

AG COMMUNICATION STUDENT WINS EU WRITING CONTEST

Agriculture was represented for the first time at this year's European Union Canada Young Journalist competition, and paid dividends for University of Guelph agricultural communications student Brian Innes. His writing skills earned him a week-long study tour to Brussels in May to learn about the European Union.

A fourth year student from Embro, Ontario, Brian was one of three winners of the competition. It is open to university students across Canada and requires them to write a news article about an important European Union (EU) issue with a Canadian audience in mind.



Brian's article discussed the potential for Canadian specialty food producers to market to the EU, as they now have equal opportunity to label their products region specific. He entered the competition as part of an assignment for his fourth-year agricultural communications course.

The competition is five years old. This was the first time students entered from Guelph, near Toronto in Ontario, and the first time agriculture was the main focus of a winning article. Brian spent a week in Brussels, visiting EU institutions with top dignitaries. Before departing, he received his award at a ceremony at the National Press Club in Ottawa.

"There's no better way to learn and understand the inner workings of the EU, than to meet with top-level decision makers and communicators firsthand," he said.

Brian is pictured (left) with IFAJ vice president responsible for professional development, Owen Roberts, who is also Director, Research Communications and Academic Coordinator of the Agricultural Communications Diploma Program at Guelph.

For more information about the EU award, visit: <http://www.eucanyja.ca/en/>