

## **Letter to the editor**

### **New generation takes over**

For a lot of us 'old' IFAJ members who have been around for 20 or more years (I myself attended the 19th congress in Norway), it was a great pleasure and feeling to see that there were, for the first time in many years, a lot of young people attending the 2006 congress in Norway. Young journalists are the future of the IFAJ and that is great because we need new blood.

It is nice and wonderful to meet colleagues again and again but is it also good to see new faces, to hear new arguments, to hear about new ideas to bring our great organisation further and to spread it to many more countries.

It is good to talk with new people and I had a feeling that a lot of the newcomers I talked with are aware of the fact that at future congresses we must discuss our own situation as agricultural journalists more than before.

We should discuss our views of poverty and the role which we can play in connecting people globally, where journalists, producers and consumers need to cooperate to get rid of poverty and its social effects. It is necessary to discuss the role of agri-journalism in this issue otherwise our organisation has no future.

After the congress in Norway where so many new and young journalists attended I am full of hope for a brilliant future for the IFAJ.

***Aage Krogsdam, Denmark***