

And the Oscar goes to...

Boerderij.nl, the website of the Dutch farmers weekly *Boerderij*, has won the 2008 LOF Innovation Award, regarded as the 'Oscars' of publishing awards in the Netherlands.

The jury for the award was impressed by the diverse and fresh content on the website. It found that the editorial staff had succeeded in building a website 100% complementary to the weekly newspaper.

"This website is really innovative. Instead of copying the printed version to the website, *Boerderij.nl* is generating unique online content," the jury commented.

Boerderij.nl publishes news, market figures, analysis and weblogs as well as so called user generated content. Farmers are able to upload their own news, pictures and videos. It is also possible for them to write a reaction on every topic on the website.

If they post a news feature which is published on the homepage, farmers get paid 15 Euro for it. So farmers get a new role of being an internet journalist.

Marcel Henst, editor of *Boerderij* and *Boerderij.nl* is really proud of winning the LOF Innovation Award. "We did our utmost to be the number one in the farmers community in Holland, and we succeeded," he said. "Of course we are convinced of what we are doing. But now this is underlined by a leading and reliable jury."

More than 30,000 farmers (out of a total of 75,000 farmers in The Netherlands) visit *Boerderij.nl* more than twice a week and read more than 1.3 million pages every month.