

# **Canadian Forage & Grassland Association**

*2017 Update*

**AFIN AGM**  
**Edmonton, Alberta**  
**March 7, 2017**



# Organizational History

- Created to address the need for a national voice on forage related issues and opportunities
- 8-years young
- Funded entirely through project administration and memberships
- Driven by *Passion for Grassland Systems*



# Forage Industry Scope

- Canada's cultivated forages for pasture, feed and seed production account for 33.8 million acres
  - 39% of Canadian agriculture production
  - The next largest crop - wheat - accounts for 20.4 million acres or 23% of cropland acres
- Over 36 million acres of land devoted to native or unimproved pastures
- ~70 million acres of influence



# Forage Industry Value

- The economic value of the Canadian forage industry is \$5.09 billion, third largest crop after wheat and canola.
- A foundation of the dairy and beef industries, creating over \$11 billion in direct value to Canadian farmers



# Forage Industry Environmental Impact

- Canadian forage sector provides an indirect value of \$894.5 million - \$1.9 billion annually in Saskatchewan alone.\*

\*National Forage and Grassland Assessment, 2012. Douglas Yungblut, Ph.D., P.Ag., Yungblut & Associates Inc.



# CFGGA Core Priorities

1. Knowledge and Tech Transfer Capability
2. Research and Development
3. Policy Exploration and Development
4. Forage Marketing and Export Development
5. Environmental Value Recognition



# 1. Extension Capabilities

- National Communications
  - Annual Conference
  - Quarterly Newsletter
  - Farm Business Communications partnership
  - Social media strategy
- Provincial Forage Associations
  - Provide a direct linkage to producers across the country



## 2. Research and Development

- The Canadian forage industry is exceptionally diverse
- R&D needs vary within and between provinces
- Coordinating a Canadian voice to streamline discussion and priority assessment
- Getting Research on the Ground
  - Research – Development\* – Extension\* – Evaluation\*

\* CFGA Target Areas





# 3. Policy Exploration and Development

- Variety testing and evaluation systems
- Genetic modification in plant breeding systems
- Forage inoculant availability
- Ecological Goods and Services



# 4. Forage Marketing & Export Development

- A major component of CFGA operations and core funding model
- Support the development of US and overseas market development
- 4-Trade Missions Delivered in 2015-2016
  - Northeastern United States
  - World Dairy Expo
  - Northwest Hay Expo
  - China Trade Mission



# 5. Environmental Value Recognition of Canadian Forage Systems

- Environmental Goods and Services
- Greenhouse Gas Quantification
  - Carbon Sequestration in Canadian grasslands
  - AGGP Carbon Quantification Protocol
  - Agri-Risk Initiatives Proposal
- Special Crops Roundtable
- Seed Sector Roundtable



# 21-Months of Progress (1)

1. New Executive Director hired in June 2015
2. National Conference Delivery
3. Formal communications plan in place with enhanced social media presence and support team
4. By-Laws review and update completed
5. Strategic planning process completed



# 18-Months of Progress (2)

6. 4-Export Forage trade missions delivered
7. SARPAL Project Launched
8. Carbon Sequestration Project Funded
9. New Partnerships Secured
10. Special Crops Roundtable Engagement
11. Membership at Canadian Federation of Agriculture



# 18-Months of Progress (3)

12. Engagement in Next Policy Framework discussions
13. Engagement in National Environmental Farm Plan process
14. Working relationship with Canadian Seed Trade Association
15. National forage engagement workshop (1<sup>st</sup> of many)
16. National forage sector Knowledge & Tech Transfer Needs summary completed



# Continued Engagement with Strategic Partners

- **Build Partnership Bridges** to promote high performance forage systems
  - New Varieties & Breeding Techniques
  - Advanced Management
  - Quantify EG&S Value
- **CFGAs to Provide National Focus and Vision**
- **Provincial Partners** – Tip of the spear, putting management on the ground



# AGGP Project Update

- Application submitted in July 2016
- Approved for February 2, 2017 start date
- 4-Year Project
- Designed to align with CFGA/Provincial priorities
- Will support Expert Committee engagement at CFGA Annual Conference





# Major Project Deliverables

1. Complete current state of science literature review (2017-2018)
2. Develop carbon sequestration protocol for Canadian forage production systems (2018-2019)
3. Develop Best Management Practices guide for enhancing carbon storage in forage systems (2018-2019)
4. Pilot protocol deployment on Canadian farms (2018-2019)



# Why?

- Significant contribution to Canada's EG&S value, current not being recognized
- Carbon tax program deployment
- Carbon value for offset/tax credit
- Provide forum for carbon policy discussion
- Promote next generation forage management systems



# Next Steps

1. Develop linkages to other AGGP projects
2. Complete workplan and budget
3. Planning for 2017 Expert Committee on Forages
4. Complete literature review
5. Engage provinces in establishing demonstration sites
6. Deploy communications strategy



# A Larger Context...

- The Canadian forage sector is exceedingly diverse
- There are many players working in the forage area, at various levels of integration
- The CFGA will be working to engage these players through the AGGP Project workplan, to create collaborative opportunities



# Thank you for the Invitation Questions, Comments, Ideas?

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