

Title of Special Initiative: PRFSA Annual Seminar/ AGM, March 13-14, 2001
Report Title: Final Report
Report Covering Period: February 1 to March 31, 2001

Organization(s): Peace Region Forage Seed Association
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Objectives:

- To bring forage seed producers, researchers, crop consultants, seed traders and agribusinesses together to update each other.
- To promote the Producer Research Fund and the Seed Trade Research Fund, to provide updates on current projects and to discuss priorities for new research projects.
- To provide a forum for discussing the latest production tips from producers. This year, we have organized a whole session focusing on techniques for harvesting and dealing with aftermath.

Accomplishments:

- Stimulated great discussion with our 12 quality speakers right up until 5 p.m.
- Integrated business of meeting with discussions with speakers.
- Over 150 attended over the 2 days (about 130 paying registration).
- Heard feedback from producers wishing they could have attended.

Tasks in progress: not applicable for short term initiative

Extension and Communication:

- Submitted articles to Peace Prospects page of Northern Horizon before and after meeting.
- Invited media reporters to cover news worthy topics, such as Jack Zimmer's marketing talk and Brian Holl's update on his creeping red fescue breeding work.
- Compiled a package of information for all participants including mention of PRAD support of seminar and forage seed research projects.

Finances:

Total expenditures	\$3,316.59
Total income from sponsors and income at the door	\$1,950.00
PRFSA deficit payment	\$1,366.59
Total request for Special Initiative Funds: 80% of costs or a max:	\$1,350.00

Variances from original work plan, schedule or budget:

Interest from sponsors was better than predicted. Key speakers were taken out for suppers, so speaker costs were less than anticipated. The event was advertised through more effort into having the display & agendas at events/ trade shows, rather than paid radio/ newspaper advertising.

Summary comments, conclusions:

Interest and membership support of this organization continues to grow, as the association takes on more projects, initiatives and partnerships.

Attachments: Detailed Financial Information on next page