



## Thanks to all partners, sponsors and participants

At its final meeting of the IFAJ Congress 2024 at the end of August, the Congress Organizing Committee drew a positive balance and was delighted with all the feedback on the congress. The OC would like to thank all partners, sponsors and speakers for their support of the congress. We received a lot of feedback from the more than 250 participants from all continents. We have compiled some of them here. The presentations, pictures and media coverage of the congress can be viewed on the [website](#).

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## Ein Dankeschön an alle Partner, Sponsoren und Teilnehmer

Das Kongress OK hat an seiner Abschlussitzung zum IFAJ-Kongress 2024 Ende August eine positive Bilanz gezogen und war erfreut über all die Rückmeldungen zum Kongress. Das OK dankt allen Partnern, Sponsoren und Referenten herzlich für Ihre Unterstützung des Kongresses. Von den über 250 Teilnehmern aus allen Kontinenten sind zahlreiche Feedbacks eingetroffen. Einige haben wir hier zusammengestellt. Die Referate, Bilder und Medienberichte zum Kongress können auf der [Webseite](#) eingesehen werden.

### Steve Werblow, IFAJ President (USA)

“The 2024 IFAJ World Congress in Switzerland was a wonderful opportunity to see old friends and meet new ones, conduct the business of IFAJ, and bring home a wide range of stories to readers back home. The opportunity to hear from top executives of some of the world’s most important agricultural companies, leaders in policy from the Swiss government, and farmers provided great insights, and the tours provided us with a sense of the diversity, beauty and challenges of Swiss agriculture. The Swiss organizing committee showed the world how powerful an IFAJ Congress can be.”

### Ishii Hayato, 石井勇人, Kyodonews (Japan)

“I would like to thank all of our sponsors and organizers for a wonderful congress and tours. Regarding your organizing, both logistics and contents were perfect. “



Welcome in Interlaken.



Over 250 participants and colleagues.

**Nanette Giovanelli, Presidenta de CAPA (Argentina)**

“Thank you for an excellent Congress! Well organized down to the smallest details. Tomorrow on my radio program, I will tell everything we saw in Switzerland. I will send you the link (which will be in Spanish) so you can add to your clipping of articles! Thanks for a great Congress!”

**Daniel Aghan, Media for Environment, Science, Health and Agriculture (Kenja)**

“We need to meet; nothing can replace face to face interactions. Nothing. - The congress provided humanity to me – I met so many Ag journalists to my amazement, some so young, some so old but putting their best feet from all over the globe to tell Ag stories. I also learned that despite being so developed a country like Switzerland is a perfect example of interdependentness – the acclaimed Swiss chocolate depends on farms in Ghana, Africa! Even though Swiss agriculture is so advanced, farmers still have the challenge of extension service.

**Sarah Perriam-Lampp, CEO & Editor-in-Chief, CountryWide Media (New Zealand)**

"It was my first time at the IFAJ Congress 2024 in Switzerland and I was blown away by the organisation of both the pre-tour and the Congress. The high-quality experiences, food and hospitality of the organisers made it an incredibly memorable trip coming from New Zealand"

**Lena Johansson, Past President IFAJ (Sweden)**

"It was fantastic to see how Swiss farmers can manage to produce such high-quality food on their small-scale farms and still be reasonably profitable. And how they seem to do all this in a sustainable way. The congress was very well organized, interesting and fulfilling. We were treated with first class food and the visits to farms and companies gave us plenty of opportunities to write articles. You asked us to have high expectations. That was brave, but you manage to exceed them."

**Ulan Eshmatov, KAIEJA - Kyrgyz Agricultural, Science, and Environmental Journalists Association (Kyrgyzstan)**

“Thank you to you and your entire team for the generous hospitality during this memorable event. Later this year, I will publish a comprehensive article on Swiss agriculture, adapted for Kyrgyz readers.”

**Adrian Bell, Agro Mavens, Writer (Great Britain)**

“What a terrific event you hosted! A very, very good Congress, well-organised, great content, wonderful team. Thank you so much for all your hard work, and that of the whole team. Tremendous. I hope you’ve had time to relax and refresh.

SCM: Thank you for supporting IFAJ at this gala dinner. What a splendid way to showcase the flavours and adaptability of cheeses from Switzerland - with Ivo Adam’s talent, this was an amazing meal.”



Final Dinner @ Kleine Scheidegg.



Presentations and Discussions @ Grenchenhof Farm, Wilderswil.

**Claire Mc Cormack, University College Dublin / Freelance (Ireland)**

“I just wanted to send you a little note of gratitude and congratulations for the superb 2024 IFAJ Congress that you and your fellow committee members organised over the last couple of weeks. It was a thoroughly enjoyable, stimulating, and unforgettable experience and I'm really looking forward to sharing the insights I gained about Swiss, Austrian, and Liechtenstein agriculture through my story writing over the coming weeks too.”

**Owen Roberts, University of Illinois (USA)**

“Thank you very much for your professionalism and for sharing your amazing talent with the IFAJ participants Saturday night, as members of the ever-changing but always-appreciated IFAJ Band. It's a night I will always cherish and from the feedback I've received, it really topped off the conference for the participants.”

**Katharina Seuser, Prof. Journalistik und Medienproduktion, (Deutschland)**

«Danke für die gute Organisation und das gesamt tolle Erlebnis!  
Ich hoffe, die Nachbearbeitung verläuft gut und auch ihr vom OK könnt den Kongress in guter Erinnerung behalten.»

**Josi Flaba, Wallonie Elevages (Belgium)**

“I would like to thank you and the organizing committee for the quality of the organization and content of the 3 days of the IFAJ Congress in Interlaken.”

**Martina Graf, IFAJ global manager, (Canada)**

“What an amazing time at the IFAJ 2024 Congress in Switzerland! A big thank you to all 250+ participants who joined us in Interlaken! We also want to extend our heartfelt thanks to the incredible organizers and everyone who made this event happen and a huge success!”

**Niels Damsgaard Hansen, Effektivt Landbrug (Denmark)**

“I was very pleased to attend the IFAJ-congress in Interlaken and meet so many dedicated colleagues. I've decided to do 2 articles. Best regards and thank you.”

**Allison Hoyt Finnamore, Freelance (Canada)**

“A million thank yous to Stefan, Hans and Markus for an amazing five days touring through eastern Switzerland, Liechtenstein and Austria and sharing their part of the world with us. You are all amazing and your hard work in planning IFAJ 2024 post congress tour is very much appreciated!”

**Masiwa Duncan, Food for Mzansi (South Africa)**

“Most excited are the lifelong connections I can take from the congress forward into my career. Often, we underestimate this. I can for example call up a journalist in Austria and collaborate on a story or a colleague in Australia and say let's do something together because there is a relevance between our two countries.”



Congress Day at the Kursaal Congress Center, Interlaken. (Photo Ralph Hünerfauth)

**Vedran Stapić, ing. Agroklub (Croatia)**

“First, I would like to congratulate you and the Swiss team who made such an excellent congress. We enjoyed it, learned a lot, and got a lot of helpful information and ag stories.”

**Beat Werder, Head Group Media Relations Europe Syngenta (Switzerland)**

“Thanks again for the amazing IFAJ congress in Switzerland and helping us make this such a great platform to present Syngenta. It was a great experience for us with a superb organization. We are looking forward to working with the IFAJ going forward.”

**Heidi und Gerhard Schmidt, International Consulting (Deutschland)**

«Wir wollten uns noch mal ganz herzlich bedanken für die tollen Veranstaltungen im Rahmen des IFAJ-Kongresses. Perfekt und ausserordentlich gut organisiert, haben wir viele neue Eindrücke erhalten. Beeindruckend auch die Fahrten mit dem Bus auf die Almen in über 2'000m. Dazu die vielen interessanten Gespräche mit den Teilnehmern aus aller Herren Länder. Danke auch an die ganze „Mannschaft“. Die Erlebnisse werden uns noch lange in Erinnerung bleiben.»

**Leigh Radford, ABC (Australia)**

Thank you for all the information but thank you particularly for the brilliant Congress which you put together for us. It was an amazing experience, and you did it all with the Swiss precision we would expect! Your country is stunningly beautiful, and I have enjoyed visiting many times over the years. But this time I got to see farms firsthand and to learn so much more about Swiss agriculture and how you manage your landscapes. It was simply wonderful to participate, and I cannot adequately compliment. and thank the entire team, for doing such a wonderful job. Your Congress will be a benchmark for many years to come.”

**Abbey FLURY, Content Manager, Press Contact, Ecorobotix (Switzerland)**

“I just wanted to thank you for all you did for the IFAJ event. It was such a great experience, and we appreciated being part of this event. Now that the event is finished, I would like to become a member of the Swiss guild. Would this be possible? I am looking forward to future events and possible collaborations/sponsorships that we can do together.”

**Stig Oddershede, Head of Corporate Communication DLF (Denmark)**

“And thank you for a great experience – thanks to you and your hard work to prepare a successful congress.”

**Doris Knüsel, Landmaschinen, Küssnacht am Rigi (Schweiz)**

«Wir danken dir vielmals für die Bilder. Ihr wart eine tolle Truppe. Es hat uns riesigen Spass gemacht, durften wir mit unseren Maschinen einen Teil zu diesem Anlass beitragen. Ihr habt das super und mit viel Herzblut durchgeführt. Ebenfalls noch einen lieben Dank für das tolle, gesellige Abendessen auf der Hütte.»



**Christian Carron, Tour Valais (Suisse)**

«L'accueil des journalistes en Valais s'est très bien déroulé. Les producteurs rencontrés ont été enchantés par les échanges qu'ils ont pu avoir avec ces professionnels. Merci encore pour l'organisation et la coordination de cet event et à dispo à l'avenir si besoin de visiter le Valais agricole.»

**Warren E. Clark, editor & publisher, Agnewscenter (USA)**

"Thanks for a great conference! Outstanding Congress. Thank you to our pre-tour organizers, too. Well done!"

**Stefan Nimmervoll, Markus Habisch und Michaela Sandmayr, VAÖ (Österreich)**

Denkwürdiger IFAJ-Kongress: «Einen perfekt geplanten und organisierten Jahreskongress der International Federation of Agricultural Journalists (IFAJ) hat der Verband der Schweizer Agrarjournalisten (SAJ) für rund 250 Gäste aus 35 Ländern von 14. bis 18. August 2024 hingezaubert.» [Link](#)

**Craig Lester, Rural Roots Canada (Canada)**

"It's been a whirlwind first couple of days at the IFAJ World Congress in Switzerland!! Around every corner there is a conversation with an old acquaintance, new learnings and an opportunity to meet new people. Members of the Canadian Farm Writers' CFWF. It was great to connect with colleagues from all over the world and to hear from a number of speakers. I highly recommend reaching out to your local organization and get involved!"



5 Tours to all regions of Switzerland (Pictures: Seeland, Simmental, Central Switzerland).



The Organizing Committee of the 2024 Congress.