4	5	Total	Weighted Average
Interviewing	29.73%	21.62%	16.22%	13.51%	18.92%	37	2.70

Writing	19.51% 8	31.71% 13	9.76% 4	19.51% 8	19.51% 8	41	2.88
Headline writing/SEO	24.24% 8	21.21% 7	24.24% 8	12.12% 4	18.18% 6	33	2.79
Research techniques and tools	23.53% 16	22.06% 15	20.59% 14	19.12% 13	14.71% 10	68	2.79
Managing social media	38.10% 32	21.43% 18	20.24% 17	8.33% 7	11.90% 10	84	2.35
Photography	15.63% 5	18.75% 6	15.63% 5	34.38% 11	15.63% 5	32	3.16
Video shooting and editing	10.00% 5	32.00% 16	36.00% 18	16.00% 8	6.00% 3	50	2.76
Statistical and economic analysis	11.90% 5	21.43% 9	28.57% 12	21.43% 9	16.67% 7	42	3.10
Understanding trade issues	28.07% 16	21.05% 12	15.79% 9	17.54% 10	17.54% 10	57	2.75
Agricultural technology: Engineering/Equipment	12.00% 3	32.00% 8	20.00% 5	16.00% 4	20.00% 5	25	3.00
Agricultural technology: Crop production	8.70% 2	30.43% 7	26.09% 6	17.39% 4	17.39% 4	23	3.04
Agricultural technology: Livestock production	13.04% 3	17.39% 4	30.43% 7	26.09% 6	13.04% 3	23	3.09
Agricultural technology: Chemicals	0.00% 0	0.00% 0	15.38% 2	53.85% 7	30.77% 4	13	4.15
Agricultural technology: Genetics/Seed	19.23% 5	11.54% 3	15.38% 4	23.08% 6	30.77% 8	26	3.35
Conservation and sustainability issues	6.82% 3	18.18% 8	20.45% 9	22.73% 10	31.82% 14	44	3.55
Operating/managing a guild	31.82% 7	9.09% 2	18.18% 4	18.18% 4	22.73% 5	22	2.91
Training young journalists	22.92% 11	10.42% 5	10.42% 5	25.00% 12	31.25% 15	48	3.31
Other (please specify)	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0	0.00

#	Other (please specify)	Date
1	No journalism through IFAJ. That a national matter, if at all....	5/13/2017 3:09 AM
2	GMO:s	5/2/2017 10:52 PM
3	Connecting with consumers	5/2/2017 6:21 AM
4	all these topics would be of interest to me but those would be the ones I'd go to first.	5/2/2017 5:47 AM
5	I love the IFAJ. You can give a workshop on Word for Windows and I'll think it is great! On a serious note. The work and effort of the IFAJ is stellar. Love you guys and love the way this organisation makes us all better at our jobs.	5/2/2017 3:15 AM
6	Looking into other fields of science and technologies	5/2/2017 12:01 AM
7	Marketing of one's work	5/1/2017 5:26 PM
8	note taking first and foremost; then the ability to understand and look critically at all aspects of agricultural technology	2/7/2017 2:16 AM
9	Adding editorial value to promotional copy. Working with the ad sales team to give the advertiser and reader value.	1/9/2017 7:19 PM
10	Business model understanding, help media staff figure out how to be involved in the revenue side of the business.	1/9/2017 5:04 AM

11	Best approaches on how effective agricultural journalism/communication can help small scale farmers modernize their farming activities and increase productivity	1/7/2017 10:29 PM
12	understanding meaning, importance of any news to audience (as opposed to journalists	1/7/2017 12:13 PM
13	None of these. I only expect IFAJ to arrange relevant tours. Cheap ones !	1/7/2017 2:42 AM
14	None	1/7/2017 12:46 AM
15	Training potential and new member guilds in dev eloping countries about press freedom and independent information	1/6/2017 9:44 PM
16	I look to IFAJ to help me better understand world agriculture and the viewpoints of others outside of my country.	1/6/2017 11:48 AM

Q17 What do you think the future of agricultural journalism looks like?

Answered: 111 Skipped: 37

#	Responses	Date
1	Bright	5/15/2017 1:46 AM
2	Will be under heavy pressure from consumers and supermarkets who don't understand that a science optimized agriculture is taking over from the so-called conventional farming and leaving organic agriculture behind when it comes to sustainability, nature, environment, climate and animal welfare. It will be a challenge to explain the real facts to the public more and more believing in fake news, also when it comes to agriculture. We'll need education and must learn to master all media - and work for a free and independent ag press - and at the same time also be able to reach the public as a whole.	5/13/2017 3:55 AM
3	Grey. In Denmark there are no agricultural journalism in newspapers, radio and television any longer. It only exists inside the agricultural business.	5/13/2017 3:09 AM
4	A modern farmer	5/10/2017 1:16 PM
5	Farmers will always need information, and that information needs to be accurate. As long as ag journalists are well-trained and ethical, I believe the future is bright.	5/8/2017 1:49 AM
6	I'm concerned about the survival of independent publications.	5/5/2017 4:29 AM
7	More journalists will have an extensive knowledge of agriculture. More digital content likely to emerge.	5/5/2017 1:48 AM
8	In our country I think it looks very similar to how it looks now with print as the largest source of news, however there will continue to be more and more social media and video technology used.	5/4/2017 2:07 AM
9	Bright	5/3/2017 4:48 PM
10	In Ireland there is serious concern over Brexit-- ie UK leaving the EU	5/3/2017 6:30 AM
11	farms getting bigger will shrink the audience	5/3/2017 3:58 AM
12	Good - I believe there is lots of opportunity for ag journalists; we just need to work hard and deliver strong content on deadline.	5/3/2017 1:16 AM
13	Professionals talking to professionals. All channels of media are important.	5/2/2017 10:52 PM
14	Hopefully excellent. But fewer farmers and more social medias and skyrocketing prices on distribution of paper-based magazines will force more and more medias to turn over to the web.... It may work - and will need skilled journalists who have insight in agriculture and know about business affairs and politics and very important: how to turn her/his knowledge into ag journalism that is relevant to farmers and everybody else in our society	5/2/2017 10:23 PM
15	Overall I think it is bright. But I think the model will continue to shift away from paid staff positions to increasing reliance on freelancers.	5/2/2017 9:47 PM
16	Less print, more online.	5/2/2017 11:56 AM
17	Farmers need greater help with business efficiency, data management, soil health and water quality. We need journalists who can dig into these issues and deliver.	5/2/2017 10:01 AM
18	The future is very bright for agricultural journalism in my country as the government is diversifying to the sector from oil and the farmers are looking for information as well as companies.	5/2/2017 9:20 AM
19	Very good but very tough. I listened to IFAJ members doing interviews during the South African congress and I was amazed by the depths of knowledge but most members, but also shocked by the lack of knowledge of agriculture by others. This has to be addressed urgently.	5/2/2017 7:22 AM
20	I think that we're seeing some shifts that might cause the higher skilled journalists to branch into specific specialized areas as a key resource/knowledge provider. The opportunity for jobs will be limited but the ones that will be there will be unique. Just a guess from what I've seen already in the last 5 - 10 years working in the government.	5/2/2017 5:47 AM
21	Telling the evidence-based truth of agricultural issues in a way that captivates readers just as much as sensationalized pseudo-science.	5/2/2017 3:36 AM

22	I believe that the demise of many state sponsored/independent research and training facilities will make the importance of private agri businesses more prominent. In South Africa this is already the case in many instances. This brings the validity and unbiased basis of articles into question for some. I believe that this is our reality and that it is VERY important to indicate if such information comes from a company or if the research was sponsored by Company X or Y. It is up to the farmer or agri business to decide for themselves if they will accept the information as true or as just a sample of what is possible. It will be a much bigger responsibility to clearly state if content is sponsored/influenced by a paying advertiser/company and to weed out possible fake news sources.	5/2/2017 3:15 AM
23	I'm afraid there will be less ag journalism as companies invest in their in-house pr/communicaitons programs instead of advertising. By doing that companies, governments etc don't have to stand up to the scrutiny of an independent press.	5/2/2017 2:59 AM
24	Positive, good future	5/2/2017 2:49 AM
25	Always will be there in some form and always fascinating work	5/2/2017 2:40 AM
26	Excellent	5/2/2017 2:39 AM
27	Agricultural journalists are increasingly going to have to write online content. They are also going to have to be able to conduct effective online research for stories. Writing about ever-developing agricultural technologies and about consumer demand for improved animal welfare is going to be necessary. Having to learn and write about developments in international agriculture for domestic readers is also an aspect that is growing.	5/2/2017 2:04 AM
28	Bright. I think people will always have to eat, thus, people will always have to produce food - thus, we will always be able to report on production - just in new ways.	5/2/2017 1:57 AM
29	I think that it is a promising area because agriculture is a growing field, and people will need agricultural communicators in some way, shape or form. It offers more opportunities than the rest of Canadian media right now.	5/2/2017 1:57 AM
30	There's more young female black journalists entering the sector, I guess that could also attract more young people in the sector and get young people who do not work in the sector to be interested in agricultural issue.	5/2/2017 1:44 AM
31	It will include many scientific innovations making it easier and more productive. More commercial oriented.	5/2/2017 1:37 AM
32	It will include many scientific innovations making it easier and more productive. More commercial oriented.	5/2/2017 1:36 AM
33	Doing more with less. Covering more mediums with less time/money to do so. Covering more events with fewer people on staff.	5/2/2017 1:24 AM
34	A challenging competition for "good and interesting stories" that goes for publication ...	5/2/2017 12:38 AM
35	Discipline remains needed, but the number of us doing it may well decline as we have fewer farmers and companies.	5/2/2017 12:35 AM
36	Harder to make a living because business model for online information is still evolving.	5/2/2017 12:28 AM
37	Editing articles compiled by the artificial Intellect	5/2/2017 12:01 AM
38	Bleak	5/1/2017 11:57 PM
39	It is optimistic, but with hard stuff.	5/1/2017 9:27 PM
40	Following market and input prices, environment issues, new technology...	5/1/2017 8:52 PM
41	If independency in agricultural media will not be organised, all agricultural information will finally come from the agribusiness.	5/1/2017 8:47 PM
42	Based more on really big exhibitions where all sources come together. Local coverage becomes smaller	5/1/2017 5:26 PM
43	Job availability/options will be limited; content will be king, but will employers be willing to pay for those who can create it and who have the expertise. Digital delivery platforms will become more important to distribute content.	5/1/2017 4:55 PM
44	Challenging with such issues as climate change, international trade developments and the like - need for more stories from agri journalists	5/1/2017 2:48 PM
45	Mobile in its delivery; more local in its content	5/1/2017 2:03 PM
46	More technical agricultural expertise will be needed. Today's farmers are already well educated on the basics, and able to research their own needs. Journalists need to be ahead of the next agricultural problem.	5/1/2017 1:29 PM
47	Unsure, but probably could be quite strong if people understand how important it is	3/4/2017 6:34 PM
48	I'm afraid that there is so little money in journalism that it is getting taken over by the communications people.	2/7/2017 2:16 AM
49	Not great. There's little time and money devoted to independent journalism today, which is why a lot of growers are turning to consultants to source independent and specific information.	1/26/2017 10:59 AM

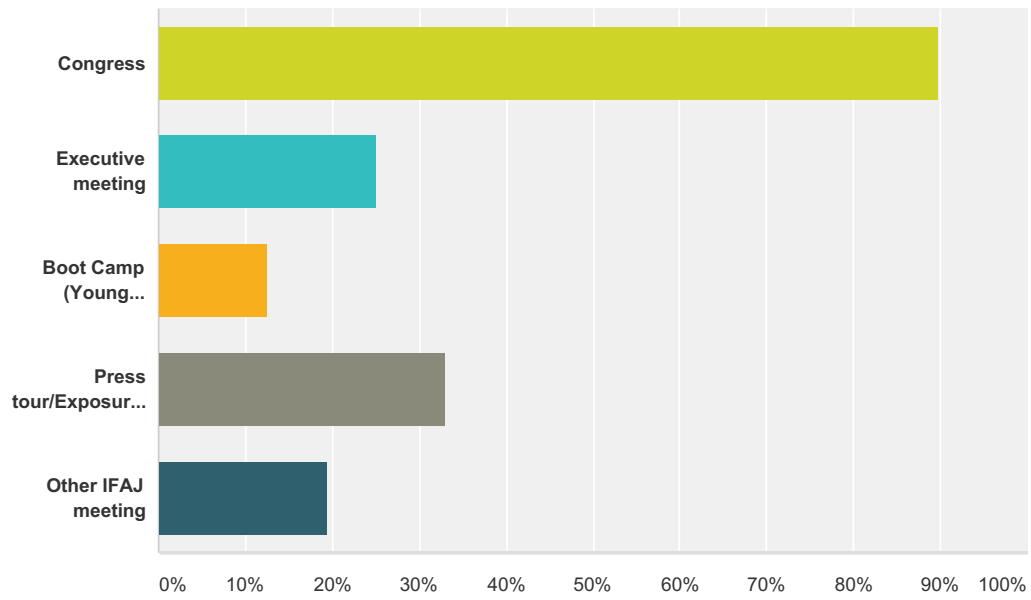
50	Quite bright, there will be som trouble to cover when Trump and others try to cover up the environmental and climate issues...	1/25/2017 7:53 PM
51	Strong, with lots of opportunity.	1/25/2017 3:14 AM
52	A great need for text and video, but no funding.	1/24/2017 7:20 AM
53	Very bright. The focus is generally shifting as most young journalists are realising the value of Agriculture and the need for specialised journalism.	1/23/2017 9:31 PM
54	very bright, provided the needed training and resources are readily available to enhance their skills	1/23/2017 7:24 AM
55	This will be the main stay of the people out there, agriculture has a lot to offer and majority of the people are into farming each and every day they need information.	1/12/2017 10:15 PM
56	It will move more online with less print vehicles.	1/12/2017 4:02 PM
57	Someone who is well versed in print, video editing and social media - able to communicate across many platforms.	1/12/2017 3:31 AM
58	Farmers will be more professional and specialised, and there will be more people interested in food but unfamiliar to agriculture who shall be informed.	1/12/2017 1:32 AM
59	Journalists have to adapt himself to new media, especially social media. They have to work more on website, with additional contents like video, audio, infographics,...	1/11/2017 8:14 PM
60	Probably different than those of us who began in the business 30 years ago can imagine. I think the priority shift has been to ag needing to tell its story to consumers, as opposed to farmers needing to gather info on their own industry. That still exists but narrowed now to trade publications while getting the bigger story out will become more key. So ag journalists can become a trusted source in bridging the credibility gap.	1/11/2017 6:12 AM
61	Should be OK, demand for business information will always be there	1/11/2017 4:01 AM
62	It will be more difficult to convince/teach the consumer.	1/11/2017 1:30 AM
63	It will be a difficult career	1/10/2017 11:45 PM
64	In the same way I see the journalism: dark. People, especially in Spain, think journalism must be free, as everything they find in Internet. This is a bad moment for journalist and journalism workers, and so in agricultural journalism.	1/10/2017 11:08 PM
65	Good. Farmers will need to know more about their industry, how to be more productive and efficient. Good stories (technical or human) will always be a valuable and inspiring source of information for them.	1/10/2017 1:44 AM
66	Agricultural journalism will be strengthened for the sake of survival of a country like our as it includes issues of food security of greater population.	1/9/2017 10:58 PM
67	Understanding trends in science, technologies, environment, consumer tastes, skills in processing information, skills in filtering out a rubbish	1/9/2017 8:53 PM
68	Excellent! If you are willing to change with the preferred medium of the time we will be fine. I believe there will be a greater need for more specialised information. More people on earth, means more food production on less land and probably with less resources like water. Technology, new products, new farming techniques etc. will need to be discussed and explained as we all learn from each other. The bigger challenge will be HOW to get that information to the farmer and to communicate in an efficient, understandable way. Mobile and digital mediums will grow and, who knows, maybe we might even see new mediums develop in the next 5 to 10 years (eg. hologram video messaging; intuitive media in the tractor cabin, etc.)	1/9/2017 7:19 PM
69	It will be more digital-based; however when it comes to technical issues, many farmers still want to sit down and read them in paper copy.	1/9/2017 7:03 PM
70	There is more expectation from the business side of agriculture (the buyers of the advertising, marketing, and PR) to be 100% digital _AND_ see metrics to evaluate their purchases & return on investment (ROI). Agricultural journalism professionals need to be involved in this at some level and design their stories, posts, content, etc to be digital first.	1/9/2017 5:04 AM
71	Bright. Agriculture will be topical as long as people and animals need to eat.	1/9/2017 3:24 AM
72	Working as a freelance, you can find some interesting opportunities.	1/9/2017 3:11 AM
73	The future looks bright and encouraging because it brings out issues that affect all stakeholders in agriculture to find lasting solutions to the problems. There's need to train more agricultural journalists in the country since the economical focus is now centered on agriculture than mining.	1/9/2017 12:01 AM
74	With internet/social media /blogging,etc huge new fields of opportunities ccoming.	1/8/2017 6:46 PM
75	I'm not sure how long the print media will be alive	1/8/2017 12:49 AM

76	As the global population keep increasing; thus putting pressure on arable land in many parts of the world, the agricultural journalism should play a great role in providing farmers with right information along the whole agriculture value chain so that this timely and relevant information can help the farmer to make informed decision in a bid to maximize farm produce. So, the agricultural journalism needs to do even more than what it's doing now; especially in developing countries like Africa where majority of the population depends on farming yet agricultural journalism is almost a new concept there and the farmers don't have good access to agricultural information.	1/7/2017 10:29 PM
77	Consumers will put more pressure on information regarding food production and the companies behind it.	1/7/2017 9:25 PM
78	Challenging as so much of media is increasingly controlled by interests not aligned with farmers' concerns. In "developed" countries journalists usually urbanites.	1/7/2017 12:13 PM
79	bleak	1/7/2017 6:30 AM
80	Personality driven tweets and posts will dominate. Whoever's voice is loudest, more pompous, will win. Fact-based reporting is out. Bellicosity is in.	1/7/2017 6:19 AM
81	Bright, but digital media is getting more and more important.	1/7/2017 5:38 AM
82	For the next several years I see the sector growing with many youth becoming involved. With the skills we learn and tools we use as journalist I see persons in this sector being able to apply themselves to other sectors or types of journalism	1/7/2017 5:28 AM
83	So good.	1/7/2017 5:04 AM
84	I really don't know! The paid agricultural journalists in Italy are less and less present, since Agricultural Editors prefer to maintain generalistic magazine instead of technical one.	1/7/2017 5:01 AM
85	Though. Harder to sell articles. Bigger demand for national farming knowledge, environment og EU	1/7/2017 2:42 AM
86	IT will be a challenge to prove the value of independent stories. In our country Ag journalism is under pressure as financial revenues of both magazines and websites/digital information decrease	1/7/2017 12:46 AM
87	I am pessimistic. Almost all agricultural media are influenced intensive by companies. This problem is underestimated and ignored. Even within the presidium of the IFAJ, there there is only one journalist.	1/6/2017 9:44 PM
88	more PR than free journalism, less freedom of the press, more governantal pressure (EU), intransparence	1/6/2017 9:14 PM
89	will be more important	1/6/2017 8:05 PM
90	It will be more important why the food is one of the most critical sectors.	1/6/2017 6:40 PM
91	Bright but challenging	1/6/2017 6:23 PM
92	I think there is a positive future!	1/6/2017 4:34 PM
93	More integration with subjects like environment, Food, sustainability, Food Security etc.	1/6/2017 3:43 PM
94	Margie nslis d special interest coverage versus broad market appeal bridging the rural city farmer consumer divide	1/6/2017 1:45 PM
95	It appears bright. Consumer interest in food continues to grow strongly and people are increasingly engaged in wanting to find how their food is produced. As population grows, all issues associated with food production will be heightened and the role for agricultural Journalism will expand. I believe that a decade ago the profession hit its lowest point. From now on it will become far more mainstream.	1/6/2017 1:28 PM
96	Bleak. Less professionalism, more misinformation and greater pressure from corporate interests.	1/6/2017 12:00 PM
97	There will always be a need for agricultural journalists. However, the way journalists reach their audiences is changing.	1/6/2017 11:48 AM
98	As good as we manage it to be. There will always be a need for the link between end users (farmers) and industry news and journalists, by whatever form, will be needed to maintain that link.	1/6/2017 10:36 AM
99	Bright for the good ones, but a smaller pool of people as agriculture concentrates. More corporate.	1/6/2017 10:18 AM
100	Depends hugely on the future of agriculture!	1/5/2017 1:57 AM
101	More web, social media and videos for Facebook and the like	1/4/2017 7:39 PM
102	Agricultural journalism may win a good level of acceptance among farmers and relevant stakeholders.	1/4/2017 1:35 PM
103	I think it's still looking good	1/4/2017 10:21 AM
104	Increasingly involving social media and multi-channel media rather than print based journalism.	1/4/2017 10:04 AM
105	on line with some residual print trade titles	1/4/2017 10:01 AM

106	Bright	1/3/2017 6:39 PM
107	Challenging with reduced opportunities through media amalgamations and lack of diversity. Growing influence of social media and online publishing, where the commercial success stories are being driven by journalists an intimate knowledge and expertise in their chosen field.	1/2/2017 3:05 PM
108	Ag journalists are needed as long as people produce food and eat.	1/2/2017 12:16 AM
109	a digital future, very dynamic, and a decling number of farms, growin in scale. Big data is going to play an important role.	12/31/2016 3:28 AM
110	I think it is going to be less paid and not very much respected by the farmers themselves	12/30/2016 2:51 AM
111	There will always be a need for what we do. We will increasingly be asked to deliver our reporting through social media and online channels.	12/30/2016 2:42 AM

Q18 Have you attended any of these IFAJ activities in the past five years?

Answered: 88 Skipped: 60



Answer Choices	Responses
Congress	89.77% 79
Executive meeting	25.00% 22
Boot Camp (Young Leaders/Masterclass)	12.50% 11
Press tour/Exposure-4-Development Tour	32.95% 29
Other IFAJ meeting	19.32% 17
Total Respondents: 88	

Q19 If you have not attended an IFAJ Congress or other event, what would assist you the most in being able to participate?

Answered: 66 Skipped: 82

#	Responses	Date
1	A much more specific-minded topic at congresses.	5/18/2017 2:05 AM
2	New places for the events	5/15/2017 1:46 AM
3	a good story for the newspaper or education	5/14/2017 9:00 PM
4	Power prices	5/13/2017 3:09 AM
5	Money	5/8/2017 1:49 AM
6	Getting information - specifics on travel dates and costs - earlier	5/5/2017 4:29 AM
7	Invitation for a training with funding	5/3/2017 4:48 PM
8	Financial assistance - but really biggest reason I haven't participated is young children	5/3/2017 1:16 AM
9	Sponsorship	5/2/2017 9:20 AM
10	It being in Canada and funding to attend. At the moment budgets are so tight that even going to something in the province is hard to get permission. So if there was a webinar option for the learning sessions (even if they are in Africa, Europe, Australia, etc.) one could at least benefit from that and I think even if there was a fee to participate with a webinar, I could get that cost covered much easier. Granted there is nothing that replaces networking and experiencing first hand what agricultural situations are like in another environment and country.	5/2/2017 5:47 AM
11	Likely will not attend as not a good fit with job responsibilities.	5/2/2017 4:11 AM
12	Funding/ sponsorship	5/2/2017 3:36 AM
13	I attended the IFAJ meeting in Canada. Streaming IFAJ PD events on-line would allow me to participate from my dairy farm in Canada; especially in July.	5/2/2017 2:59 AM
14	Cost is the major limiting factor in attending an IFAJ Congress.	5/2/2017 2:56 AM
15	location of event,	5/2/2017 2:55 AM
16	£\$£	5/2/2017 2:40 AM
17	Travel expenses	5/2/2017 1:54 AM
18	Me reading more about these events. I've been in the sector for a year, I didn't know about the events.	5/2/2017 1:44 AM
19	The distance to travel	5/2/2017 12:38 AM
20	Money	5/2/2017 12:01 AM
21	reducing costs	5/1/2017 11:39 PM
22	Congress.	5/1/2017 9:27 PM
23	Sponsored trip.	5/1/2017 8:52 PM
24	-	5/1/2017 8:47 PM
25	For a freelancer participation depends on available time.	5/1/2017 5:26 PM
26	Travel and/or logistics support	5/1/2017 2:48 PM
27	May attend press tour if "pay to go" was an option. (Only 1 Canadian was selected.)	5/1/2017 1:29 PM
28	I just joined	3/4/2017 6:34 PM
29	make them available on line so that people who wear several hats such as journalist AND farmer can participate on-line	2/7/2017 2:16 AM
30	Our guild has only recently joined IFAJ	2/4/2017 5:51 PM

31	Meetings on forestry issues, which I write about.	1/25/2017 7:53 PM
32	Air ticket and accomdoation support would assist	1/23/2017 9:31 PM
33	it has also been my dream to be part of IFAJ congresses and program, but visa constraints and traveling grant, and invitation letters is not giving room, i suggest that, in the near future, IFAJ and the host guild should jointly issued the invitation letter to we in Africa, my experience is that of the Germany congress, all my documents were genuine, but the invitation letter destroy the whole process	1/23/2017 7:24 AM
34	Yes	1/15/2017 6:14 AM
35	I feel I can learn a lot from experiences of colleagues by exchanging ideas and also learning New skills, as well as sharing my Agro reporting competencies.	1/12/2017 10:15 PM
36	Sponsored stipends to offset costs.	1/12/2017 4:02 PM
37	Time.	1/12/2017 1:32 AM
38	financial support	1/11/2017 8:14 PM
39	Online access to professional development events	1/11/2017 6:12 AM
40	Location	1/11/2017 1:30 AM
41	Need support	1/10/2017 11:45 PM
42	Press tours, meeting with other journalist around Europe.	1/10/2017 11:08 PM
43	Proximity	1/10/2017 1:44 AM
44	Information sharing, online training, exchanging etc.	1/9/2017 10:58 PM
45	Funding. As a freelance, my attendance fees and hotel accommodation are not paid by a company, so have found them to be too expensive for me.	1/9/2017 7:03 PM
46	Planning my time to attend.	1/9/2017 5:04 AM
47	Money	1/9/2017 3:24 AM
48	Congress.	1/9/2017 3:11 AM
49	I would appreciate more if i can be assisted financially in terms of meeting travel expenses and other needs. Looking at my annual earnings, I can not manage to meet the expenses. This is the major problem most journalists are facing hence I have never attended any IFAJ event.	1/9/2017 12:01 AM
50	Boot Camp	1/8/2017 7:42 PM
51	More free time!!	1/8/2017 6:46 PM
52	Press tour	1/8/2017 2:33 AM
53	Money	1/7/2017 12:13 PM
54	Funds	1/7/2017 9:27 AM
55	subsidy	1/7/2017 6:30 AM
56	Webinars and online discussion pages.	1/7/2017 6:19 AM
57	Time and cost	1/7/2017 5:38 AM
58	If I could pay it, I will do.	1/7/2017 5:04 AM
59	For the Congress: lower costs and programm that are focussed on forestry topics, too!	1/7/2017 5:01 AM
60	Congresses are fine but too expensive. Too many elderly and no longer working participants. Presstour. Fine, cheap, short. But it is important that the total programm available before sige up, so that you can sell the stories beforehand.	1/7/2017 2:42 AM
61	The price and the presence of colleague journalists, which go together: Many colleague journalists do not attend a conference when it's to expensive. In that case you will only meet PR-people.	1/6/2017 9:44 PM
62	cost, fee of the congress	1/6/2017 9:14 PM
63	Family is young so timing is not right. Financial support would be important.	1/6/2017 1:16 PM
64	Someone to cover the costs	1/4/2017 11:22 PM
65	I need opportunities to attend IFAJ events with full support of funding for travel and accommodation.	1/4/2017 1:35 PM

66	Donors	1/3/2017 6:39 PM
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Q20 What role do you see IFAJ playing in your career?

Answered: 123 Skipped: 25

#	Responses	Date
1	Networking	5/15/2017 1:46 AM
2	education and good stories	5/14/2017 9:00 PM
3	IFAJ is an important factor in my prof. life. I have been to all congresses since 1999. Through IFAJ I have build a college network covering many countries in all parts of the World. As I travel ananually with groups of prof. Danish farmers it's of great value.	5/13/2017 3:55 AM
4	Small cheap conferences	5/13/2017 3:09 AM
5	Not much	5/10/2017 1:16 PM
6	Learning how farmers in other countries and markets operate is always interesting to American farmers, and being a journalist can help bring them together.	5/8/2017 1:49 AM
7	Networking	5/5/2017 4:29 AM
8	In helping me start an agriculture guild in Uganda. Organizing an apprenticeship for me with a publication in another country where the media is advanced	5/5/2017 1:48 AM
9	Understanding issues and being able to talk with journalists on ag issues throughout the world.	5/4/2017 2:07 AM
10	As a career guide	5/3/2017 4:48 PM
11	Membership here has too many PR people in it. I fail to see their interest in farming besides pushing their clients interests. I would not be a fan.	5/3/2017 6:30 AM
12	helps open up big picture internationally	5/3/2017 3:58 AM
13	It opens a worldwide network for me to access so a huge role	5/3/2017 1:16 AM
14	Network Network network	5/2/2017 10:23 PM
15	Significant - professional development in terms of introducing me to agriculture in other countries; story leads from press tours and congresses; networking that has brought both new friends and new clients	5/2/2017 9:47 PM
16	Networking	5/2/2017 11:56 AM
17	Education and Professional development	5/2/2017 11:37 AM
18	Continuing to expand my global understanding of agriculture, different cultures, policies -- and enjoying the fun with journalists from around the globe.	5/2/2017 10:01 AM
19	Access to meet with other agricultural journalists from all part of the globe .	5/2/2017 9:20 AM
20	Developing knowledge of agriculture amongst members.	5/2/2017 7:22 AM
21	Important network of smart, talented people	5/2/2017 6:21 AM
22	I really enjoy getting the newsletter updates and following along on Twitter and Facebook. Keeping me updated on issues, concerns and trends is always useful for what I do for work.	5/2/2017 5:47 AM
23	building networks	5/2/2017 4:11 AM
24	It really opens your eyes to what is happening in the rest of the world, both ag media and agriculture in general. We are sometimes so caught up in the day to day grind! Networking with others who share the same problems and challenges, opens your mind to new possibilities and solutions. And, it is simply great to make new friends, share stories and find others with the same passion. It is not only about learning and making contacts, it is also about recharging your batteries, finding new hope and realising that your are not alone. Friends and colleagues make you stronger and more enthusiastic about your job. And that is worth as much as knowledge transfer and skills development.	5/2/2017 3:15 AM
25	Travel is expensive so I don't see it playing a role.	5/2/2017 2:59 AM
26	Networking with ag journalists around the world.	5/2/2017 2:56 AM

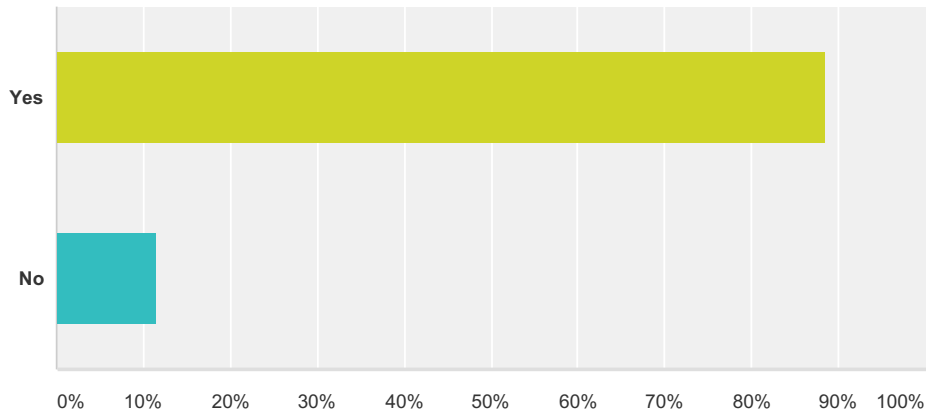
27	Skills development	5/2/2017 2:49 AM
28	networking source of information from outside this region of the UK	5/2/2017 2:40 AM
29	IFAJ keeps agricultural journalists around the world connected and sharing information for the benefit of readers/viewers/listeners at home.	5/2/2017 2:04 AM
30	It gives me opportunities to build a network in the sector, locally, nationally and internationally. And it helps to connect with other agri journo's - who also struggle with the same issues.	5/2/2017 1:57 AM
31	I would like to be more involved with IFAJ, but time and money are my constraints.	5/2/2017 1:57 AM
32	Networking and learning more about trends in the sector.	5/2/2017 1:44 AM
33	In professional training and networking.	5/2/2017 1:37 AM
34	In professional training and networking.	5/2/2017 1:36 AM
35	Providing opportunities to see and experience ag in other countries.	5/2/2017 1:24 AM
36	"Fits for networking"	5/2/2017 12:38 AM
37	Expanding my outlook beyond my own market.	5/2/2017 12:35 AM
38	Expanded knowledge of other countries' Ag policy and trade issues	5/2/2017 12:01 AM
39	None	5/1/2017 11:57 PM
40	Access to international colleagues.	5/1/2017 9:27 PM
41	Greater than present one, in the future.	5/1/2017 8:52 PM
42	I really hope the IFAJ will find a tool to guard independency.	5/1/2017 8:47 PM
43	Important for networking and learning about agriculture in other countries.	5/1/2017 6:26 PM
44	Networking is main role. Mainly social.	5/1/2017 5:26 PM
45	Networking with journalists from around the world; expanding my knowledge of global agriculture and the role ag plays in various countries; professional improvement	5/1/2017 4:55 PM
46	capability building and networking with international colleagues	5/1/2017 2:48 PM
47	Probably not a lot	5/1/2017 2:03 PM
48	Networking, and an opportunity to travel.	5/1/2017 1:29 PM
49	Unsure	3/4/2017 6:34 PM
50	My career is winding down but I have travelled twice for work and both time just being out of my country helped me to broaden my perspective and certainly my interest and understanding of agriculture elsewhere.	2/7/2017 2:16 AM
51	Networking	1/25/2017 7:53 PM
52	Education and information. Providing a network of colleagues.	1/25/2017 3:14 AM
53	Network when working abroad	1/24/2017 7:20 AM
54	Developing my career to the next level, especially skills to train other journalists by playing an active role in my national Guild and entire IFAJ family	1/23/2017 9:31 PM
55	Empowering me to go extra mile in doing more stories on agric, after wining the 2016 IFAJ-Alltech young leaders in agricultural journalism, it has add some value to my field as a profession trained journalist	1/23/2017 7:24 AM
56	Networking	1/16/2017 5:50 AM
57	It would build my carrier and provide me with latest reporting skills.	1/12/2017 10:15 PM
58	Giving me exposure to agriculture on the international level and increase my network.	1/12/2017 4:02 PM
59	IFAJ has been great at broadening my perspective on international issues. Creating meaningful professional development sessions is difficult because of the diversity between members - journalists in developed countries using new technology while those in developing countries may rely on radio, as example because of low literacy levels of their audiences.	1/12/2017 3:31 AM
60	As far as seniors are welcomed, a good way to stay in touch and meaningful travelling.	1/12/2017 1:32 AM
61	meeting other journalists and improve my skills	1/11/2017 8:14 PM

62	It would be great to travel and see ag journalism in another part of the world	1/11/2017 6:12 AM
63	Provides international networking and knowledge	1/11/2017 4:01 AM
64	Education/Support/ improving skills	1/11/2017 1:30 AM
65	Meeting with other member and to know other countries and farmers	1/10/2017 11:45 PM
66	Sincerely, I don't know.	1/10/2017 11:08 PM
67	Little	1/10/2017 9:44 PM
68	A great source of contacts and a way to better understand global agricultural issues	1/10/2017 1:44 AM
69	Capacity building in agricultural journalism	1/9/2017 10:58 PM
70	Expanding understanding the world	1/9/2017 8:53 PM
71	It is a great networking opportunity. Comparing notes with other journalists and editors helps you cope with your own challenges. Then there is the exposure to how other countries do it (media) and how their farming situations differ and compare to that of South Africa. Learning from others and from new experiences = joy!	1/9/2017 7:19 PM
72	Providing sources of information and networking opportunities.	1/9/2017 7:03 PM
73	Very important. Opened my eyes and made me "international"	1/9/2017 7:22 AM
74	no thoughts here.	1/9/2017 5:04 AM
75	Exposure to global issues	1/9/2017 3:24 AM
76	Professional cards provider.	1/9/2017 3:11 AM
77	For quite sometime now, I have been reading IFAJ features and they have helped me to develop into a better agricultural journalist. I have been motivated such that I am in process of establishing my own radio station which will dedicate 60% of its program on agriculture.	1/9/2017 12:01 AM
78	Networking is the most important aspect	1/8/2017 6:46 PM
79	Its a benefit to have foreign contacts	1/8/2017 12:49 AM
80	Networking with colleagues from other countries	1/7/2017 10:29 PM
81	Mainly a way of building a network and opportunities to learn about farming in other parts of the world.	1/7/2017 9:25 PM
82	small. I see myself continuing for may 5 years.	1/7/2017 12:13 PM
83	Networking	1/7/2017 9:27 AM
84	none	1/7/2017 6:30 AM
85	When my company had money, I used IFAJ services all the time, and learned much when I attended many Congresses. It's still relevant for those with budgets to take advantage of programs. In this current economy, I doubt I'll be able to afford even attending on my own coin.	1/7/2017 6:19 AM
86	Providing a international network, changing ideas and experiences with colleagues from all over the world	1/7/2017 5:38 AM
87	Non	1/7/2017 5:38 AM
88	I intend to build a Caribbean Agricultural Journalism Association and building this sector as a choice for agriyouth in the region	1/7/2017 5:28 AM
89	As a mentor...	1/7/2017 5:04 AM
90	I hope to be back in being involved in IFAJ: in future I would like to receive more learning opportunities for my career	1/7/2017 5:01 AM
91	In the past: Good time and travelling with congresses, but the last 5-8 years it is no longer an realistic economical option. And journalists at Magazines have to spend own money to take part.	1/7/2017 2:42 AM
92	The excursions beladen my views	1/7/2017 12:46 AM
93	I really wonder myself sometimes	1/6/2017 9:44 PM
94	no	1/6/2017 9:14 PM
95	It has already played a big role in motivating me and making me see agricultural journalism as a very important job. Seeing how the network works around the globe is incredibly important, and makes all the difference compared to only ever sitting at a dusty desk.	1/6/2017 8:25 PM

96	No role	1/6/2017 8:05 PM
97	Very important during the last 10 years	1/6/2017 6:41 PM
98	As a network IFAJ is very important for me.	1/6/2017 6:40 PM
99	Networking is important	1/6/2017 6:23 PM
100	education, networking, travel, enlightenment	1/6/2017 5:48 PM
101	IFAJ have given me a network, knowledge and personal development.	1/6/2017 4:34 PM
102	Collegiality and understanding global trends	1/6/2017 1:45 PM
103	Expanding understanding of agriculture in different countries and what the drivers and key factors are for different nations. And importantly expanding networks and contacts to enhance Journalistic activity.	1/6/2017 1:28 PM
104	I would love to expand from regional/national reporting to more international reporting and IFAJ would be instrumental in that.	1/6/2017 1:16 PM
105	Networking and the ability tell stories from an international perspective.	1/6/2017 12:00 PM
106	Helping me better understand the views of others outside of my country. IFAJ Congresses and programs have also been a very good source for stories that I have been able to sell to publishers.	1/6/2017 11:48 AM
107	It's an important networking and resource tool	1/6/2017 11:24 AM
108	Providing access to information I could not find perhaps on my own. Plus it can help with networking and opening doors to major global organisations.	1/6/2017 10:36 AM
109	Travel to a congress gave me better perspective.	1/6/2017 10:18 AM
110	IFAJ has been great for networking and developing my skills as a young journalist. The meetings also give me a lot of story ideas.	1/5/2017 1:57 AM
111	As a new journalist it was important for networking	1/4/2017 11:22 PM
112	Inspiring and basis for a great network	1/4/2017 7:39 PM
113	IFAJ stimulates and inspires me in my career.	1/4/2017 1:35 PM
114	Networking and education	1/4/2017 10:21 AM
115	Providing international context.	1/4/2017 10:04 AM
116	None now as cost of attending has just got way beyond what can be justified for the agri PR agency I founded 30 years ago.	1/4/2017 10:01 AM
117	Networking	1/3/2017 6:39 PM
118	Important networking opportunities and information sharing which has contributed to my professional development.	1/2/2017 3:05 PM
119	I've got an international Network and global view of agriculture and journalism through IFAJ.	1/2/2017 12:16 AM
120	My career is shifting more towards long-form journalism, or creative non-fiction, as it is currently known in the book world, so Im not really sure. I follow activities online, and I regularly attend local meetings of ACAJ affiliates but I can no longer afford to attend congresses, and there are very few ag media outlets interested in freelance stories these days, or prepared to pay anything substantial for them so extremely limited opportunities for me to cover even part of the cost of going by selling stories.	1/1/2017 2:21 PM
121	Organising interesting study tours	12/31/2016 3:28 AM
122	It enlightening from the point of view of understanding where the international agricultural journalists go.	12/30/2016 2:51 AM
123	It is a great source of international perspective and a wonderful networking source. IFAJ has also made my job much more interesting.	12/30/2016 2:42 AM

Q22 Do you have a college or university degree?

Answered: 147 Skipped: 1



Answer Choices	Responses	
Yes	88.44%	130
No	11.56%	17
Total		147

Q23 In what subject did you receive your degree?

Answered: 131 Skipped: 17

#	Responses	Date
1	Machinery and Construction	5/18/2017 2:05 AM
2	Master	5/15/2017 1:46 AM
3	Ag Tech	5/14/2017 4:18 AM
4	Ethology	5/13/2017 5:25 AM
5	Educated way back at a daily newspaper and Danmarks Journalisthøjskole, today a college - at that time a high school for journalists.	5/13/2017 3:55 AM
6	Agriculture (crops)	5/13/2017 3:09 AM
7	Journalism	5/10/2017 1:16 PM
8	Journalism and Mass Communication	5/8/2017 1:49 AM
9	Communications	5/5/2017 4:29 AM
10	Agricultural journalism	5/5/2017 3:00 AM
11	Communication (Journalism)	5/5/2017 1:48 AM
12	Agricultural Economics	5/4/2017 2:07 AM
13	Agriculture, Horticulture, Communication	5/3/2017 4:48 PM
14	Agricultural science	5/3/2017 3:58 AM
15	English	5/3/2017 1:16 AM
16	MS; Micro- and Macro economics. Ag. Econ, engineering, animal science. MBA; international Business	5/2/2017 10:52 PM
17	At Ag high school	5/2/2017 10:23 PM
18	European Business Studies	5/2/2017 9:47 PM
19	Journalistic studies	5/2/2017 7:22 PM
20	Agriculture Communications and Journalism Animal Science	5/2/2017 11:56 AM
21	B.S. in Agricultural Journalism, Masters in Internet Marketing	5/2/2017 10:01 AM
22	English language and an MBA	5/2/2017 9:20 AM
23	BA degree in journalism and political science and Masters Degree in Sustainable Agriculture	5/2/2017 7:22 AM
24	Ag Communications	5/2/2017 6:21 AM
25	BSc Ag An Sci	5/2/2017 5:47 AM
26	Physical Geography	5/2/2017 5:44 AM
27	business	5/2/2017 4:11 AM
28	Agriculture	5/2/2017 3:36 AM
29	Journalism	5/2/2017 3:15 AM
30	journalism	5/2/2017 2:59 AM
31	Journalism.	5/2/2017 2:56 AM
32	Science	5/2/2017 2:55 AM
33	Communications	5/2/2017 2:49 AM
34	first time in agriculture (poultry_ second time, part time, social science	5/2/2017 2:40 AM

35	Dairy Science Agricultural Journalism	5/2/2017 2:39 AM
36	Communication and media studies	5/2/2017 1:57 AM
37	I have an Honours degree in International Studies, a Graduate Diploma in Journalism and a certificate in food security.	5/2/2017 1:57 AM
38	journalism	5/2/2017 1:54 AM
39	Journalism	5/2/2017 1:44 AM
40	Journalism (print)	5/2/2017 1:37 AM
41	Journalism (print)	5/2/2017 1:36 AM
42	Ag Journalism, minor in Animal Science	5/2/2017 1:24 AM
43	Agricultural technology Agricultural education -teaching	5/2/2017 12:38 AM
44	Agricultural Journalism	5/2/2017 12:35 AM
45	Industrial power generation	5/2/2017 12:01 AM
46	Animal Science	5/1/2017 11:57 PM
47	Journalism	5/1/2017 9:27 PM
48	Medicinal plants, spices and herbs.	5/1/2017 8:52 PM
49	Journalism	5/1/2017 8:47 PM
50	Veterinary medicine	5/1/2017 6:26 PM
51	Agricultural Engineering	5/1/2017 5:30 PM
52	ag journalism	5/1/2017 4:55 PM
53	Agricultural Economics and Development Communication	5/1/2017 2:48 PM
54	Journalism	5/1/2017 2:03 PM
55	Agricultural Economics	5/1/2017 1:29 PM
56	Cinema and journalism	3/4/2017 6:34 PM
57	journalism	2/7/2017 2:16 AM
58	Agriculture	2/4/2017 5:51 PM
59	Mass Communication and Psychology	1/26/2017 10:59 AM
60	MSc in Forestry plus a journalist degree	1/25/2017 7:53 PM
61	Communication & Public Relations	1/25/2017 3:14 AM
62	journalism, politics	1/24/2017 7:20 AM
63	Mass Communication and Philosophy of Governance	1/23/2017 9:31 PM
64	Bachelor of Business Administration(Executive office Administration)	1/23/2017 7:24 AM
65	Agriculture Economics	1/16/2017 5:50 AM
66	Journalism	1/15/2017 6:14 AM
67	Law	1/12/2017 10:15 PM
68	Agriculture Communications and Journalism, dual degree in Animal Science	1/12/2017 4:02 PM
69	English/Communications	1/12/2017 3:31 AM
70	Agronomy (included economics, crops and livestock and as extra social psychology)	1/12/2017 1:32 AM
71	Bioscience Engineering, with a specialization in crop protection	1/11/2017 8:14 PM
72	Radio Arts (Communications)	1/11/2017 6:12 AM
73	Agricultural Science	1/11/2017 4:01 AM
74	Horticulture	1/11/2017 1:30 AM
75	agricultural engineer	1/10/2017 11:45 PM

76	Politics.	1/10/2017 11:08 PM
77	Journalism	1/10/2017 10:40 PM
78	Journalism	1/10/2017 9:44 PM
79	1-Animal Science, 2-writing and advertising, and 3- sustainable development	1/10/2017 1:44 AM
80	Humanities	1/9/2017 10:58 PM
81	Industrial heat engineering, Ms Tech	1/9/2017 8:53 PM
82	Journalism	1/9/2017 7:19 PM
83	Agricultural economics	1/9/2017 7:03 PM
84	BS & MS, Computer Science	1/9/2017 5:04 AM
85	B.Sc. Agriculture, Animal Science major	1/9/2017 3:24 AM
86	Journalism.	1/9/2017 3:11 AM
87	Journalism	1/8/2017 7:42 PM
88	Ing. economy	1/8/2017 2:33 AM
89	crop science	1/8/2017 12:49 AM
90	Journalism and Communication	1/7/2017 10:29 PM
91	communications	1/7/2017 9:25 PM
92	Agriculture, Masters animal science	1/7/2017 12:13 PM
93	Agriculture	1/7/2017 9:27 AM
94	animal science	1/7/2017 6:30 AM
95	B.A., Communications, B.A., Political Science, M.S., Communications.	1/7/2017 6:19 AM
96	Journalism, social anthropology	1/7/2017 5:38 AM
97	production engineer organization theori	1/7/2017 5:38 AM
98	Agribusiness with minors in Entrepreneurship and communications	1/7/2017 5:28 AM
99	Journalist	1/7/2017 5:04 AM
100	Forestry	1/7/2017 5:01 AM
101	Agronomy	1/7/2017 2:42 AM
102	Arts	1/7/2017 1:06 AM
103	Horticulture	1/7/2017 12:46 AM
104	Ingeniero Agrónomo con Maestría en Suelos y Aguas ; Especialización en Administración Agroindustrial.	1/6/2017 10:49 PM
105	Journalism	1/6/2017 9:44 PM
106	Agronomics, crop, livestock, technology	1/6/2017 9:14 PM
107	Media and Communication	1/6/2017 8:25 PM
108	Agriculture	1/6/2017 8:05 PM
109	agriculture	1/6/2017 6:41 PM
110	Business administration.	1/6/2017 6:40 PM
111	Agriculture	1/6/2017 6:23 PM
112	journalism	1/6/2017 5:48 PM
113	Animal husbandry/breeding	1/6/2017 4:34 PM
114	Agricultural policy	1/6/2017 3:43 PM
115	Biogeography	1/6/2017 1:28 PM
116	English Honours	1/6/2017 1:16 PM

117	English/History/Woman's Studies.	1/6/2017 12:00 PM
118	Animal Science	1/6/2017 11:48 AM
119	European Studies	1/6/2017 11:24 AM
120	Agriculture	1/6/2017 10:36 AM
121	Agricultural Journalism	1/6/2017 10:18 AM
122	MA Journalism BA English and Linguistics	1/5/2017 1:57 AM
123	Crop Science	1/4/2017 11:22 PM
124	Journalism	1/4/2017 7:39 PM
125	I received my PhD and MSc degrees in Entomology and Bachelor degree in Agriculture entitled,BSc.Ag (Hons)	1/4/2017 1:35 PM
126	BA - social sciences National Diploma agriculture (poultry - NDP)	1/4/2017 10:01 AM
127	Journalism	1/3/2017 6:39 PM
128	Home economics	1/2/2017 12:16 AM
129	agricultural, livestock production	12/31/2016 3:28 AM
130	International Relations	12/30/2016 2:51 AM
131	Communications, minors in several ag disciplines	12/30/2016 2:42 AM