



**Invitation for Sponsorship of the CFGA Conference
& Annual General Meeting
December 13-14, 2011, Radisson Hotel, Saskatoon, Saskatchewan**

The Canadian Forage and Grassland Association / Canadienne pour les Plantes Fourragères (CFGA/ACPF) will be hosting its second Annual General Meeting in Saskatoon this December and we would like to invite your monetary support for the event.

We are a broad based organization recognizing and supporting the needs of both our domestic forage and grassland producers (hay, silage, pasture, straw, etc.) and our forage and forage product exporters (hay, cubes, pellets, straw). Our members hail from across Canada and represent all sectors of the industry. We are proud to say we have the support of the Provincial Forage Councils as well as the Dairy Farmers of Canada, the Canadian Cattlemen's Association and many related businesses.

Our theme this year is "Forage & Grasslands – the key to a competitive livestock industry and a healthy environment." To that end we have recruited speakers and panellists that will address the many challenges and opportunities that exist regarding export constraints, research, production and profitability. A key part of the Conference will focus on identifying research needs, the value of forages in biodiversity and the environment and ways to maximize our competitiveness using forages in the beef and dairy sector. A Domestic and Forage Export Market workshop will highlight how to increase profitability in the marketing of hay.

Our agenda is attached, however, here's a sample of some of the speakers and their topics:

- The Value of Forage and Grasslands in Canada's Beef Industry, Brad Wildeman, President, Pound-Maker and Chair of Canada Beef.
- The Value of Hay in the Dairy Industry, Representative from Dairy Farmers of Canada
- Forages & Grasslands – Linking the Environment to the Producer, (speaker to be confirmed)
- The Value of Hay Production – On your Farm and to the Industry, Rollie Bernth, National Hay Association, U.S.
- How we value hay production and capture that value through beef, local and export markets – Murray Lake Ranching, Seven Persons, AB
- Moving Forage and Grasslands ahead with Research and Extension; (5 panelists)
- Concurrent Session Topics:
 - How to Make Grass Pay
 - Forage Export and Domestic Market Workshop – Harvesting and marketing to maximize profitability (panel presentations)
 - Assessing Forage Markets
 - The Value of Grasslands in Biodiversity

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Sponsorship Categories

Each sponsorship includes registration for one individual for the Conference/AGM and banquet. All sponsors will be recognized at the event, on the website and event communications. Thank you for considering the sponsorship of our event.

Platinum	\$1500	Sponsor of :	Includes	Includes
		Dinner Banquet	Display Booth	One Registration
		Wine at Banquet	Display Booth	One Registration
		Speaker at Banquet	Display Booth	One Registration
		Program Sponsor	Display Booth	One Registration
		Speakers Sponsor	Display Booth	One Registration
Gold	\$1000			
		Lunch Sponsor on December 13th	Display Booth	One Registration
		Lunch Sponsor on December 14th	Display Booth	One Registration
Silver	\$750	Coffee Break Sponsor (4 available)	Display Booth	One Registration
Bronze	\$500		Display Booth	One Registration

If you have any questions, please contact Corie at (204) 254-4192 or c_arbuckle@canadianfga.ca

Cheques payable to:

Canadian Forage and Grassland Association
c/o 145 Edstan Place, Selkirk, MB, R1A 2E8

or pay online at:

<https://events.r20.constantcontact.com/register/eventReg?llr=or8in9eab&oeidk=a07e4vw8j1q87d84a83>

Sincerely,

Corie Arbuckle
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Communications Manager
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CFGA Activities since December 2010

(The proposed activities for forage export development and with Beef, Dairy, Equine, Sheep, and other livestock groups are available on our website: www.canadianfga.ca)

- Participation on Beef Value Chain Round table and Special Crops Value Chain Round Table
- Invitation to Seed Sector Value Chain Round Table
- Input re: forage and grassland issues i.e. CFIA forage variety registration review
- Support for development of forage and grassland programs (i.e. Grazing Mentorship)
- Canadian Cattlemen's Association and Dairy Farmers of Canada – supporting members
- Middle East Fact Finding Mission – AgriMarketing Program (Completed March 17 – 27, 2010) – follow-up Workshops
- CFGA members from Ontario and Quebec participated in Florida Fact Finding Mission
- Emphasis on Forage Export Market Development in US, China, Japan, Middle East
- The Saskatchewan Forage Council (SFC), in partnership with the Canadian Forage & Grassland Association (CFGGA), has recently received funding to complete an “Assessment of the Potential Impact of Roundup Ready Alfalfa on Canada’s Forage Industry”. The focus will be on developing a fact-based, unbiased report quantifying implications for all stakeholders.
- Forage Task Team established by AAFC to assess and provided recommendations regarding forage insurance programs. CFGA has 2 representatives on this team.
- CFGA Research and Extension Committee formed and they are now in the process of setting priorities.
- CFGA Producers & Users Committee formed and is identifying key issues and challenges in the forage and grassland area.
- Export and Domestic Market Development Committee working closely with CFIA and China in the development of protocol for the alfalfa and timothy for exporting to China
- CFGA Booth at World Dairy Expo – very successful with good participation from CFGA US and Overseas Exporter members.
- 1st Edition of CFGA/ACPF E-newsletter produced and distributed