

**Title of Special Initiative:** PRFSA Production & Marketing Seminars March 14, 2007  
**Report Title:** Final Report  
**Report Covering Period:** February 1 to March 31, 2007  
**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 2006 from BC and AB forage seed growers.
- Stimulated great discussion of seed production in Oregon and Denmark.
- More than 75 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 (copy sent to Barry Willis in Feb, 2007).
- 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:**

Originally a bio-fuel researcher from Oregon was booked to speak, but new border/ passport requirements caused him to cancel. Therefore we drew more on local expertise this year, and this translated into lower speaker expenses.

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 handing out color brochures at the trade shows. Therefore more effort was put into this type of advertising than radio and newspaper ads.

The directors had been asked to consider combining the 2-day event into a one-day event at a central location, alternating between a BC and a AB location. However, they decided that in 2003, 2004 & 2005 it was critical to encourage discussion of the levy in 2 locations with as many growers and seed companies as possible. Hosting the Canadian Forage Seed Conference in 2006 meant the meeting was in AB, therefore this year the meeting was in BC.

**Summary comments, conclusions:**

Interest and support of this organization and their forage seed levy continues.