

**Title of Special Initiative:** Forage Seed Annual Tour 2008  
**Report Title:** Final Report  
**Report Covering Period:** May to July, 2008  
**Organization(s):** Peace Region Forage Seed Association  
**Address:** Box 6135, Fort St. John, V1J 4H6  
**Contact Person:** Dave Wuthrich, Treasurer or Sandra Burton, Coordinator  
**Telephone:** (250) 781-3527 (877) 630 2198  
**Email:** [pwfarms@explornet.com](mailto:pwfarms@explornet.com) [coordinator@peaceforageseed.ca](mailto:coordinator@peaceforageseed.ca)

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**Objectives:**

- To host the annual forage seed tour in the northern Peace area of BC on Tuesday, June 24.

**Accomplishments:**

- Provided producers with an opportunity to network with other growers and researchers in the turf and forage seed industry.
- Provided producers with opportunities to meet representatives from the seed trade and market their seed.
- Updated growers on latest research for controlling weed and insect pests.
- More than 60 people participated, with over 50 for the full day and with many new faces.

**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 1000 growers.
- Compiled a package of information for all participants including acknowledgement of PRAD support.
- All partners and sponsors were acknowledged in 4 ways: posters on refreshment coolers, verbally during tour, visually in package given to all attendees and on the website events page.

**Finances:**

Income and expense report attached.

**Variations from original work plan, schedule or budget:**

A field demonstration plot comparing broad leaf herbicides for weed control in grasses was set up specifically for tour. Time to organize the demo was less than expected because of contributions from Calvin Yoder and Alberta Agriculture.

Both the time to organize the tour and the cost of the bus were more than expected. It was much more difficult to find a charter bus within in our price range because increased fuel prices have made it difficult for these types of businesses. Caterers also are becoming more and more difficult to arrange for these events. The good news is that Chris Thomson is apprenticing to be a much needed events planner for both PRFSA and the Forage Association.

Overall, the tour and demo expenditures combined as a total were relatively close to approved budget.

**Summary comments, conclusions:**

Current and past directors were pleased at the many new faces participating. Many people were enthused about visiting the Prespatou area, where there have been many faithful members and growers since the formation of the PRFSA.