



Peace Region Forage Seed Association Celebrates 10 Years

Earlier Beginnings

Establishing a cross border regional organization like the Peace Region Forage Seed Association was possible because of the longer history and work dating back to the 80's by the *Alberta Alfalfa Seed Producers Association - Peace Branch*. PRFSA also brought together some work in the 90's by the *Fine Seeds Committee* of the BC Grain Producers with grass seeds.

1995-2005: 10 Years of Accomplishments

Since this year marks the 10th anniversary of the Peace Region Forage Seed Association, it is an opportune time to reflect on the changes and accomplishments over the last years.

1995: First Forage Seed Day

Key accomplishments:

- * Organized a Forage Seed Day in conjunction with the BC Seed Fair on March 3 in Dawson Creek.
- * Constitution & bylaws drafted and approved.
- * Incorporated under the Societies Acts in both AB and BC.
- * 50 members joined the newly formed association.
- * Newsletters sent to growers.

PRFSA Constitution Highlights:

- ⇒ The purpose of this Association shall be the advancement of the Peace River Region's forage seed growing industry in all its phases.
- ⇒ The Association shall provide an annual forum for seed growers, seed trade, researchers and extension people to collectively contribute to the development of the forage seed industry.
- ⇒ The Association shall facilitate cooperation and mutual respect among all parties.



- ⇒ Strategies will be developed to overcome identified factors that limit the expansion of the forage seed industry.
- ⇒ The Association will not be involved in the marketing of seed.

Board of Directors 1995- 96

Raymond Wood, *President*
Ken Steinwand, *Vice President*
Don Pedersen, *Treasurer*

Heather Kerschbaumer, *AB Dir.*
Raymond Alm, *AB Director*
Ed Hadland, *BC Director*
Walter Wilms, *BC Director*

Scientific Advisors:
Daphne Fairey, *AAFC*
Nigel Fairey, *AAFC*

Secretaries:
Calvin Yoder, *AAFRD*
Ken Nickel, *BCMAFF*



1996: Raising Awareness

Key accomplishments:

- * Attended Canadian Conference.
- * Raymond Wood made presentations to several groups to promote PRFSA.
- * Raymond Wood promoted the need for a forage seed website.
- * Ken Steinwand organized the first meeting of all the seed trade companies in the Peace.
- * Bank balance for period ending December 31, 1996: \$5200



PRFSA Celebrates 10 Years *cont'd*

Board of Directors 1997

Ken Steinwand, *President*
Danny Limoges, *Vice President*
Ed Hadland, *Treasurer*

Richard Rice, *AB Director*
Raymond Alm, *AB Director*
Don Pedersen, *BC Director*
Rich Sewell, *BC Director*

Scientific Advisors:
Daphne Fairey, *AAFC*
Nigel Fairey, *AAFC*

Secretaries:
Calvin Yoder, *AAFRD*
Ken Nickel, *BCMAFF*

1997: Teaming Up for Newsletters

Key accomplishments:

- * Teamed up with Alberta, Saskatchewan and Manitoba groups to produce collaborative newsletters.
- * The Peace Branch of Alberta Alfalfa Seed Growers amalgamated with PRFSA and transferred all assets.
- * Fine Seeds Committee of BC Grain Producers Association amalgamated with PRFSA and transferred all assets.
- * Arthur Hadland suggested more research needed on seed openers appropriate for establishing grass stands.
- * Seminars were held in both Fairview and Fort St. John.
- * Membership increased to 84 producer members and 15 seed trade members.

Board of Directors 1998

Ken Steinwand, *President*
Danny Limoges, *Vice President*
Ed Hadland, *Treasurer*

Richard Rice, *AB Director*
Raymond Alm, *AB Director*
Don Pedersen, *BC Director*
Rich Sewell, *BC Director*

Scientific Advisors:
Nigel Fairey, *AAFC*

Secretaries:
Calvin Yoder, *AAFRD*
Ken Nickel, *BCMAFF*



1998: Collaboration

Key accomplishments:

- * Don Pedersen and Ken Nickel discussed options for funding research with seed trade companies.
- * Investigated the possibility of a part time manager for PRFSA.
- * Scientists collaborate to initiate herbicide and fertilization trials with tall fescue.
- * Bank balance for period ending December 31, 1998: \$19,000.

Board of Directors 1999

Don Pedersen, *President*
Danny Limoges, *Vice President*
Ed Hadland, *Treasurer*

Richard Rice, *AB Director*
Bernie Legault, *AB Director*
Rich Sewell, *BC Director*
Raymond Walker, *Seed Trade*

Nigel Fairey, *AAFC, Scientific Adv*
Calvin Yoder, *AB Secretary*
Ken Nickel, *BC Secretary*

Sandra Burton, *Part time Manager*

1999: Part Time Manager Hired

Key accomplishments:

- * PRFSA partnered with BC Grain Producers Association and Peace River Forage Association of BC to hire a part time manager for 3 groups to share.
- * Established and promoted a voluntary Producer Research Fund for forage seed growers that supported research.
- * Developed a logo for PRFSA.
- * A consortium of seed trade companies was formed and \$28,500 per year was collected to fund forage seed research projects at the Beaverlodge Research Station from 1999 to 2001. (A further \$15,000 was committed in 2002 to finish the projects).



PRFSA Celebrates 10 Years *cont'd*

Board of Directors 2000

Don Pedersen, *President*
Richard Rice, *Vice President*
Ed Hadland, *Treasurer*

Dave Forgie, *AB Director*
Bernie Legault, *AB Director*
Rich Sewell, *BC Director*
Raymond Walker, *Seed Trade*

Nigel Fairey, AAFC, *Scientific Adv*

Calvin Yoder, *AB Secretary*
Ken Nickel, *BC Secretary*

Sandra Burton, *Part time Manager*

2000: Hosted Canadian Conference



Key accomplishments:

- * PRFSA hosted the 2000 Canadian Alfalfa and Forage Seed Conference at the West Edmonton Mall Hotel.
- * PRFSA took on the management of the Baldonnel Research Site as part of the Western Grass Seed Testing Program.
- * Raised Producer Research Funds of \$3400 that were matched by PRFSA and PRAD to total \$21,750 for research.

Board of Directors 2001

Richard Rice, *President*
Don Pedersen, *Vice President*
Ed Hadland, *Treasurer*

Dave Forgie, *AB Director*
Bernie Legault, *AB Director*
Walter Enns, *BC Director*
Raymond Walker, *Seed Trade*

Nigel Fairey, AAFC, *Scientific Adv*

Calvin Yoder, *AB Secretary*
Ken Nickel, *BC Secretary*

Sandra Burton, *Part time Manager*

2001: Increase in Members & Projects



Key accomplishments:

- * Membership increased to 178 producer memberships and 24 corporate memberships.
- * Display and awareness activities at Grande Prairie Agriculture Classic trade show.
- * Over 100 people attended tour in Clayhurst area and 50 attended tour in Falher area.
- * Initiated new weed control and herbicide tolerance trials.
- * Feed quality/ endophyte surveys.

Board of Directors 2002

Dave Forgie, *President*
Bernie Legault, *Vice President*
Ed Hadland, *Treasurer*

Randy Graw, *AB Director*
Don Pedersen, *BC Director*
Walter Enns, *BC Director*
Raymond Walker, *Seed Trade*

Nigel Fairey, AAFC, *Scientific Adv*

Calvin Yoder, *AB Secretary*
Ken Nickel, *BC Secretary*

Sandra Burton, *Part time Manager*

2002: Strategic Planning for the Industry



Key accomplishments:

- * Peace Forage Seed Industry Planning meeting in Fairview kicks off the year.
- * Developed a 5 year strategic plan over several months of consultations.
- * Producer Research Funds totaled \$7700.
- * Recognized need for stable funding to continue development of the industry.



PRFSA Celebrates 10 Years *cont'd*

Board of Directors 2003

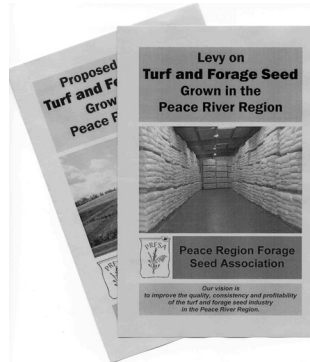
Dave Forgie, *President*
Dave Wuthrich, *Vice President*
Randy Graw, *Treasurer*

Bernie Legault, *AB Director*
Don Pedersen, *BC Director*
Walter Enns, *BC Director*
Raymond Walker, *Seed Trade*

Nigel Fairey, *AAFC, Scientific Adv*
Calvin Yoder, *AB Secretary*
Kerry Clark, *BC Secretary*

Sandra Burton, *Part time Manager*
Colleen Giesbrecht, *Bookkeeper*

2003: Extensive Consultation About Levy



Key accomplishments:

- * Stable Funding Committee established to investigate and set up a forage seed levy.
- * Extensive consultation with seed trade and growers across the Peace Region in relation to establishing stable funding through a forage seed levy.
- * Negotiated 3 years of transitional funding through a joint agreement with AB and BC CARD funds.
- * Harmonized legislation and process in Alberta and British Columbia so that Peace producers on level field re: levy.



Board of Directors 2004

Dave Forgie, *President*
Randy Graw, *Vice President*
Dave Wuthrich, *Treasurer*

Bernie Legault, *AB Director*
Don Pedersen, *BC Director*
Stan Mracek, *BC Director*
Raymond Walker, *Seed Trade*

Nigel Fairey, *AAFC, Scientific Adv*
Calvin Yoder, *AB Secretary*
Kerry Clark, *BC Secretary*

Sandra Burton, *Part time Manager*
Colleen Giesbrecht, *Bookkeeper*

Barry Willis, *Central Levy Admin.*

2004: Forage Seed Levy

Key accomplishments:

- * 3 sets of legislation filed with Alberta Marketing Council.
- * Order in Council approved in BC to enable forage seed levy.
- * Forage seed levy collection begins simultaneously for all growers in Alberta and BC Peace on July 1, 2004.
- * Hired Barry Willis as Central Levy Administrator.
- * Trouble shooting first 6 month period of levy collection and allocation.
- * Over 80 people attended tour in Rycroft area.
- * New research projects with direct seeding initiated.
- * 2 production manuals produced for perennial ryegrass and timothy seed.
- * Forage Seed Research Advisory Committee formed to set future priorities for research and extension projects.