

Title of Special Initiative: PRFSA Annual Seminar March 11-12, 2003
Report Title: Final Report
Report Covering Period: February 1 to March 31, 2003
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 stable funding for research and extension activities through a levy collected on all turf and forage seed grown in the Alberta and BC Peace.

Accomplishments:

- Stimulated great discussion with Stable Funding panel and our quality speakers.
- Updated producers on latest research and markets
- More than 125 participants attended over the 2 days.
- 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 Jack Zimmer's talk and discussions of proposed levy.
- 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		\$8,400.00
Income from sponsors, displays, lunch fees, PRFSA	\$4270.00	
Total expenditures for seminars	\$8583.89	
Excess or (Deficit)	-\$4313.89	
Total request for PRAD funds (50% costs or to max request):		\$4,200.00

Variances from original work plan, schedule or budget:

There was no registration fee charged to encourage as many growers as possible to discuss proposed levy and vote. More effort was put into advertising than usual; utilizing radio, newspapers and pamphlets, as well as having the display & agendas at events/ trade shows. The directors had been considering combining the 2-day event into a one-day event at a more central location, but decided that in 2003 (and possibly 2004) it was critical to encourage discussion of the proposed levy in 2 locations.

Summary comments, conclusions:

Interest and support of this organization and their proposal for a forage seed levy continues to grow.

Attachments: Financial summaries as provided by bookkeeper.