

Title of Special Initiative: PRFSA Production & Marketing Seminars March 5, 2009
Report Title: Final Report
Report Covering Period: February 1 to March 31, 2009
Organization(s): Peace Region Forage Seed Association
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Objectives:

- To provide valuable information on fertilizing crops, one of the largest expenses in the industry today.
- To provide a panel discussion on the latest market trends for turf and forage seed.
- To discuss and raise membership awareness of research and extension activities in the Alberta and BC Peace.
- To let members know about recent Minor Use Registrations relevant to their operations.
- To bring forage seed producers, researchers, crop consultants, seed traders and agribusinesses together to update each other.

Accomplishments:

- Responded to growers' requests to have a theme of "forms and effects of fertilizers" with fertility and agronomy research updates provided by Jerome Lickacz, Gary Ropchan and Calvin Yoder.
- Provided seed growers with a perspective on "what the crop inspector is looking for" when they are inspecting fields for certification by Erin McAllister from CFA.
- Updated producers on latest marketing information with presentations by Heather Kerschbaumer from Golden Acre Seeds and Janet Roy from Peace River Seed Coop.
- Discussed the allocations of the levy funds collected from growers in 2008 from BC and AB forage seed growers, and the proposed budget for activities in 2009.
- More than 60 participants attended, with several new faces and growers from as far away as Fort Vermillion.

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

Extension and Communication:

- Compiled advertisements for radio and 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.

Variations from original work plan, schedule or budget:

The directors offered a travel voucher door prize to encourage AB growers to travel to FSJ for this seminar, and enlisted sponsorship by the 7 seed companies most active in the Peace region, so the working budget was increased to \$5300.

In 2009, the directors again 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:

There was a good grower turnout; and directors received several compliments on the quality of the day and the information provided.