

PRFSA Strategic Planning Process in 2008 & Progress To Date (as of January 2010)

Process:

Planning Session 1 January 15, 2008 at Spirit River Rink

Present: Ed Hadland, Vic Willms, Wayne Longson, Terry Chaibos, Bernie Schoorlemmer, Mike Rudakewich, Heather Kerschbaumer, Todd Smith, Allan Gifford, Glynn Evans, Calvin Yoder, Dave Wong, Jennifer Otani
Regrets: Arthur Hadland, Oral Benterud, Dave Wuthrich, Stan Mracek, Richard Slater, Cliff Mikula, Dave Forgie, Henry Vos, Edmund Rath, Raymond Walker, Darrell Watson, Kerry Clark.

Facilitating: Julie Robinson, Sandra Burton

Planning Session 2 January 31, 2008 at GDI, Dawson Creek

Present: Vic Willms, Heather Kerschbaumer, Todd Smith, Dave Wuthrich, Stan Mracek, Calvin Yoder, Dave Wong, Kerry Clark, Jennifer Otani (by conference call for part of meeting)

Facilitating: Julie Robinson, Sandra Burton

Planning Session 3 November 25, 2009 at Spirit River Rink

Present: Bernie Schoorlemmer, Todd Smith, Heather Kerschbaumer, Allan Gifford, Calvin Yoder, JP Pettyjohn, Reuben Loewen, Bob Noble, Nora Paulovich, Derek Dreger, Mike Rudakewich, Danny Limoges.

Facilitating: Julie Robinson, Sandra Burton

Planning Session 4 February 15, 2010 by Conference Call

Present: Vic Willms, Rick Friesen, Heather Kerschbaumer, Todd Smith, Reuben Loewen, Stan Mracek, Calvin Yoder, Dave Wong, Kerry Clark, Jennifer Otani

Facilitating: Sandra Burton

Steps in Discussions:

Participants then listed their priorities for the next 5 years. Topics were grouped into 4 groups. Participants then rated their top priorities with checks. # of checks agreed on for each group of topics was:
Marketing - 1, Production – 1, Communication – 2, Research – 3.

Feedback, additional priorities and corrections since last session, were circulated. The Board of Directors reviewed each item raised in earlier sessions and rated each in terms of priority, achievability and urgency. Next steps were identified and “a champion” for each priority.

Progress to date was added. (last update January, 2010)

Our Vision: To improve the quality, consistency and the profitability of the turf and forage seed industry in the Peace River Region.

Our Accomplishments Over the Last 5 Years:

(as Identified by whole group)

1. Established the forage seed levy in both BC and AB
2. Turned competition into friendly cooperation with seed trade talking to each other, as well as with government and farmers; have recognized we are all in this together
3. Maintained/created unified Peace Region for both BC and AB growers, processors and researchers
4. Were heard by AAFC Research Branch & were an effective lobby voice
5. Partnered successfully with other groups like SARDA, Central Peace Conservation Society
6. Have been successful in securing outside matching funding
7. Have taken on coordinating the Western Canadian Grass Seed Testing Program
8. Submitted applications for Minor Use Registrations (11 new registrations since 2002)
9. Collaborated on the Case Bearer larvae in clovers study
10. Responded to new problems as they arose
11. Have successfully got research information out into fields
12. Distributed herbicide update by Calvin and Dan Cole each spring to over 1000 growers
13. Distributed Forage Seed News and production information to more growers
14. Gained better consistency and quality with less weeds in last 5 years
15. Brought government people, buyers, agribusiness, farmers and researchers into one room
16. Learned from each other, from discussions at tours, at seminars and from spin offs afterwards
17. Worked well in cooperation with other provinces & have been more effectively organized
18. Have a reputation from outside our area as a “good group of guys”
19. Have been a role model for other associations
20. Accomplished most of goals from last strategic plan

Marketing/ Processing Concerns & Priorities for Next 5 Years:

Priority	Ratings	Champion	Next Steps (as initially visualized)	Progress to Date (as of Jan, 2010)
1. Fuel as a new buyer in the market place	High Priority Low Urgency Low Achievability	Dave Wong Sandra Burton Calvin Yoder ARC research team	<ul style="list-style-type: none"> - continue with current project with ARC: sampling grass seed straws for pelleting for bioheat study - keep current on research projects i.e. Europe - support research on new varieties of forages or adaptability trials with desirable biomass/straw characteristics e.g. switch grass in Manitoba - conduct a survey on quality of grass seed straws as a source of cellulosic fibre for ethanol - look into partnering with BCGPA on their biofuel research, if grass straws included. - exploring options for FS by-products – electricity, methane (HK, AG, DD, DL, CM) 	<p>Concerns:</p> <ul style="list-style-type: none"> - removing aftermath & fertilizer required - livestock producers need straw - biofuel/ bioheat market sustainable? <p>Progress to date:</p> <ul style="list-style-type: none"> - pilot biomass project with City of Dawson Creek using fescue straw for bioheat/ power, Emanuel speaking Nov 13 - partnered with ARC to get samples analyzed from fall 2007 - exploring partnership with ARC & AB Ag to provide info to empower growers
2. Future of forage seed production	High Priority Low Urgency Low Achievability	Todd Smith Heather Kerschbaumer	<ul style="list-style-type: none"> - stay informed, follow trends - not much we can do as an association 	<ul style="list-style-type: none"> - Todd provided forecasts for 2009 & 2010 at Directors meetings & AGMs
3. Native seeds for oil & gas or forestry industries	Medium Priority High Urgency Med Achievability	Kerry Clark Heather Kerschbaumer Dave Wong Todd Smith Stephanie Haight Keith Carroll Gino Morrone	<ul style="list-style-type: none"> - operating outside of CSGA, no grade tables/ certificates - grower awareness re: importance of clean seed - currently have a brochure that was used at Oil & Gas Trade Show, but needs updating - update & compile higher quality brochure(s) for end users (DW, HK) - need to improve CSGA- inspector-grower-market connections re: improvements to the inspector training, keeping tags, etc. Starting with a letter to CSGA/ CFIA (KC, DW, TS) 	<ul style="list-style-type: none"> - BC Forestry & Range staff initiating handbook of recommendations - PRFSA invited to supply representation to working meetings and reviewers of compiled manual
4. Differentiate between turf & forage seed markets	Low Priority Low Urgency Low Achievability	Sandra Burton Calvin Yoder Dave Wong	<ul style="list-style-type: none"> - clarify turf seed vs. forage seed when communicating - i.e. brochures, website, ads - recognize 2 very different users & markets 	
5. Peace Branding	Low Priority Low Urgency Med Achievability	Dave Wuthrich	<ul style="list-style-type: none"> - contact Branding the Peace Association to see if there is a fit for some of our niche marketing 	<p>Concerns:</p> <ul style="list-style-type: none"> - seed co. Have their own labelling - no impact on US markets
6. Difference in price, mark up & perceptions	Low Priority Low Urgency Low Achievability			
7. Alternative uses for forage seed screenings	Low Priority Low Urgency Low Achievability		<ul style="list-style-type: none"> - look at value added viewpoint re: screening pellets (NP, BS, MR) 	

Communication and Extension Priorities for Next 5 Years:

Priority	Ratings	Champion	Next Steps (as initially visualized)	Progress to Date (as of Jan, 2010)
1. Transfer technology effectively	High Priority High Urgency High Achievability	Calvin Yoder Sandra Burton	<ul style="list-style-type: none"> - revisit timing of events e.g. tour to late June - invite ag field people specifically to attend events - organize a winter update for MDs & agribusiness - get PD/ Certified Education Units for crop advisors - continue F Seed News mail outs to 100 growers - explore new formats like winter field days - update our booth & attend larger tradeshow - learn from groups effective at advertising events - raise awareness re: foxtail barley & annual bluegrass - explore better ways to get research info out - improve website, FSN articles linked - explore emailing, texting, market updates, niches 	<ul style="list-style-type: none"> - moved tour to late June - organized a successful, well attended winter update with credits for Crop Advisors & agribusiness in Feb 2009 - got several talks at our annual seminar recognized for CCA credits - updated our booth & participated in 2 trade shows spring 2009 - advertized our AGM with a travel voucher - moved tours & seminars to different areas, attracted new faces to our events - Calvin, Sandra & Jeremy redesign 2010
2. Form a national forage seed association	High Priority High Urgency Med Achievability	H. Kerschbaumer Bernie Legault Stan Mracek Dave Wong	<ul style="list-style-type: none"> - dialog with other provinces & groups - provide MFSA with feedback by Feb, 2008 - participate in meetings, conference calls, 	<ul style="list-style-type: none"> - Forage Seed Canada formed - bylaws reviewed, constitution signed - contingent went to Ottawa in 2009 - position paper prepared on RR alfalfa
3. Attract people to Peace	High Priority High Urgency Med Achievability	Todd Smith Calvin Yoder Sandra Burton	<ul style="list-style-type: none"> - continue efforts to get positions filled at Beaverlodge including researcher, technician & equipment - explore incentives for students 	<ul style="list-style-type: none"> - Owen Lee assigned to FS - Tom Cramer on part time contract - Dialog contracts with retired researchers - PD days for students, link to Coop programs
4. Update growers each spring	High Priority Medium Urgency High Achievability	Calvin Yoder Sandra Burton	<ul style="list-style-type: none"> - continue the annual herbicide updates & circulate to all growers 	<ul style="list-style-type: none"> - updates compiled & sent out in both 2008 & 2009
5. Send rep to MU meetings in Ottawa	High Priority High Urgency High Achievability	Heather Kerschbaumer Calvin Yoder	<ul style="list-style-type: none"> - send a rep to priority setting meetings in Ottawa 	<ul style="list-style-type: none"> - Heather participated in 2009 - Heather & Calvin will participate in 2010
6. Send growers to Oregon meetings	High Priority High Urgency Med Achievability	Dave Wong	<ul style="list-style-type: none"> - encourage & source funding for growers to participate in Oregon meetings in Dec 	Next steps: Dave will investigate Growing Forward funding to share costs with growers
7. Use our unified voice to link with other groups & revitalize research	High Priority Medium Urgency Low to Medium Achievability	Todd Smith Calvin Yoder Sandra Burton	<ul style="list-style-type: none"> - show leadership & push for unified research plan - push for an AB Peace Producers Association - coordinate research, info, & events between SARDA, PRFSA, NPARRA, Beaverlodge (MR) 	<ul style="list-style-type: none"> - NPARRA compiling region wide newsletter - Calvin & Sandra in regular contact with NPARRA, SARDA, Beaverlodge - Nora & Sandra partnering on events
8. Compile stats of production extent for setting priorities	Medium Priority Medium Urgency Med Achievability	Dave Wong Barry Willis Sandra Burton	<ul style="list-style-type: none"> - visit each seed processor showing them stats available from MFSA from same companies - get companies all reporting in unified format - revisit legislation & regs to see what is possible 	
9. Investigate SR&ED tax credits	Medium Priority Medium Urgency Med Achievability	Rick Friesen Sandra Burton	<ul style="list-style-type: none"> - contact CRA to see if levy dollars going into research can receive a SR&ED tax credit 	<ul style="list-style-type: none"> - started dialog/ process with both Alberta & BC CRA offices; Rick has contact in Sask specialized in working with commissions
10. Other ideas from individuals	Low Priority Low Urgency		<ul style="list-style-type: none"> - invite an agro ecology speaker - apply for funds from WGRF for fs research 	<ul style="list-style-type: none"> Concerns: shortage of people to do projects - high competition from grains for WGRF \$

Production Issues & Priorities for Next 5 Years:

Priority	Ratings	Champion	Next Steps (as initially visualized)	Progress to Date (as of Jan, 2010)
1. Legumes in rotation, fertilizer & pest management	High Priority Low Urgency High Achievability	Sandra Burton Calvin Yoder	<ul style="list-style-type: none"> - summarize past research - investigate hiring contractor - communicate & get info out to growers - \$ value of having forages in rotations 	-
2. Underseeding winter wheat/ fall rye to fescue, clover & other forage crops	High Priority High Urgency Med Achievability	Gary Ropchan Calvin Yoder Bernie Schoorlemmer	<ul style="list-style-type: none"> - work with applied research group to eliminate clip yr - research weed control issues if this system developed 	<ul style="list-style-type: none"> - Gary Ropchan gave an update of his research at seminar in 2009 - re-emphasized at Nov 2009, looking to renew partnership - included in DIAP project workplan
3. Production insurance & wildlife damage compensation	Medium Priority High Urgency High Achievability	Terry Chaibos Bruno Osterwalder Vic Willms	<ul style="list-style-type: none"> - in AB: continue pushing for insurance for establishment, winterkill and drought - provide models from other provinces e.g. BC model for forage establishment - look into options for commercial vs. Pedigree seed producers - In BC: no coverage in the swath is an issue - Wildlife: participate in meetings with other producer groups to design a compensation pkg for BC Peace - continue efforts to harmonize and coordinate between provinces 	<ul style="list-style-type: none"> - in AB: meetings in Fairview Feb 209 - in BC: meetings in FSJ in Feb 2009 - Wildlife Study initiated, Arvid Aasen hired as lead researcher for project, proposal being sent for matching funds from ARDCORP - co-operators/ sites selected, fall sampling, exclosures rented/ set up
4. Soil fertility info	High-Med Priority Medium Urgency High Achievability	Calvin Yoder Sandra Burton	<ul style="list-style-type: none"> - set up trials or demos - summarize past work 	<ul style="list-style-type: none"> - contacted Nigel Fairey to compile past work - set up trial/ demo in Manning area
5. Fertilizer & liquid fertilizer issues	Medium Priority Medium Urgency Med Achievability	Dave Wuthrich Gordon Hill Heather Kerschbaumer	<ul style="list-style-type: none"> - deal with increased demand/ cost of N-P-K-S - support FNA & Own Use Import program to get 34-0-0 across the US border or Russia - contact Heather McBey to see what trials have already been done - re affirm priority may be role for national board, why some fertilizers not available in the Peace (DD, CM, VP, JP, DL, BN) 	<ul style="list-style-type: none"> - farmers are aware of FNA - can order 34-0-0 2 to 3 months in advance
6. Long term storage forage seed	Med-Low Priority Low Urgency Low Achievability	Bernie Schoorlemmer Dave Hegland	<ul style="list-style-type: none"> - storing dry vs. tough - quality/germination - bagging demo (AG, BC, MR) 	<ul style="list-style-type: none"> Concerns: warning in Western Producer - mainly of interest to larger producers - speaker at 2010 seminar

Research Highest Priorities for Next 5 Years:

Priority	Ratings	Champion	Next Steps (as initially visualized)	Progress to Date (as of Jan, 2010)
1. Case bearer in red clover	High Priority High Urgency High Achievability	Jennifer Otani Maya Evenden Sandra Burton	<ul style="list-style-type: none"> - continue to collect info from 1st yr crops - explore doing pheromone research - investigate biocontrol methods - explore funding opportunities for these projects. 	<ul style="list-style-type: none"> - PRFSA partnered with U of A researchers on pheromone trials - update from Maya Evenden at 2009 tour - article by Boyd Mori in FSN Winter 2010
2. Respond to insect problems as they arise	High Priority High Urgency High Achievability	Jennifer Otani Amy Nemezc Sandra Burton	<ul style="list-style-type: none"> - as specific need arises, JO will approach PRFSA for support 	
3. Zero till research for both going in/ out of forage seed & annual crops	High Priority High Urgency High Achievability	Calvin Yoder Terry Chaibos Dave Wuthrich CPCS SARDA	<ul style="list-style-type: none"> - review what we have learned & compile zero till/ rejuv - continue work on fall & spring spraying fescue control - spring spraying for direct seeding canola into fescue - set up mower/ herbicide applicator trials in Falher area with SARDA - organize workshop or field day - regrouping for next priorities, projects & partnerships for rejuvenation of fescue without tillage 	<ul style="list-style-type: none"> - discussions of this topic at each of our events - pre seeding burnoffs now included in all herbicide tolerance trials - data compiled & Prepass soon to get MU registration
4. Herbicide trials & minor use work	High Priority High Urgency High Achievability	Calvin Yoder Dan Cole MFSA	<ul style="list-style-type: none"> - join Prairie Pesticide Minor Use Consortium - have good cooperation & good data - need person dedicated to compile MU submissions 	<ul style="list-style-type: none"> - paid a membership for 2008 & 2009 - hired Rudy Esau to compile MU applic. - continue to send tolerance data
5. Grass seed variety trials, new species, varieties and approaches to trials	High Priority High Urgency High Achievability	Sandra Burton Owen Lee Laura Grzenda Todd Smith Calvin Yoder Jennifer Otani	<ul style="list-style-type: none"> - increase the number of sites - continue to dialog with Ag Canada re pivotal role of Beaverlodge station - urge more companies to participate - alfalfa, crimson clover, arrow clover, warm season grasses & winter hardiness - alternative energy species 	<p>Concerns: sites decreasing</p> <ul style="list-style-type: none"> - companies decreasing - more & more subsidization by PRFSA <p>Progress: collaborated with AAFC staff to compile DIAP proposal</p> <ul style="list-style-type: none"> - got feedback from companies - expanding list of companies & breeders
6. Legume seed production trials	High Priority High Urgency Med Achievability	Heather & John Kerschbaumer Jennifer Otani	<ul style="list-style-type: none"> - setup comparison of swathing vs. straight cut - recognized as a longer term priority 	<p>Concerns: currently program restriction</p> <ul style="list-style-type: none"> - low achievability now, but achievable in future
7. Improve research capabilities at Beaverlodge Station	High Priority High Urgency Med Achievability	Jennifer Otani Todd Smith Calvin Yoder Sandra Burton	<p>Next steps: Beaverlodge issues</p> <ul style="list-style-type: none"> - continue to push to hire full time technicians - continue dialog with Ag Canada Dir Gens & Sci Dirs - continue dialog with MPs in GP and FSJ <p>Next steps: PRFSA researcher</p> <ul style="list-style-type: none"> - list what we need done & document gaps until they justify hiring PRFSA researcher 	<ul style="list-style-type: none"> - Owen Lee dedicated to forage seed trials - Tom Cramer on contract in 2008 & 2009 - are Owen & Tom available for next years - collaborated with AAFC staff to compile DIAP proposal - continued dialog with Dir Gens & Sci Dirs - request mtg with Paul McCaughey
8. Current weed control issues	High Priority Medium Urgency Medium Urgency	Calvin Yoder Kerry Clark	<p>Next steps: re: foxtail barley in fescue and brome</p> <ul style="list-style-type: none"> - urge agencies to identify foxtail barley as invasive - review any research for biological control options - promote awareness/education on how to control <p>Next steps: re: responding to other weed problems</p> <ul style="list-style-type: none"> - keep current with issues e.g. weed control for alfalfa & clover crops or weed issues from climate change - recommend initiatives to address issues as they arise 	<p>Concerns: no effective herbicides found for control of foxtail barley; no access to herbicides for annual bluegrass</p> <p>Progress:</p> <ul style="list-style-type: none"> - on national priority list "with no solution to date" - initiating a trial to control annual bluegrass with Arthur Hadland

Research Second Tier Priorities for Next 5 Years:

Priority	Ratings	Champion	Next Steps (as initially visualized)	Progress to Date (as of Sept, 2009)
9. Develop a better creeping red fescue than Boreal	Medium Priority Medium Urgency Med Achievability	Vic Willms Sandra Burton Brian Holl	<ul style="list-style-type: none"> - investigate why Oracle not widely accepted & used - contact Brian Holl to see what is happening with some of the other selections & how color ratings/ selections are made - urge breeders to develop early maturing varieties - increase our understanding of how Boreal and any substitute is marketed in Europe & US - investigate developing better varieties for biofuel/ bioheat industry - continue dialog with Ag Canada researchers 	<p>Concerns:</p> <ul style="list-style-type: none"> - research \$\$ linked to markets & ability to recoup costs after variety developed - to take a new variety all the way through initial regional testing to tested in US and European trials through to successful markets is a long term commitment <p>Progress to date:</p> <ul style="list-style-type: none"> - researched Oracle traits & color ratings - unsuccessful contacting Brian Holl
10. Carbon credits with forage crops	Medium Priority High Urgency High Achievability	Bernie Legault BSchoorlemmer Sandra Burton	<ul style="list-style-type: none"> - find out sequestration rates for forage seed crops & our soil types - obtain info/ research results & share this info 	<ul style="list-style-type: none"> - evaluated HOLOS program with a few forage seed growers - Bernie Legault attending carbon meetings hosted by Viterra
11. Fungicide trials & disease control	Medium Priority Medium Urgency Med Achievability	Calvin Yoder Reuben Loewen/ Fosters/ BY	<ul style="list-style-type: none"> - investigate future project with stem eyespot control - setting up on farm trials with Headline on fescue 	<p>Concerns:</p> <ul style="list-style-type: none"> - challenging to set these trial up - needs to be an in depth project - need to monitor for 5 yr or more - small plot combining constraint in past
12. Working with growth regulators	Low Priority Low Urgency High Achievability	Calvin Yoder	<ul style="list-style-type: none"> - commonly used in Europe & US but expensive - used in Southern AB with irrigation 	-
13. Long term crop/forage rotations	Low Priority Low Urgency Low Achievability		<ul style="list-style-type: none"> - need long term research for rotations & market cycles - continue research on rotation options/ alternatives 	-
14. PRFSA long term researcher	Low Priority Low Urgency Low Achievability		<ul style="list-style-type: none"> - revisit this option in mind if any more gaps widen as Beaverlodge station erodes further 	
15. Environmental ecologist researcher at Beaverlodge	Low Priority Low Urgency Low Achievability		<ul style="list-style-type: none"> - climate change is the key term - define what we want from this in terms of agronomics/ pesticide <p>Environment-Health Canada-Ag Canada</p>	
16. Research alternatives to burning	Low Priority Low Urgency Low Achievability		<ul style="list-style-type: none"> - need to find alternatives to burning residues (MR) 	
17. Explore fescue pellets for feed	Low Priority Low Urgency Low Achievability		<ul style="list-style-type: none"> - explore pea flour as binding agent for pelleting fescue straw/screening for animals foods 	
18. More research suggestions from growers/ members	Low Priority Low Urgency Low Achievability		<ul style="list-style-type: none"> - Tall fescue trial or summaries of past trials - Different openers, disc vs. hoe - Organic seed production 	