

**2004 Canadian Forage and Turf Seed Conference
CARDS Project Number S331
Final Report**

Submitted to:

Magel Sutherland
CARDS/AESI Project Officer
Saskatchewan Council for Community Development
CARDS Secretariat
Box 21038, #102-15 Innovation Boulevard
Saskatoon, SK S7H 5N9

Submitted by:

Saskatchewan Forage Council
129 – 72 Campus Drive
Saskatoon, SK S7N 5B5

Prepared by:

Janice Bruynooghe
Saskatchewan Forage Council – Executive Director

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

Final Report (to February 28, 2004)

Project Title: 2004 Western Canada Forage Seed Conference
CARDS Project Number S331
Application #1336

Client: Saskatchewan Forage Council (Client #C333)

Project Background and Objectives:

The Canadian Forage and Turf Seed Conference is an annual event held every January across Western Canada. This conference brings together members of the forage seed industry including researchers, forage seed producers, processors and industry suppliers and provides a venue for participants to meet and discuss current issues, research priorities and market opportunities. Participants and speakers include individuals from across Canada, the United States as well as international experts. Saskatchewan traditionally hosts this event every third year with successful conferences held in 2001 and, most recently, with support from CARDS through this project, in 2004.

Project Description:

This project assisted the Saskatchewan Forage Council in hosting the 2004 Canadian Forage and Turf Seed Conference held at the Radisson Hotel in Saskatoon from January 12-14th. A complete schedule of conference events, including topics and speakers, is included in the conference brochure which is attached. Activities supported by this project included:

1. Speaker Expenses – A number of key forage industry experts were invited to attend and present at this conference. Speakers came from across Canada, the United States, as well as Germany and Holland.
2. Facility Rental – The conference was hosted at the Radisson Hotel in Saskatoon, which provided conference meeting rooms and trade show space.
3. AV Rental – Audio-visual equipment was provided through the host hotel and included rental of projection screens and microphone and sound systems.

Results and Conclusions

The 2004 Canadian Forage and Turf Seed Conference was a successful event with a wide range of presenters, industry experts, researchers, forage seed processors and seed producers attending. The main objectives of providing producers with up to date

information on current growing conditions and production levels, market conditions, research results and producer experiences were successfully met by providing a wide range of topics over the two days of the conference.

Reach

- A) The primary target of this conference was agricultural producers, specifically, western Canadian forage seed producers and processors. This project provided them with a venue to interact with other industry players.
- B) The 2004 Canadian Forage and Turf Seed Conference was a successful event with 80 participants attending. Past conferences have seen higher attendance numbers, however, due to the current challenges within the agriculture industry as a whole, the planning committee was pleased with the numbers attending.

Project Impact

- A) Without assistance from CARDS, the Saskatchewan Forage Council would not have been able to host this major conference. By providing producers and the industry with an opportunity to meet, discuss and update one another, the industry within the province will be strengthened, which meets the overall mandate of the Forage Council, enhancing the provincial forage industry.
- B) In the short-term, this project has provided forage seed producers with leading edge production information, technology and market information as tools to strengthen their business. As well, this conference provided an opportunity for communication with international forage seed industry players, which in the long-term, may allow for emerging opportunities for export growth and expansion.

Communications

Approximately 750 brochures promoting this conference were printed and distributed through Saskatchewan Agriculture, Food and Rural Revitalization Rural Service Centres as well mail-outs to industry contacts. This brochure (see attached) included a detailed schedule of events as well as sponsor recognition, including CARDS contributions.

Evaluation

The planning committee for this event has evaluated comments from conference participants as well as recommendations from a planning perspective and will use this information in the planning of future conferences. Producer feedback was positive and it is felt that the benefits of this annual conference continue to be significant for the industry in Saskatchewan.

Recommendations for Further Development

It is the hope of the Saskatchewan Forage Council that this conference will continue to be a successful and important event for the forage seed industry across western Canada and the organization looks forward to hosting the conference in 2007.

Table 1 - Statement of Project Expenditures

The following table reports current expenditures and budgeted amounts for each activity within this project.

Activity Eligible Expense	CARDS Code	Expenditures	Budget Amount
1. Speaker Expenses	1.0	\$4425.44	
2. Facility Rental	2.0	\$263.93	
3. AV Rental	3.0	\$492.76	
Total Project		\$5182.13	\$10000.00

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

Eligible CARDS Expenses for Period Ending February 28, 2004

1.0 Speaker Expenses		
Barry Marquette (Conference Opening Remarks)		\$297.97
Radisson Hotel		\$1353.42
(room charges for Michel Nas, Larry Holzworth, Eberhard Langels, Jane Froese, Jeff Steiner)		
U.S. Bank Draft - Larry Holzworth (airfare, taxi, meals)		\$1294.86
University of Manitoba (Jane Froese airfare)		\$288.98
Jane Froese (taxi, parking)		\$43.00
U.S. Bank Draft - Jeff Steiner (airfare, taxis, meals)		\$1147.21
2.0 Facility Rental		
Radisson Hotel		\$263.93
3.0 AV Rental		
Radisson Hotel		\$492.76
Total Eligible Expenses		\$5182.13
50% CARDS reimbursement		\$2591.07

See attached invoices and records for eligible expenses within each category