



Saskatchewan Forage Council Kicks Off Communication Strategy for the Forage Industry

The provision of timely communications is vital to the success of any industry, especially in the current business climate where access to information is essential. The Saskatchewan Forage Council saw the need for a communications strategy for the forage industry and has recently been awarded funding to carry out several forage industry communication initiatives. The project is aimed at increasing awareness and visibility for the entire forage industry and providing valuable information for industry stakeholders and policy makers.

The Saskatchewan Forage Council is a natural fit for delivery of this project as they have ties to producer groups, industry and government partners and continue to be an active leader within the forage industry in Saskatchewan. Leam Craig, President of the SFC states "the Saskatchewan Forage Council is very pleased to be spearheading this project where we will work closely with our partners to raise the profile of forages in Saskatchewan. We believe that effective communications are important to the industry. You can have the best product or idea in the world, but without effective communication, information is not passed to the wider audience and only those directly involved are informed. "

Communications consultant, Leanne Thompson has been contracted by the SFC to take the lead on this project. "We recently held a project planning meeting where several ideas surfaced, so I am eager to begin putting them into action" states Thompson. Some of the communication activities will include: regular distribution of a new forage industry e-newsletter, timely media updates regarding forage industry accomplishments and happenings, writing articles for industry publications, attendance at industry and stakeholder events and the production and distribution of a producer-based, forage related projects CD. Current project funding extends to March, 2010, however the SFC will be focussed on efforts to carry these important communication initiatives forward into the future.

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