

## Documenting Support for Levy Through PRFSA's Communication Plan

Communication Activity	Date	Mode of Communication	Target Group & #s	Indicators of Support	Measurement of Support
<b>Meetings &amp; Updates in 2002</b>					
Meeting with seed trade	Feb, 2002	meeting	7 seed trade	Conversations	All were in favour
Discussion at AGM to establish levy	Mar 12, 2002	meeting	60	Vote on resolution	Majority in favour
Discussion at AGM to establish levy	Mar 13, 2002	meeting	90	Vote on resolution	Majority in favour
Forage Seed News magazine	May, 2002	Forage Seed News	200 members	Response, calls	No calls to date
Stable Funding Committee update letter	May 20, 2002	mailed	200 members	Response, calls	No calls to date
Stable Funding Committee update letter	Nov 20, 2002	mailed	200 members	Response, calls	No calls to date
<b>Mailout of Pamphlets</b>					
Pamphlet about Proposed Levy & Meeting Notice	Feb 14, 2003	mailed	206 members	Response, calls	No calls to date
Pamphlet about Proposed Levy & Meeting Notice	Feb 19, 2003	mailed	456 BC growers	Response, calls	No calls to date
Pamphlet about Proposed Levy & Meeting Notice	Feb 24, 2003	mailed	1094 AB growers	Response, calls	No calls to date
Pamphlet about Proposed Levy	May, 2003	mailed	500 AB/BC	Response, calls	No calls to date
Pamphlet about Proposed Levy & Meeting Notice	Feb 01, 2004	mailed	456 BC growers	Response, calls	No calls to date
Pamphlet about Proposed Levy & Meeting Notice	Feb 01, 2004	mailed	1094 AB growers	Response, calls	No calls to date
<b>Newspaper &amp; Magazine Articles (Oct 2002 to date)</b>			<u>AB BC Rural</u>		
Magazine article with levy committee update	Oct, 2002	Forage Seed News	250 ( Peace)	Response, calls	No calls to date
Newspaper article about meetings in March	Feb 20, 2003	Northern Horizon	28,000	Response, calls	No calls to date
Newspaper article about levy discussion at meetings	Feb 14, 2003	Northern Horizon	28,000	Response, calls	No calls to date
Newspaper article about levy discussion at meetings	Feb 28, 2003	Northern Horizon	28,000	Response, calls	No calls to date
Newspaper article about levy discussion at meetings	Feb, 2003	Peace Ctry Farmer	60,000	Response, calls	No calls to date
Newspaper article about proposed levy	Mar 14, 2003	Northern Horizon	28,000	Response, calls	No calls to date
Newspaper article about proposed levy	Mar 10, 2003	Peace Ctry Farmer	60,000	Response, calls	No calls to date
Newspaper article about levy	Mar 28, 2003	Northern Horizon	28,000	Response, calls	No calls to date
Newspaper article about levy	April, 2003	Peace Ctry Farmer	60,000	Response, calls	No calls to date
Newspaper article about levy	April, 2003	Country Life in BC	9,000	Response, calls	No calls to date
Newspaper article about levy	May 09, 2003	Northern Horizon	28,000	Response, calls	No calls to date
Magazine article about levy & cover letter update	May, 2003	Forage Seed News	250 ( Peace)	Response, calls	No calls to date
Article about levy	May, 2003	NPARA Newsletter	2000 North Peace	Response, calls	No calls to date
Article about levy	May, 2003	Peace Country Forage	10,000	Response, calls	No calls to date
Article about levy & transition funds	fall, 2003	Council Connection		Response, calls	No calls to date
Article about levy	fall, 2003	Northern Horizon	28,000	Response, calls	No calls to date
Article about levy	Nov, 2003	Peace Country Forage	60,000	Response, calls	No calls to date
Article about levy & transition funds	fall, 2003	BC Inv Agr newsletter		Response, calls	No calls to date
Magazine article about levy & cover letter update	Dec 09, 2003	Forage Seed News	250 ( Peace)	Response, calls	No calls to date
Article about levy & transition funds	Jan, 2004	Catalyst newsletter		Response, calls	No calls to date
Magazine article about levy & cover letter update	Feb 01, 2004	Forage Seed News	1750 (Peace)	Response, calls	No calls to date

**Documenting Support for Levy Through PRFSA's Communication Plan (cont'd)**

<b>Communication Activity</b>	<b>Date</b>	<b>Mode of Communication</b>	<b>Target Group &amp; #s</b>	<b>Indicators of Support</b>	<b>Measurement of Support</b>
<b>Discussions at Extension Events</b>					
Brett Young Meetings-Falher	Feb 26, 2003	meeting+pamphlet	30	Conversations	Supportive discussion
Brett Young Meetings-Rycroft	Feb 27, 2003	meeting+pamphlet	50	Conversations	Supportive discussion
Meeting with seed trade companies	Mar 03, 2003	verbal, face to face	15 companies	Motion of support	All trade in support
Panel discussion & votes at AGM in FSJ	Mar 11, 2003	verbal, vote	50	Vote on resolution	All growers in favour
Panel discussion & votes at AGM in Fairview	Mar 12, 2003	verbal, vote	75	Vote on resolution	Majority in favour
Update & discussion at forage seed tour in Baldonnel	Jul 03, 2004	verbal, face to face	50	Conversations	Supportive discussion
Brett Young Meetings-High Prairie, Wembley, Rycroft	Jan 13-15,2004	meetings+pamphlet	100	Conversations	Supportive discussion
Presentation at Canadian Turf & Forage Seed Conf.	Jan 12-14,2004	discussion+pamphlet	75	Conversations	In synch with MB+SK
<b>Radio Ads &amp; Interviews</b>					
Radio ads on CJXX Big Country	Feb-Mar 2003	20 pd ads + 10 free	whole Peace	Response, calls	No calls
Radio ads on Dawson Creek & FSJ radio	Feb-Mar 2003	4 ads each	whole Peace	Response, calls	No calls
Interviews about levy on Call of the Land	Feb-Mar 2003	2 interviews	whole Peace	Response, calls	No calls
<b>Levy Pamphlets at Events &amp; Outlets</b>					
Display at Grande Prairie Classic Agric Trade Show	Mar 5-8, 2003	verbal, face to face	200 + per day	Conversations	Supportive discussion
Display at Falher Agric Trade Show	Mar 20-22,2003	verbal, face to face	200 + per day	Conversations	Supportive discussion
Pamphlets available: at seed outlets	Feb 2003-date	available at counters	500	Response, calls	No calls to date
<b>Dedicated Telephone Line</b>					
Dedicated telephone line	Feb 2003-date	verbal	whole Peace	Conversation records	2 calls, positive
<b>Website (April, 2003 to date)</b>					
Ropin the Web under AB Marketing Council	Apr 2003-date	written	international	Response, calls	Positive comments