



**Stakeholder Forum to Provide Preliminary Results on the Value
of Saskatchewan's Forage Industry**

The **Forage Industry Stakeholder Forum** will take place on **November 17, 2009** in Saskatoon, Saskatchewan. This meeting is the second in a two-forum series focused on the forage industry in Saskatchewan. This second forum will provide stakeholders the initial results from a multi-year project investigating the value of forages in Saskatchewan. Stakeholders will also have the opportunity to provide input and suggestions regarding the data presented and engage in important dialogue about the future direction of this industry. A complete schedule of events is attached.

This forum is a component of the project entitled "Saskatchewan's Forage Industry: A Multi-level Analysis", which is investigating the direct and indirect effects that forages have on the economy, society and environment in Saskatchewan. Invitations were extended to a wide array of forage industry stakeholders and response has been very positive. The organizing committee is looking forward to a lively discussion regarding the data presented, industry challenges and future opportunities in the forage industry based on the broad representation of stakeholders who have confirmed their attendance.

The Forum will take place at the Willows Golf and Country Club (382 Cartwright Street) with registration beginning at 9:30AM on **Tuesday, November 17, 2009**. The day will begin with a welcome from the Saskatchewan Forage Council President, Leam Craig, followed by an overview of the industry analysis project. Stakeholders will then be presented with the initial results on market and non-market value of forages from the project consultants. During presentations, stakeholders will be encouraged to provide input and opinions on the preliminary results. The later part of the day will focus discussions on hurdles facing the industry and opportunities going forward.

Hosted by project partners, Saskatchewan Forage Council, Feeds Innovation Institute, Saskatchewan Ministry of Agriculture, Knowledge Impact in Society and the Centre for Studies in Agriculture Law and the Environment, the organizing committee invites media representatives to attend this event. Feel free to drop in during any portion of the forum.

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