

## FOR IMMEDIATE RELEASE

### Canadian Forage & Grassland Association Formed

April 11, 2010, Brandon, MB. “We are very pleased to announce the formation of a new national association for our forage and grassland industry,” says Ed Shaw, Chair of the newly formed Canadian Forage & Grassland Association/Association Canadienne pour les Plantes Fourragères (CFGA/ACPF). “A national organization will help us promote the growth of the forage and grassland sector at home and abroad and provide a national voice for our industry.”

The incorporation process has been in the works for the past year according to Ed. “We formed a committee with representatives from the provincial forage associations as well as people like myself who work in the industry.” Ed is owner of International Quality Forage; an export hay business that services clients in the Middle East, UK, Ireland and U.S. The CFGA Board of Directors will consist of representatives from across the entire forage industry including Eastern and Western Canada Provincial Forage Associations/Councils, the forage export sector, and the livestock sector. CFGA will be working closely with representatives of the livestock sector such as beef, dairy, sheep and equine as the CFGA develops. The Association will be housed in Brandon, Manitoba and Wayne Digby, Executive Director of the Manitoba Forage Council will serve as Executive Director of the Canadian Forage & Grassland Association.

The group has an extensive list of objectives with a strong focus on advancing the forage and grassland industry and promoting it within Canada and abroad. According to Ray Robertson, CFGA Vice-Chair and Manager of the Ontario Forage Council, “forages are recognized as the largest single crop grown in Canada, yet the largest percentage of it is fed on the farms where it is produced. This organization will have a major emphasis on helping our domestic producers and the users of forage.” Ray goes on to emphasize that the CFGA will work very closely with research and extension agencies in ensuring that there is support for forage and grassland research and technology transfer.

Germain Lefebvre, President, Québec Forage Council, has also been very involved in the development of the CFGA and indicates that “at the Québec Forage Council, we firmly believe that forage and grassland are the backbone of a broadbased cattle industry as well as a natural resource for landscape and regional development, essential for a diversified and sustainable agriculture. This national organization is needed to promote and represent the industry, coast to coast. CFGA will help provincial forage councils achieve their goals.”

#### **Mission Statement**

*Our mission is to promote the growth of the forage and grassland sector by advocating a sustainable and environmentally friendly industry which includes research and development, market development and innovation thereby enhancing the industry’s ability to profitably produce and supply forage and grassland products that offer superior value to producers and consumers in Canada and internationally.*

#### **CFGA Board**

Ed Shaw – Chair; International Quality Forage, Calgary, AB.

Ray Robertson - Vice Chair; Executive Director, Ontario Forage Council

Janice Bruynooghe - Western Canada Forage Organizations Rep; Executive Director, Saskatchewan Forage Council

Ray Robertson - Eastern Canada Forage Organizations Rep; Manager Ontario Forage Council.

Doug Wray – Livestock Sector Rep; Chairman of the Alberta Forage Industry Network (AFIN)  
Michel Tremblay – Research and Extension; Saskatchewan Ministry of Agriculture  
Wayne Digby - Executive Director

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