

Report prepared for Peace River Agricultural Development Fund

Title of Project: BC Grain Producers Marketing & Environment Information Seminar & AGM
Report Title: Final Report
Covering Period: January\ February 2003
Organization(s): BC Grain Producers Association.
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The objective of this project was to communicate marketing and environmental management information affecting the Grain & Oilseed sector to BC Peace producers.

This was accomplished through various tactics of the seminar organizing committee:

- Topics chosen were of high interest to producers
- Obtained high caliber speakers to get latest information presented in a professional manner
- Intense advertising campaign through mail out and media to make farmers aware of the upcoming seminar
- Allowed for question and answer period during seminar to address producers concerns and kept business part of meeting to a minimum

Highlights of Marketing & Environment Information Seminar were:

John Bennett, past president of the Saskatchewan Soil Conservation Association and a former director of Soil Conservation Council of Canada, made a presentation on **“Understanding Canada’s Ag Sink Policy and Offset Markets”**. John talked about the importance of the agricultural community to understand the implications that climate change and the government’s reactions and future policies on green house gas emissions will have on all our farms. He indicated that, there is the potential for carbon sequestration to be an added value as well as an added cost to us. John also indicated that this issue allows the agricultural community a unique opportunity to show their urban neighbors the clear link between soil stewardship and clean air and water.

John’s quote of the day: Sustainable agriculture begins with the soil.

Our second presentation and 3 member panel lead by **Howard Emslie, Enforcement & Compliance Specialist** answered questions in regards to ICBC Farm Fleet insurance and movement of agricultural equipment on BC roads. Farmers indicated their concerns on various compliance issues at local scales, inconsistency in enforcement and interpretation of transportation rules. This session was critical for farmers so they would learn about the requirements by BC law in regards insurance coverage, liability factors and safe operation of farm machinery on BC rural roads.

The Marketing outlook presentation presented by **David Wong of Alberta Agriculture** gave farmers insight into market developments, price outlook and marketing options. This high quality presentation gave farmers the opportunity to get information, interpret historic data and gave them a tool to assist in the decision making process of today’s farm marketing.

Extension and demonstration:

- Producers at meeting were given an information package containing various pamphlets, committee reports, On Farm Safety sheets, BC MAFF info basket sheets etc.
- Reference was made to bcgrain website
- Producers were able to interact, exchange information, quiz speakers and bring concerns to our directors and local MLA.
- BC Grain Producers had a display booth incl. Materials about Variety Trials, Marketing info, Farm Safety, Environmental info presentation & other
- Industry sponsor booths had a variety of displays, products and marketing contract information available for producers

Finances:	Budget:	Actual:
Income:	\$5520.00	\$8806.00
Expense:	\$5520.00	\$9385.51

Details on separate sheet

Summary comments, conclusions:

Partly due to the intense advertising campaign the BC Grain Producer Association had a higher than normal producer turn out and were very pleased with the general feedback we received from the area farmers. The producer response sheet handed out came back with a very positive evaluation.

- Attachments:**
- Financial summary
 - Agenda of meeting
 - Minutes of meeting
 - Summary of producer response sheet
 - List of sponsors

Producer Response Sheets:

It is important to the BC Grain Producers Association that we receive your comments on this Annual General Meeting or any issues you wish to raise. Please take the time to write your comments to these or other items in the space provided.

1) Were the topics of interest to you? Rate from 1 to 5 (5 being very interesting)

Feature Presentation –4.46 rating

"Understanding Canada's Ag Sink Policy and Offset Markets": 1 2 3 4 5

Feature Presentation – 4.25

"ICBC - Farm Fleet Insurance - Enforcement & Compliance": 1 2 3 4 5

Feature Presentation –3.17

"Market Outlook 2002/2003": 1 2 3 4 5

Committee Reports -

Variety Trials: **4.25** 1 2 3 4 5

Canola Committee: **3.33** 1 2 3 4 5

Safety Nets & Canada/BC Assistance Program: **3.54** 1 2 3 4 5

BCGPA Financial presentation: **3.79** 1 2 3 4 5

Farm Safety and Weed program: 3.04 1 2 3 4 5

2) Was the Agenda (check) Too Long: Just Right: Too Short:

2 **20** **0**

3) Was there adequate time for your feedback? Yes: No:

4) Was there adequate time to visit vendor displays? Yes: No:

22 **2**

5) Were the vendor displays useful to you? Yes: No:

22 **2**

6) Would you like to see more displays? Yes: No:

10 **13**

Have you visited our website **bcgrain.com**: Yes: No

10 **14**

8) Overall how would you rate the meeting? Great:15 Ok:7 Needs Work:0

LIST OF SPONSORS FOR AGM 2003

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Mile "O" Electric
Timberline Pontiac Buick GMC Ltd.
Agro Source Ltd.
Northern Metallic Sales Ltd.
D.C. Campbell Recycling Ltd.
Joy Propane
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South Peace Grain Cleaning Co-op
The PaperWork Artist Bookkeeping
& Tax Service
Kenver Equipment Ltd.
Dawson Coop
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Cargill Ag Horizons Ltd.
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Myco Services Ltd.
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Soil Conservation Council of Canada
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