

## Letters/Opinions

# Your advice, wishes help us take new path in coverage

**W**E'RE trying something new in our Newswatch section this month.

Although our news features to date have followed the conventional method of reporters interviewing others, we're featuring a first-person report in length by our Common Ground columnist Kim Roberts covering the difficulties of starting her new Washington winery.

Kim and her family adventure are featured on our cover, and extensively inside the issue where three additional articles by her appear.

Our thinking came to this: Why should we assign another reporter to convey the many processes involved in launching a new farm business when a capable writer is directly involved? The goal is to show others the trail that must be blazed to start a winery, reflecting today's regulatory quagmire for new ag ventures.

We hope you enjoy this personal vignette, sprinkled with Kim's trademark humor, as well as her Common Ground column this month, which explains why she decided to make wine.

### Web coverage adds to magazine

We are spending more time these days writing for our Web site at *WesternFarmerStockman.com*, which I hope you take the time to visit.

While *Western Farmer-Stockman* is a monthly magazine, its Web site serves to present you with the very latest news and events, as well as some other features that can be very helpful in your farming experience.

Contrary to the concerns of some that printed media supporting a Web site is in transition to the electronic media only, you can be sure that your printed magazine will continue to arrive in your mailbox. The Web site is an extension of what we do on these pages, providing a solution to the problem of getting the breaking news to you after our magazine deadline hits.

The site is updated daily for your convenience.

Additionally, all of our magazine pages since April 2007 appear there, providing you with an archive of information.

### Your letters keep us informed

Our letters to the editor are our live wire between readership and editors. *Western Farmer-Stockman* strives to pro-

vide what you want to read about on our pages each month, but you may have some ideas on how we can improve our value-added product. Hearing from you by e-mail, phone or the mailbox is vital. Our contact information is listed below and on Page 8.

Whether you think we're doing well

or not, or could provide some additional coverage, please let us know. We can print these in our Your Say section if you wish, but we won't if you so desire.

All through my career as a journalist, I have told readers the same thing: This is YOUR publication, and if we are not serving your needs, we're missing im-

## Our Say

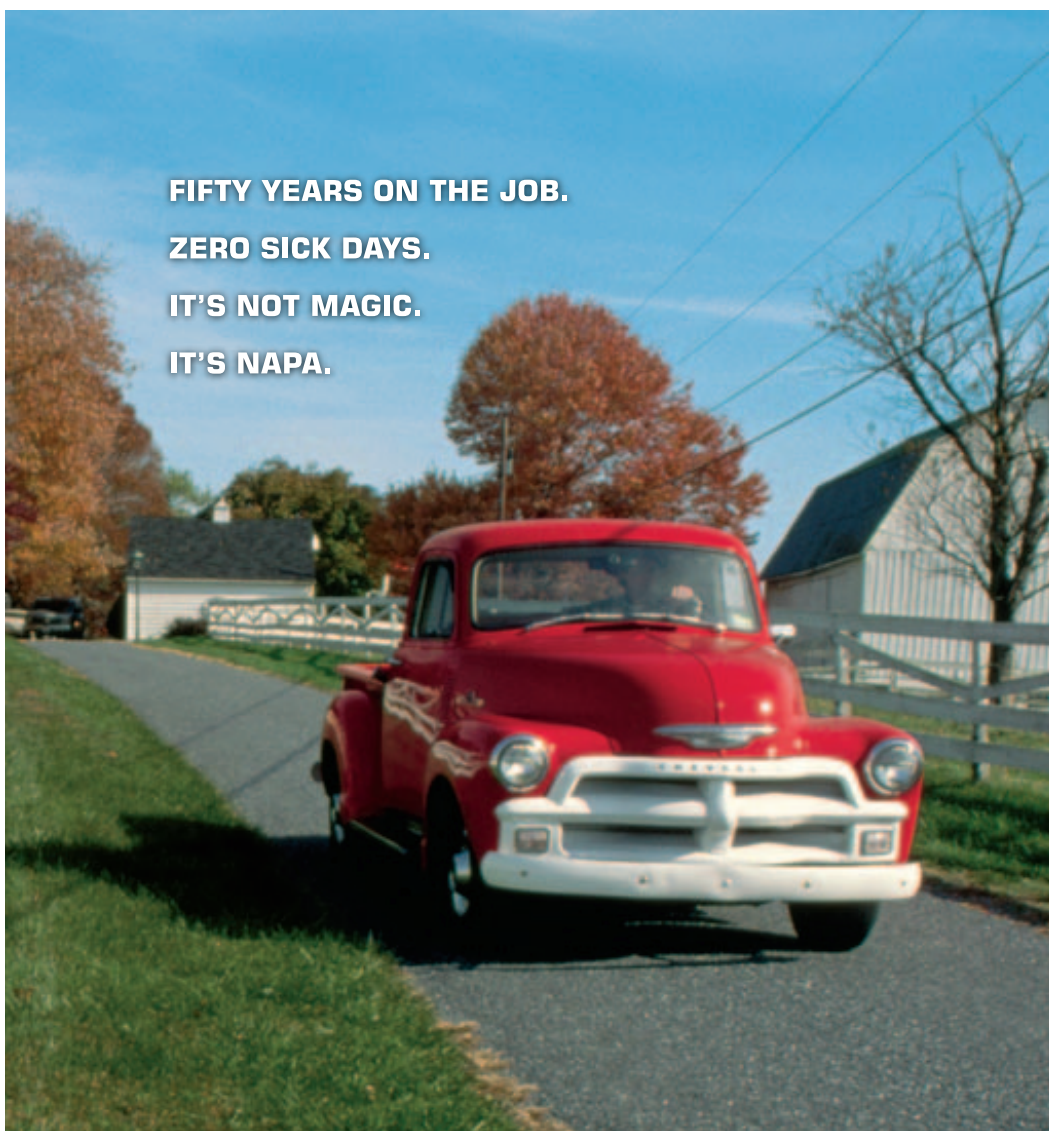
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portant informational targets.

If you sign onto the Web site of our parent company, Farm Progress, at *farmprogress.com*, you can visit its 18 other farm magazines from across the nation. Perhaps you will see features in those magazines you would like us to localize for *Western Farmer-Stockman*.

**FIFTY YEARS ON THE JOB.  
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IT'S NAPA.**



## We want to hear from you!

You can "Sound Off" too.

E-mail your letters to  
tburnham@farmprogress.com.

Write to:

Letter to the Editor  
The *Western Farmer-Stockman*  
12309 N.E. 21st St.  
Vancouver, WA 98684

All letters must include your name, address and telephone number for verification purposes, and should be 300 words or less.

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