

Title of Special Initiative: PRFSA Production & Marketing Seminars March 5, 2008
Report Title: Final Report
Report Covering Period: February 1 to March 31, 2008
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 provide a forum for discussing the latest production tips from producers.
- To promote and continue the discussion of funding priorities for research and extension activities for the turf and forage seed industry of the Alberta and BC Peace.

Accomplishments:

- Updated producers on latest marketing information with a panel of speakers from seed trade.
- Provided producers with an opportunity to discuss the use of the levy funds collected in 2007 from BC and AB forage seed growers, and the proposed budget for activities in 2008.
- Stimulated great discussion of the potential of on farm biofuel conversion from agriculture and forestry byproducts.
- More than 55 participants attended.
- Updated growers on latest research for controlling weed and insect pests.

Tasks in progress: not applicable for a short term initiative.

Extension and Communication:

- Compiled advertisements for radio, Forage Seed News magazine & a mail out to 1100 growers.
- Compiled a package of information for all participants including acknowledgement of PRAD support of seminar and forage seed research projects.
- All partners and sponsors were acknowledged in 4 ways on both days: posters, verbally by chair, during presentations and visually in package given to all attendees.

Finances:

Income and expense report attached.

Variances from original work plan, schedule or budget:

The directors moved the date of this seminar to coordinate with the GP Agri Classic. A block of rooms was booked at a reduced rate in case growers wanted to combine coming to these meetings with attending the tradeshow.

Originally a bio-fuel researcher from Oregon was booked to speak at the seminar in BC in 2007, but new border/ passport requirements caused him to postpone speaking to the growers in this region until 2008.

Another variance from the proposal was the way advertising was done. The directors decided that the most effective methods of advertising PRFSA events were either through mail outs of posters, and later agendas, and through radio ads. Therefore more effort was put into this type of advertising than newspaper ads.

Summary comments, conclusions:

Discussions were lively at the seminar, which is a sign that growers and seed processors/ trade continue to value this opportunity to get together and exchange information.