

NZ journalist wins award to investigate food miles concept

New Zealand agricultural journalist Tim Fulton will travel to England to examine the perceptions and realities of food miles for British farmers, retailers and consumers, after receiving a major award.

Fulton is the recipient of a special travel award organised by the New Zealand Guild of Agricultural Journalists and Communicators to mark its 50th anniversary.

Sponsored by the NZ-UK Link Foundation in conjunction with the Guild, the award was created to give a young agricultural journalist a chance to broaden his or her understanding of the importance of New Zealand's agricultural sector in the global marketplace and to recognise the many linkages – historical and current - between agriculture in New Zealand and the United Kingdom.

Fulton plans to visit the UK in late June and early July and will be talking to British farmers and retailers about NZ exporters' claims that food miles are a new form of trade barrier.

He also plans to meet New Zealand officials in London to examine a New Zealand-funded public relations campaign to counter food mile lobbying, and will attend the Royal Show in Warwickshire in early July where he will gather views from British farmers.

Tim Fulton is currently the editor of the *The New Zealand Farmers Weekly*, and appears as a farming correspondent on TV One's *Business Breakfast Show* and on the nationally syndicated radio programme, *The Farming Show*.

The award is the first of several special activities the Guild is planning to mark its 50th anniversary year, culminating in a national conference to be held in Wellington on October 17 and 18, highlighting the agricultural sector over the next 20 years.