

For Immediate Release

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## 2015 Forage Industry Innovation Award Presented to Janice Bruynooghe

The Saskatchewan Forage Council (SFC) is pleased to announce presentation of the 2015 Forage Industry Innovation Award to Janice Bruynooghe at the Council's Annual Meeting held June 23, 2015 near Lanigan, SK. This award recognizes exemplary innovation, leadership, service and stewardship in Saskatchewan's forage industry.

With 20 years experience in the forage and livestock industry, Janice has focused on creating working relationships and a partnership approach for all forage sector stakeholders. Her efforts with the Saskatchewan Forage Council have led to an average 15:1 return on investment for industry levy dollars which has resulted in numerous research and industry advancement projects.

Janice's role as the Saskatchewan Forage Network Co-ordinator is to facilitate a collaborative approach to research, technology transfer and industry development for all forage and livestock industry stakeholders. An excellent example of this role has been Janice's assistance in the co-ordination of the annual Saskatchewan Advisory Council on Forage Crops (SACFC) meeting, as the format has moved away from a reporting function to a research needs and project development discussion. Janice has brought industry input and representatives back to the SACFC discussion and has been a leader in ensuring that the discussion remained focused and results oriented.



Janice has partnered on the development of more than 20 forage and livestock focused extension publications, presented at forage and grazing conferences across Western Canada, and lectured for undergraduate grazing and rangeland management courses.

Through Spring Creek Land & Cattle Consulting, Janice has also served in a mentorship capacity, participating in the Beef Cattle Research Council's Researcher Mentorship Program. In this role, Janice has provided guidance to a new forage-based researcher by providing insight and guidance into the day-to-day cattle and forage production issues, industry structure and influences, and perspectives on industry challenges and opportunities at regional and national levels.

The Saskatchewan Forage Council extends their sincere congratulations to Janice Bruynooghe on receiving the 2015 Forage Industry Innovation Award. In honour of Janice, the SFC will make a contribution in her name to the [Alicia Hargrave Memorial Bursary](#), College of Agriculture and Bioresources at the University of Saskatchewan.

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For more information contact:

Leanna Rousell

Saskatchewan Forage Council, Executive Director

p 306-329-3116 [office@saskforage.ca](mailto:office@saskforage.ca) [www.saskforage.ca](http://www.saskforage.ca)