

Title of Special Initiative: PRFSA Annual Seminar/ AGM, March 12-13, 2002
Report Title: Final Report
Report Covering Period: February 1 to March 31, 2002
Organization(s): Peace Region Forage Seed Association
Contact Person: Ed Hadland/ Sandra Burton
Address: Box 89, Baldonnel, BC, V0C 1C0
Telephone: 250-789-3646 **Fax:** 250-789-3646 **Email:** sburton@pris.bc.ca

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 Consortium 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.

Accomplishments:

- Stimulated great discussion with our quality speakers and resource people.
- Integrated business of meeting with updates from researchers and trade.
- Over 120 attended over the 2 days (about 110 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.
- Wrote article for Forage Seed News magazine, spring issue.
- Compiled a package of information for all participants including mention of PRAD support of seminar and forage seed research projects.
- All partners and sponsors were acknowledged in 3 ways on both days: posters, verbally by chair & during presentations and visually with a PowerPoint presentation playing continuously during breaks.

Finances:

Total approved project		\$7,440.00
Income from sponsors and registrations at the door	\$2,450.00	
Total expenditures for seminars		\$8,103.81
Excess or (Deficit)	-\$5,653.81)	
Total request for Special Initiative Funds (80% costs or to max request):		\$4,990.00

Variances from original work plan, schedule or budget:

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. Organization and registration support through AAFRD, Spirit River office was less and will be reduced in future with the recent reorganization of AB Agric. Catering costs were higher than anticipated, and the directors will be considering combining the 2 day event into a one day event at a more central location in future years.

Summary comments, conclusions:

Interest and membership support of this organization continues to grow, as the association takes on relevant projects, initiatives and partnerships. Membership totaled 202 (178 producer memberships) as of Dec. 31, 2002.

Attachments: Detailed Financial Information on next page

Budget Information: Peace Region Forage Seed Association Annual Seminar/ AGM 2002

	Actual Costs		Running	Actual Approved	
	Number	Units	Cost Totals	Amounts	Budget
Potential Income:					
Industry booths/ sponsorship	6	booths	\$75.00	\$1,050.00	
Coffee/ door prize sponsorship	6	sponsors	\$50.00	\$300.00	
Registration in FSJ	40	people	\$10.00	\$400.00	
Registration in Fairview	70	people	\$10.00	\$700.00	
<i>Industry support/Registrations/PRFSA subtotal</i>					\$2,450.00
PRAD					\$4,990.00
Total income				\$2,450.00	\$2,450.00
					\$7,440.00
Anticipated Expenses:					
Gerald Huebner, Manitoba	1	airfare	\$501.83	\$501.83	
Accomodation/ meals/ taxi in GP for 3 nights	3	nights	\$352.14	\$1,056.42	
Rhael Lafreniere, Manitoba	1	airfare	\$420.00	\$420.00	
Accomodation/ meals/ travel in FSJ for 3 nights	3	nights		\$0.00	
Other speaker costs, Gary Ropchan		honarium		\$250.00	
<i>Speaker costs subtotal</i>					\$2,228.25
Northern Grand Hotel room, coffee, lunch, etc.	50	people		\$1,499.30	
Dunvegan Inn rental, coffee, snacks, no lunch	70	people		\$454.01	
<i>Facilities & catering subtotal</i>					\$1,953.31
Registration & organization costs				\$1,688.76	
Targeted mailout, stamped envelopes	500	envelopes	\$1.25	\$602.62	
Photocopying letter/ agendas/ handouts/folders		copies	\$0.42	\$187.87	
Advertizement, display at GP Classic	3	days		\$430.00	
Advertizement, radio ads	10	ads		\$273.00	
Advertizement, newspaper ads	3 1/4	page		\$0.00	
<i>Advertizing, registration & organizing subtotal</i>					\$3,182.25
Administration & bookkeeping				\$740.00	\$740.00
Total Expenses				\$5,875.56	\$8,103.81
					\$7,440.00
Income - Expenses					-\$5,653.81
Total Request for Funds				\$4,990.00	\$4,990.00
Deficit after PRAD Funds					-\$663.81