

**Hay and Forage Seed Production and Marketing in Saskatchewan
CARDS Project Number S226
Final Report**

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**Canadian Adaptation and Rural Development in Saskatchewan
(CARDS) Program**

Final Report (to March 31, 2004)

Project Title: Hay and Forage Seed Production and Marketing in Saskatchewan
CARDS Project Number: S226
Application Number: 971

Client: Saskatchewan Forage Council (Client Number C333)

Project Background and Objectives:

The “Hay and Forage Seed Production and Marketing in Saskatchewan” project was initiated in 2001 to address identified needs within the forage industry, specifically the hay and forage seed sectors. As these segments of the industry expanded it became clear that there was a need for both production and marketing information. Project objectives included increasing producer knowledge of hay production and marketing and identifying gaps in hay and forage seed production knowledge as well as working to procure funding to carry out applied research.

Project Description:

The activities supported by this project originally included the expansion of the scope and circulation of the Saskatchewan Forage Council newsletter, delivery and distribution of the Hay Market Report, printing and dissemination of fact sheets, conducting annual regional seminars and conference attendance. In December 2002, approval was granted to re-profile approved eligible expenditures from the newsletter and Hay Market Report activities to several new activities including updating display materials and reprinting of forage extension information and updating and launch of Saskatchewan Forage Council website. These adjustments were made to the project as a way to more efficiently and effectively meet the overall objectives of the project.

Results and Conclusions

This project was successful in meeting the initial objective of increasing producer knowledge of production and marketing while also allowing the Saskatchewan Forage Council to work within the industry to meet, discuss, and most importantly form partnerships to work with others to deliver extension and research needs. Unfortunately, several project activities were not completed including the update of display and extension materials as well as the printing and dissemination of factsheets. A continuing challenge for the Forage Council is the maintenance of a financial position that allows for

funds to complete extension activities and maintain staff positions. As a result, there were not adequate resources to complete the display and factsheet activities. However, activities that were successfully completed included:

1. **Website** – The Saskatchewan Forage Council website (www.saskforage.ca) has been developed and launched. Funds from this project allowed for an individual to be contracted to work with the SFC Executive Director to develop materials and build a website which is user friendly, timely and contains useful information. The site features publications, extension materials, upcoming events and Forage Council announcements as well as links to forage related sites. Feedback on the new site has been positive with a number of producers contacting the SFC for production, membership and event information after viewing the site.
2. **Regional seminars** – Forage seminars continue to be a highly effective method of providing production and marketing information to producers in the province. Funds within this project enabled the SFC to partner with a number of organizations including Saskatchewan Agriculture, Food and Rural Revitalization, Saskatchewan Watershed Authority, Ducks Unlimited Canada, local ADD Boards and producer groups to host meetings in North Battleford and Swift Current (January 2002), Weyburn and Kelvington (January 2003) and Maple Creek (December 2003) and Kindersley (March 2004). These events were both one and two days in length and included topics that focused on our objectives of meeting the needs of the rapidly expanding hay and forage seed industries in the province. Attendance was excellent with over 100 producers attending two-day events in Swift Current Weyburn.
3. **Conference attendance** – Funds provided through this project allowed Saskatchewan Forage Council staff and directors to attend a number of key conferences and meetings including:
 - Western Canadian Forage and Grazing Conference - Saskatoon (December 5-7, 2001)
 - Crop Production Show – Saskatoon (January 8-11, 2002 and January 6-10, 2003)
 - Canadian Alfalfa & Forage Seed Conference - Winnipeg (January 19-21, 2002)
 - Saskatchewan Agriculture & Food Forage Seminars - Yorkton (February 14, 2002 and February 13, 2003)
 - Expert Committee on Forage Crops meeting – Saskatoon (February 4-5, 2004).

Reach

- A) The primary target of this project was agricultural producers, specifically hay and forage seed producers, as well as all those involved in working to ensure the success of the provincial forage industry.

- B) The total number of people reached by this project is significant. Regional seminar attendance included: North Battleford (90), Swift Current (140), Weyburn (125), Kelvington (35), Maple Creek (50) and Kindersley (35). Conference attendance also allowed for interaction and communication with a large number of people. The Crop Production Show, for example, attracts thousands of people with good interest in the Forage Council display. Grazing and forage conferences and seminars attracted up to 150 people at each event.

Project Impact

- A) Without assistance from CARDS, the Saskatchewan Forage Council would not have been able to complete these activities. The benefits of this project will continue to be realized through the growth and uptake of the SFC website. By providing an opportunity for the SFC to host and attend key events within the agriculture industry, the forage sectors will continue to experience growth and recognition. These activities allowed for the Forage Council to continue working towards our overall mandate of enhancing the provincial forage industry.
- B) In the short-term, this project has provided forage producers with leading edge production information, technology and market information as tools to strengthen their business. As well, these activities are hoped to in the long-term to assist in emerging opportunities for growth and expansion in the hay and forage seed industry.

Communications

Communication materials for this project were limited to advertising and promotion of regional meetings. One- page meeting notices were printed and distributed via the Saskatchewan Agriculture, Food and Rural Revitalization offices. In all cases, CARDS logos and acknowledgement were included on these materials. Copies of communication materials have been provided with past progress reports for this project.

Evaluation

Participants at regional meetings completed evaluation forms that, in the short-term, provided feedback on the success of these events. A site visit counter as well as the contacts that are initiated through the site will allow for evaluation of the website. In the long-term, the impacts of this project will be realized in the growth and future developments within the hay and forage seed industries in the province.

Recommendations for Further Development

The Saskatchewan Forage Council will work to continue these initiatives including regional meetings, maintenance of our website and attendance at industry events. The challenge will continue to be adequate funding however through partnerships with other industry groups and innovative ideas it is hoped that these activities will be possible.

Table 1 – Statement of Expenditures

The following table reports current expenditures, budgeted and year to date amounts.

Reporting Period: January 1 – March 31, 2004

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Activity Eligible Expense	CARDS Code	Expenditures (current)	Budget Amount	Year to Date Amount
1. Display	1.0			
• Printing, signage, images, tabletop display	1.1	\$0	\$3700	\$136.38
2. Website	2.0			
• Update, launching site, staff training	2.1	\$3822.29	\$4000	\$4550.80
3. Factsheets	3.0			
• Printing & dissemination	3.1	\$0	\$3000	\$0
4. Regional Seminars	4.0			
• Speaker expense	4.1	\$366.67	\$3300	\$5009.58
• Facility rental	4.2	\$77.63	\$3000	\$2248.01
• Brochure printing, distribution	4.3	\$0	\$3000	\$357.70
• Organization, advertising, administration	4.4	\$0	\$1200	\$1505.29
<i>Total for Regional Seminars</i>		<i>\$444.30</i>	<i>\$10500.00</i>	<i>\$9120.58</i>
5. Conference attendance	5.0			
• Registration	5.1	\$0	\$1350	\$1695.58
• Travel expenses	5.2	\$0	\$960	\$801.35
• Accommodation	5.3	\$0	\$1200	\$335.92
• Meals	5.4	\$43	\$720	\$325.00
<i>Total for Conferences</i>		<i>\$43</i>	<i>\$4230.00</i>	<i>\$3157.85</i>
Total Project		\$4309.59	\$25430.00	\$16965.61

Note: 50% of GST submitted as statement of expenditures.

Eligible CARDS Expenses for Period Ending March 31, 2004

2.0 Website	
2.1 WBDC – U of S IT Support	\$472.50
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2.1 Christopher Brooks – website design & development	\$400.00
2.1 SaskNow Technologies – website domain	\$40.47
2.1 WBDC – Acrobat Writer (website development) software	\$78.23
2.1 WBDC – Frontpage (website development) software	\$128.59
2.1 Christopher Brooks – website design, development & training	\$1000.00
2.1 WBDC – U of S IT Support	\$22.50
2.1 WBDC – U of S network connections (website development)	\$1500.00
4.0 Regional Meetings	
4.1 Wyatt Swanson – speaker expense (Kindersley)	\$366.67
4.2 Kindersley Inn – room rent (Kindersley)	\$77.63
5.0 Conference Attendance	
5.4 Barry Marquette – Expert Committee on Forage Crops (2 dinners, 1 supper)	<u>\$43.00</u>
Total Eligible Expenses	\$4309.59
50% CARDS reimbursement	\$2154.80

See attached invoices for eligible expenses within each category