

For Immediate Release
July 19, 2011

2011 Forage Industry Innovation Award

The Saskatchewan Forage Council (SFC) is pleased to announce the 2011 Forage Industry Innovation Award presented to the Southwest Forage Co-operative Association Ltd. (SWFA) at the recent SFC Annual Meeting. This award recognizes exemplary innovation, leadership, service and stewardship in Saskatchewan's forage industry.



Left to right: Aaron Ivey - SFC Vice-President, Leam Craig - SFC President, Rick Jensen - SWFA Manager & Director, Syd Smailes - SWFA President.
Photo credit: Trevor Lennox

The SWFA was started in 1976 and is one of the oldest remaining producer-lead forage and grazing associations in Saskatchewan. Since that time the SWFA has been very involved in the promotion and support of forage and grazing research and demonstration in southwest Saskatchewan. The goal of the SWFA is to be a link between researchers, extension agents, and producers in order to contribute to the growth and development of the forage industry in southwest Saskatchewan.

An example of the important work of the SWFA is the key partnership which has been formed with Agriculture & Agri-Food Canada – Semiarid Prairie Agriculture Research Centre (AAFC-SPARC) at Swift Current whereby the SWFA purchases cattle to be used for grazing research on both land owned by AAFC-SPARC and the SWFA. Over the years the SWFA has supported a number of forage and grazing researchers.

The SWFA very clearly exemplifies the best of our industry in their leadership and unwavering efforts to promote and grow forage initiatives in the province. The Saskatchewan Forage Council extends their sincere congratulations to the Southwest Forage Association on winning the 2011 Forage Industry Innovation Award.

- 30 -

For more information contact:

Janice Bruynooghe

Saskatchewan Forage Council, Executive Director

306.867.8126

office@saskforage.ca

www.saskforage.ca