

# FORAGE FIRST

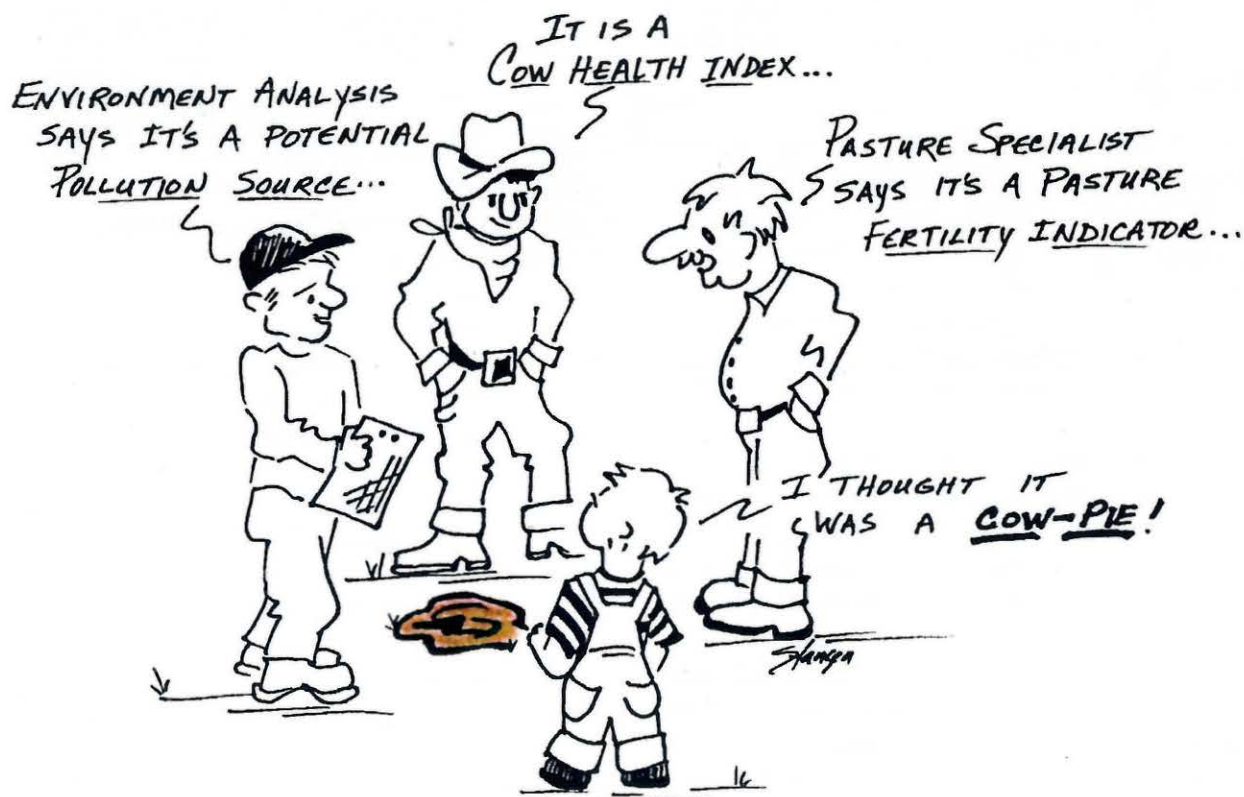
"Published by the Peace River Forage Association of British Columbia"

Thirty Second Edition

October 2002

\$10.00

## INFORMATION OVERLOAD



### 2002 Directors of the Peace River Forage Association of British Columbia

*"Dedicated to putting forage first in the hearts, minds and pocketbooks of livestock producers and other forage enthusiasts"*

Chuck Sutherland	Ernest Nimitz	Bill Wilson	Michael Cowger	Fred Burres	Pat Gerlinsky	John Kendrew
President	Vice President	Treasurer	Secretary	Director	Director	Director
780-2221	843-2300	782-2866	787-1790	843-7074	759-4038	786-5652

Committee Chairmen: Wildlife Policy-Burnem Grant 786-5566; R & D-Glenn Hogberg 843-7653; BC Forage Council-John Kendrew; Communications and Information - Ernest Nimitz;

Forage Coordinator -Sandra Burton 789-6885, Forage Fieldwoman - Julie Robinson 782-5745

## Forage Association and Enterprise Centre Partner.

As of September the Peace River Forage Association of BC has set up an extension office in the Enterprise Centre (behind South Peace Secondary School) in Dawson Creek. Our extension office is a place where members and other interested parties can come and see our publications, displays and meet with us. It will also provide a place for us to plan our field days and other extension events. We plan to have Sandra Burton, Kim Strasky or Julie Robinson in the office Monday to Thursdays but ensure you catch us by phoning at (250) 782-5745 ext 227. We look forward to seeing you in our new office.

### Resident Wildlife Persist

The Peace River Forage Association of BC Wildlife Committee met on June 13, 2002 to discuss the current resident wildlife situation in the Peace and to create an action plan. We decided to write a letter to the Peace River Regional District expressing our desire to address the lack of effective wildlife policies.

The lack of policies addressing wildlife issues is still the fundamental problem we ranchers have, when dealing with wildlife-agriculture conflicts. We are not interested in managing wildlife, but we are interested in a policy that reflects responsibility of cost to those who are responsible. We would like to see progress towards establishing an effective wildlife policy through the Ministry of Agriculture or the Ministry of Environment to deal with resident wildlife.

We have also been attending the monthly PRRD meetings, which have led to a recent visit to the Donaldsons' farm. Andy Ackerman, John Elliot, Mike McConnell, Bill Bentley, Mark Phinney, Julie Robinson and Leonard & Molly Donaldson all were present. We drove around their farm and discussed concerns and possible solutions. An increase in limited entry hunts (LEH) was discussed, as an option to look into, to decrease the wildlife pressure. Many other possible solutions were discussed and we look forward to the outcomes of this visit. *(Julie Robinson and Burnem Grant)*



## Forage Friendly Field Days in 2002

The Peace River Forage Association of BC has hosted 4 Friendly Forage Field Days. The Sutherland's hosted the first of our field days. It commenced in the afternoon of July 18, with some discussion on their nutrients plots. Then we went on a field tour and looked at a soil pit. The soil pit led to further discussions on the benefit of nutrient management. We talked about happy bugs and maintaining a balance in your soil account. After looking at their green feed oats, peas, and their hay crops we had a delicious supper. Then Carla Sutherland & Nipper gave us an excellent demonstration on natural horsemanship.

Later that month, July 22<sup>nd</sup>, we visited Bill Bickford's Buffalo Ranch in Cecil Lake. He gave us a tour of his ranch and discussed his pasture management practices. His pastures have not been rejuvenated in 25 years and are still productive. He said, "The key to having productive pastures is no secret; rest is the best pasture management tool." We talked about his grazing rotation and travelled amongst the herd for a closer look.

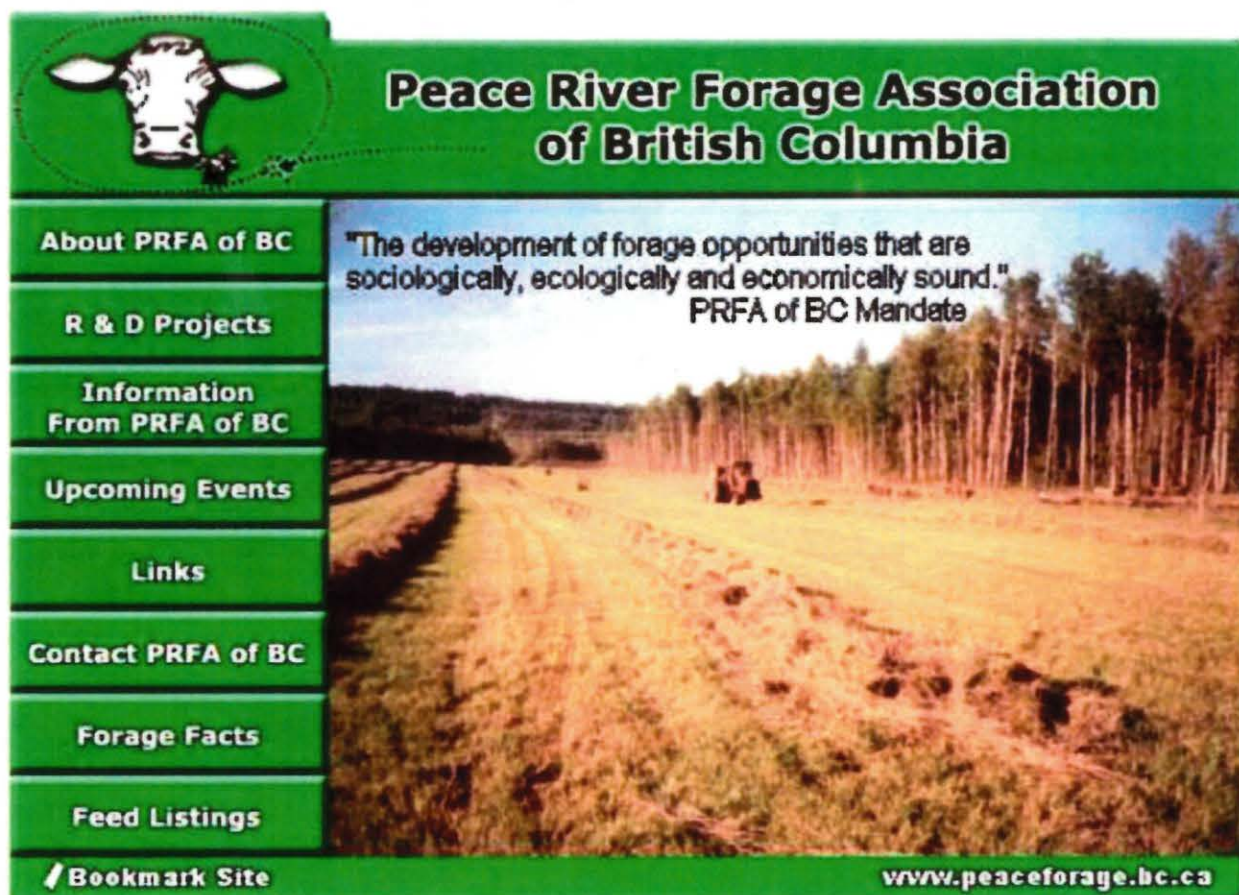
On August 3<sup>rd</sup> we had the Nimitz family annual ranch tour. This was a blast as usual! We looked at the CAP solar all season watering system, and some of the cattle they were custom grazing. We toured some excellent hay crops and discussed the nutrient management on the ranch. We had a delicious lunch and supper over the campfire. The boys, Mark & Michael, took us out on a trail ride, where we rode over to the managed grazing sites and around the Kiskatinaw River Ranch. A thank you goes out to the whole family for the enjoyable day.

On Oct 15 we had another field day. We started at 1:30 at the Kendrew's in Pouce Coupe where we looked at their new frost-free nose pump, winter watering system. Then over to the Wilson's to look at their Kelln winter watering system and a pasture plow demo, during which PFRA installed watering pipe for a summer watering system. After that PFRA took us over to their barley straw dugout water purification demo. Then we adjourned for supper at the Wilson's and a directors meeting. *(By Julie Robinson)*





# New Website Helps Producers Find Feed



The Peace River Forage Association of BC is now available for viewing on the web. Our new website is colorful, easy to use and the main page has buttons down the left side that lead you to lots of useful information.

For instance, the top button is "*About PRFA of BC*". This leads you to a page that describes the association and our objectives. From there you can get a list of the current directors complete with pictures or go to a page highlighting the history and growth of our association.

The "*R&D Projects*" button takes you to an overview of all the projects currently underway and even to a list of ideas for future projects. From here you can find a button on any project and click to get more details.

One important button that was added was the "*Feed Listings*". This came about from producers needing somewhere to list the hay and straw for sale or list the feed they needed.. We are hoping this will help provide a bulletin board service for livestock producers.

Other pages we've developed lead you to printable copies of our Forage Facts, membership information, a schedule of upcoming events, links to other websites and a contact page for producers to get in touch with us.

This project was started in the spring in conjunction with Mark Stanistreet, a technology teacher at the computer lab at O'Brien Youth Outreach, Jeremy McDonald, a grade 12

South Peace Secondary School computer whiz and forage contractors, Kim Strasky and Sandra Burton. The directors or our association were very helpful with comments and suggestions during development.

We presented a first version at the BC Cattlemen's Tradeshow and AGM in June and got some great feedback from producers. We tweaked some more and finally felt ready to upload the site to the real web. We are committed to this website as an ongoing project and so we will be making improvements and additions.

We gratefully acknowledge the funding from Beef Cattle Industry Development Fund and we also want to thank Mark and Jeremy for the many hours contributed and donated to this project. We are very interested in any feedback producers have about the site and there is an email link to send us suggestions or corrections. So, when you have some time log on to [www.peaceforage.bc.ca](http://www.peaceforage.bc.ca).

You may want to do as Glenn Hogberg suggests and **make our site your home page** and check out cattle prices or your favorite websites from ours. It's easy to do: when you have our page open, look to the top of your screen to the left and click on *Tools*; then click on *Internet Options* then under the *Homepage Address* section, type in [www.peaceforage.bc.ca](http://www.peaceforage.bc.ca); then press *Enter*. Now whenever you go onto the internet, our website will come up first. (By Kim Strasky)

## Lacombe Pasture School Gets Rave Reviews

This summer, 6 members of the PRFA of BC attended the Pasture School help in Lacombe on June 18-20 hosted by the Western Forage/ Beef Group. They included Chuck & Pat Sutherland from Groundbirch, Fred & Barb Burres from Farmington and Julie Robinson from Dawson Creek. Brian Haddow from the PRFA office in Dawson Creek also attended.

It was three day, intensive course that covered a wide array of topics. The favorite among those who attended from the PRFA of BC, was unanimously the hands on and field portions of the course. This included tours of Brian Luce's and Jan Slump's farms. We did an extensive forage ID lesson, which included samples of tame forages, and was led by Cathie Erichsen-Arychuk. (Cathie also led the forage ID sessions at our Peace Pasture Workshop in July.)

Fred and Chuck could be heard throughout the three days saying "I wonder if that will work on my farm?" or "We should try that when we get home!" At the end of the 3 days, Fred thought "There was so much information, it was almost impossible to take it all in. There were so many ideas from different areas and different situations, that everyone could find something to take back and apply to their ranch."

"There was no single greatest thing about the pasture school," said Chuck Sutherland. "There was so much information available to me, that I could come home and plan what I wanted to do. For me, the fencing ideas and explanations were like opening a whole new door for me, giving me options I didn't even know were available, and the best part was I had seen them in action."

"Absolutely, phenomenally impressive!" said Brian Haddow, when asked to describe the Lacombe Pasture School. "It was so complete. Everyone can use some of the information because it was so practical and hands on," responded Brian, to what he liked about the pasture school. He also pointed out that "the ratio of resource people to participants was about one to five which enabled valuable one on one experiences."

These are just some of the rave reviews that the Pasture School received from locals of the Peace River area. Feel free to contact any of them for more discussion about the Pasture School. We all received huge reference binders full of useful ranch management ideas and tips. The week was a blast and I am sure the six of us would do it again, if given the chance!

( by Julie Robinson, Chuck Sutherland, Fred Burres & Brian Haddow)



## Congratulations to the first graduating class of the Peace Pasture Workshop series:

Monte Bentley, Progress Lee Bowd, Dawson Creek  
 Sandra Burton, Farmington Keith Carroll, Arras  
 Murray Clark, Tomslake Aron Collins, Montney  
 Mike Cowger, Montney Sarah Davies, Lone Prairie  
 Roland Edelman, Pouce Coupe  
 Jim Forbes, Dawson Creek  
 Pat Gerlinsky, Doe River Burnem Grant, Tomslake  
 Ross Green, Fort St. John Deryle Griffith, Farmington  
 Brett Henschel, Dawson Creek  
 Glenn Hogberg, Progress  
 John Kendrew, Pouce Coupe Rick Kantz, Montney  
 Don & Eva Kruse, Wonowon  
 Darwin Linford, Rose Prairie  
 Judy Madden, Bessborough  
 Mike McConnell, Bessborough  
 Jason Loiselle, Dawson Creek  
 Arnold Mattson, Edmonton  
 Garth Mottershead, Dawson Creek  
 Henry & Patsy Nagel, Pouce Coupe  
 Julie Robinson, Dawson Creek  
 Phil Strandlund, Montney  
 Chuck & Pat Sutherland, Groundbirch  
 Greg Weaver, Tomslake  
 Bill & Brenda Wilson, Dawson Creek

## Congratulations also to the "Graduates of the Lacombe Pasture School for 2002":

Julie Robinson, Dawson Creek  
 Fred & Barb Burres, Farmington  
 Pat & Chuck Sutherland, Groundbirch  
 Brian Haddow, Dawson Creek



## Western Canadian Grazing Conference on Dec. 4 to 6, 2002

The next chance for members to take in a high quality Western Forage/Beef Group hosted event will be the Western Canadian Grazing Conference on Dec. 4 to 6, 2002 in Red Deer. A group of our members will share travel costs, so contact Bill or Brenda Wilson, if you are interested in joining us at (250) 782 2866.



### Nutrient Management for Longevity

The Nutrient Management project has been gaining momentum; we now have 5 cooperators, which we are doing detailed plots with. We included an additional 6 ranches (for a total of 12 fields) for the alfalfa winterkill survey portion of this research project.

Paul Cowger, Michael Cowger and Julie Robinson discuss nutrient management.

The Sutherland family from Groundbirch manages one of the nutrient plots. They have 4 different treatments in their field that include the control, a recommended application of NPKS fertilizer, a Sulfer-95 only treatment and a NPKS and Sulfer-95 blend treatment. Sulphur is an important nutrient to legumes for winter hardiness, helping the plant develop a healthy root structure.

The Clarke family of Baldonnel also has a nutrient plot with us; they have 5 treatments, which have shown some interesting results, both this summer and last summer. They have a control, and recommended NPKS blend, Sulfer-95 treatment, a KCl treatment and a manure plot. This summer the yields and quality of forage was highest in the plot, which had, had manure applied to it in the fall of 2001. The manure was spread at 50 lbs/acre from a dairy farm. We look forward to determining the long-term benefits applying nutrients to a legume field.

The Double M Ranch managed by Mike McConnell & Judy Madden, of Bessborough also have plots with the PRFA of BC. They have 4 treatments that include a control, a NPKS blend, a Sulfer-95 application and KCl treatment. Hay yields were less this year as the growing season was drier then last year. However the nutrients plots have a very valuable role in determining how to maximize your production, increase the longevity or improve the health of the stand, while minimizing your costs.

Two cooperators have just begun their nutrient plots this year and we have been collecting baseline data from these farms this summer. The Ouellette family of Baldonnel has a nutrient plot planned for this fall, where they is interested in applying boron and sulphur to alfalfa fields which are struggling to survive.

The Cowger family of Montney is the fifth cooperators in the nutrient project. They are spreading manure in their pasture and going to measure yield in number of grazing days in the pasture. They have 3 paddocks within their pasture one paddock has no manure, another has manure and the third treatment has twice the amount of manure on it.

The winterkill surveys have also resulted in the collection of a great deal of data about the soil in relation to the legume health and productivity. We look forward to analysing this data this fall and collecting more information next spring.  
(by Julie Robinson)

# Your Peace River Forage Association in the Field



Pat Gerlinsky and Bill Wilson carefully watch Jim Stone of Olds College as he demonstrates high tensile electric fencing at the Pasture workshop in July at Kilkerran



Michael Cowger at home on the ranch



Murray Clark, Ducks Unlimited Canada and Brett Henschel -Grant Mottershead, PFRA discuss pasture management and water systems



Pasture Workshop group watches Galla Demonstration at Montney in Sep





Sandra Burton in her favorite oat patch



Beautiful entrance to Beatton River Bison Ranch



the "Karla Method" of Natural horsemanship



Heather Fossum, Jennifer Critcher, Chuck Sutherland and a Kiskatinaw Rancher at the very popular Forage Association booth during the 74<sup>th</sup> Annual B.c. Cattlemen's AGM in Dawson Creek in June



for fencing  
ber



CAP Solar Livestock Watering System before cattle arrive.



CAP Solar Livestock Watering System serving a large herd of cattle west of Dawson Creek in October

## Forage Association Partners with PFRA, Ag Canada

The partnership between our forage association and PFRA, Ag Canada continues to be a great one, making a number of both old and new projects possible for 2002. The projects include: Peace Region Pump and Pipe Program, Off Site Winter Watering Systems, Barley Straw Dugout Purification Demos, Pasture Pipeline Plough Demo and a number of other extensive projects. The following is a short description of the information available or what is happening locally with each project.

**BC Peace Region Pump and Pipe Program** continues to make this valuable service available for farmers and ranchers to pump water and recharge their dugouts. Three Berkley irrigation pumps and 3 miles of 6" irrigation pipe are made available to the public. This supply of equipment, pumps and the 30" lengths of 6" irrigation pipe have the ability to handle most dugout filling projects and many other pumping jobs. The Berkley pumps are driven by a 540 PTO drive. The pump has the ability to discharge 1000 gpm with an elevation lift of 10 feet. Longer pumping distances and /or increases in elevation will reduce the amount of discharge.

These rental rates apply to the 1<sup>st</sup> day of rental:

\$500/ 1 <sup>st</sup> day	one pump & one mile of pipe
\$350/ 1 <sup>st</sup> day	pump only
\$400/ 1 <sup>st</sup> day	one mile of pipe only
\$100/ 1 <sup>st</sup> day	additional pump <i>at time of delivery</i>
\$400/ 1 <sup>st</sup> day	additional mile of pipe <i>at time of delivery</i>
Additional days rental costs	
\$250/ day	one pump & one mile pipe
\$100/ day	pump only
\$100/ day	pump only

*Note: a \$50 surcharge will be added to the total owing if the bill is not paid when the equipment is picked up.*

### Offsite Winter Watering Systems Project

Three off site winter watering systems are being evaluated in 2002. They include:

1. Kelln solar winter watering system just north of Bill & Brenda Wilson's home.
2. Frost-free nose pump at John & Pat Kendrew's place.
3. CAP solar all season watering systems at the ranches of Glenn & Ann Hogberg, Arnold & Nelda Bennett and Ernie & Joanne Nimitz.

Information about these systems can be obtained by: attending our Friendly Forage Field Days & seminars, reading upcoming Forage Facts & articles in Forage First or directly contacting wither the cooperators or the staff at the PFRA office in Dawson Creek.

### Barley Straw Dugout Purification Project

Decaying barley straw produces a substance that inhibits algae growth. Demonstrations of using barley straw to improve water quality were set up at 2 dugouts on the: Mielke and Washington farms. Plastic curtains were

installed in early May to partition the dugouts to measure water quality with and without the barley straw. Aeration is incorporated on both sides, while the barley straw was added to only one side of the curtain. The barley straw was loosely packed inside mesh bags. Bags were tied to a floatation device and anchored to the berm of the dugout. The bags were placed where currents from the aerator would circulate the water through the decaying straw.

Dugout water was sampled at the beginning of the project and again every two weeks until early October. During each sampling trip the following information was recorded: date, time, air temperature, wind speed, cloud cover, pH, dugout water level, water temperature, dissolved oxygen profiles, turbidity, alkalinity, specific conductance, Secchi depth and euphotic zone depth. A filtered sample was collected and sent to a certified laboratory to test for chlorophyll a. Observations were also noted about duckweed present, rooted aquatic weeds and other site information. Of all these measurements, the key indicators of water quality improvement are: chlorophyll a - straw function, turbidity and alkalinity.

### Shallow Buried Pipelines for Watering Range Livestock & Pasture Pipeline Plough Demos

Pipelines are ideal tools for conveying water from springs, dugouts or wells to where it is needed in a grazing area within 1/2 to 1 mile. Considerations in **planning a pasture pipeline system** are:

pipe size and material, discharge (flow) requirements, distance from the source to consumption point, and elevation differences and variations along the pipeline route.

Pasture pipeline usually consists of **plastic pipe**, either polyvinyl chloride (PVC) or polyethylene (PE). PVC pipe, a rigid plastic, is available in 20 foot lengths, with solvent welded joints being the most common for pasture pipeline applications. Because PVC deteriorates when exposed to sunlight (UV), it should always be buried or painted. PE or polyethylene used in the manufacture of PE pipe is available as high, medium or low density. Most pasture pipeline applications using PE pipe use low-density polyethylene. Depending on the size of pipe, PE pipe is available in coils 1/2 to 300 m long. Individual lengths of low-density PE pipe are usually joined with insert fittings and screw clamps.



**"Shallow" burial** usually means burial to a depth of between 1 to 1 1/2 feet (0.3 and 0.5 m). Shallow buried pipe can be installed by ripping or ploughing, significantly reduces installation costs. Because PE pipe can sometimes be stretched during installation, individual rolls can be ploughed in separately, with overlap at the joints. Joints can be made later, with excess material "snaked" around the joint to allow the stretched pipe to relax without pulling the joint apart.

Although pipelines themselves are generally very low **maintenance** items, some mechanical and seasonal maintenance is required. The primary mechanical maintenance considerations are associated with the pumps, valves and inlet screens. These components need regular checking (every 2 to 3 days) to ensure proper operation and to remove any material that may clog them. Components that may be damaged by livestock or machinery need protection with suitable barriers and flagging.

Pipelines that are operated seasonally require **seasonal start-up and shut-down activities**. Shut-down activities prior to freeze-up include removal of pumps and float valves, opening any in-line valves, and removal of as much water from the pipe as possible. Pipes on undulating terrain need drain valves installed at low points. Pipes on fairly level or gently undulating terrain can have water blown out with compressed air. Any openings that could allow small animals or debris to enter the pipe should be covered. Start-up activities in the spring include installation of any components removed in the fall, and gradual filling of the line with water. Slow, gradual filling of the line is important to prevent damage to valves and fittings from being "slammed" by rapid expulsion of air followed by a slug of water.

Two **demonstrations** of using a pasture plough to install water line from a dugout to an off site watering system site will take place this fall. At the time of writing this article, we expect the first demo to happen on the afternoon Oct. 15 at Wilsons in conjunction with a Friendly Forage Field Day. A second demo is expected to happen later this fall in cooperation with Steve Rainey and Sarah Davies.

Pipelines are only one of many options available to producers wishing to manage

their land and water resources for improved productivity and environmental enhancement. For information on pasture pipelines, total livestock watering systems, barley straw dugout purification or the Peace Region Pump and Pipe Program, contact Brett or Garth at your local PFRA office (250) 782 3116 or Sandra or Julie at the new forage extension office (250) 782 5745.

*(by Sandra Burton and Brett Henschel)*

## PFRA ARAP

Prairie Farm Rehabilitation  
Administration

Administration du rétablissement agricole  
des Prairies

### *Rural Water Issues?*

The **Prairie Farm Rehabilitation Administration (PFRA)** assists farmers and ranchers, agricultural and conservation groups, rural communities and rural municipalities, with the planning, investigation and development of agricultural water-related projects.

Under the **Rural Water Development Program (RWDP)**, PFRA provides rural clients with technical and/or financial assistance for water projects that promote sustainable development and protection of water resources.


Typical activities included under this program include:

- ☐ **Water Development** - activities related to the planning, investigation, design, and construction of water supply developments
- ☐ **Water Protection** - activities that will protect or improve the quality of water in rural areas
- ☐ **Research/Demonstration/Education** - initiatives to investigate, demonstrate and/or communicate information about innovative products, methods or technologies for protecting or enhancing water resources.

**PFRA is now accepting applications for assistance under the RWDP.** Not all eligible projects will necessarily be approved. Program funding is limited and priority will be given to projects which best address local water issues. Initial funding allocations will be made based on applications received by April 1<sup>st</sup>, so please **apply early**. To be eligible for financial assistance, your application must receive approval prior to the start of the project.

**For more information**, please contact the PFRA office nearest you.

Dawson Creek District Office  
#104, 1005 - 104<sup>th</sup> Avenue  
Dawson Creek, BC  
V1G 2H9  
(250) 782-3116

**PFRA - Helping Turn Your Ideas Into Actions**  
**Canada** 

Agriculture and  
Agri-Food Canada

Agriculture et  
Agroalimentaire Canada

## Forage Association and PFRA in action



Water pumping program with PFRA



Water pumping program with PFRA,



Pasture plow to bury water line will be demonstrated this fall at Wilsons and Rainey's



Garth Mottershead sampling for dugout water quality



Barley straw dugout purification project



## Forage Members Start Environmental Farm Planning

September 11<sup>th</sup> was the day to be a fly on the wall at the Enterprise Center. The Forage Association hosted a workshop led by Geoff Hughes-Games and Rick Van Kleeck of BC Ministry of Agriculture, Food and Fisheries from Abbotsford. A cross section of cattle, bison and forage producers gave their input into the development of the livestock workbooks for environmental farm planning in British Columbia. Here's what they thought of the discussion at the workshop and the optional farm visits that followed:

"We had reservations all summer about these environmental farm plans. We looked around our ranch and thought this is going to be a disaster. We don't do anything right. But by going through the pilot workshop and the workbook for livestock producers, now we realize that our farm measures up. We don't have anything to be scared of. We learned about a few things we need to change, but we can fix those and feel our farm is in good standing." *Chuck & Pat Sutherland, Groundbirch*

"Thank you so much for bringing these knowledgeable resource people to our farm. We learned so much from our discussions and we know what we have to do. The solutions are within our reach so we know where to start." *Paul & Barb Cowger, Montney*

"I like the fact that the plans will be voluntary and confidential. I thought the workshop and the walk about our place was worthwhile. Farmers and ranchers need to take the lead and be trained to give the workshops though; any other way raises red flags" *Bill Wilson, Dawson Creek*

"I like the approach they are taking in developing the program with producer input, and allowing it to evolve, as opposed to dropping it in our laps and saying, take it or leave it. My two concerns remain that the program needs a strong marketing-consumer awareness element. Also I would like to see a mechanism in place where the environment people would be endorsing an EFP. If the producer and the Environment Ministry both approved an EFP, the producer would not be liable if the plan were being followed. They want us to make guarantees, they should have to as well. What use is an EFP if they still determine you to be harming the environment and take action against you? The plan has to benefit the producer as much as it benefits the environment." *Shaun Grant, Tomslake*

"I think that someone has obviously made an effort making the workbook complete, thorough and easy to use. The workbook tells you where you can access more detailed information in the reference manual." *Glenn Hogberg, PRRD Agriculture Advisory Committee, Progress*



### Contact people for EFP process answer some of your concerns:

"We want to make sure that the industry starts doing their own environmental farm plans that are recognized by the government, in order to have it producer driven. Then we can say we have already taken a lead and we are already applying the aspects set out in our environmental farm plan, but we are doing it on a voluntary basis." *Irmi Critcher, Agriculture Environmental Partnership Initiative, BCAC Board, Grain Producer, Tower Lake*

"We're setting up an environmental farm planning program with enough flexibility for a region or commodity sector to offer it to producers a way that best meets their needs and objectives." *Brian Baehr, Chair, BC Agriculture Council - Environmental Farm Plan Working Group, Kelowna*

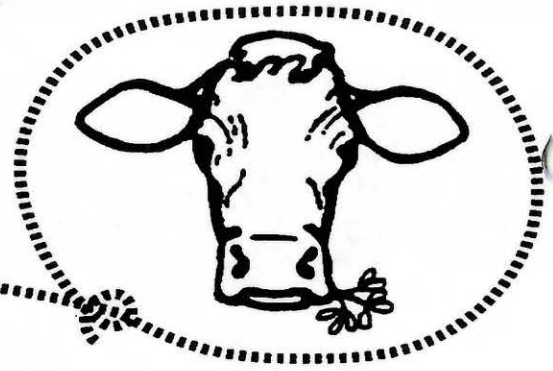
"The key principles of environmental farm planning in BC are that they are: voluntary, confidential, incremental, flexible, adaptable, and implemented." *Rick Van Kleeck, P. Eng. Waste Management Engineer & Pilot EFP workshop leader, BCMAFF, Abbotsford*

"The priorities in an environmental farm plan are: nutrient management, pest management, land and water management, nuisance management and biodiversity management." *Geoff Hughes-Games, P.Ag. Provincial Soil Specialist & Pilot EFP workshop leader, BCMAFF, Abbotsford.*

"Based on experiences with several years of doing EFPs in other provinces, confidentiality has been successfully honored." *Brian Haddow, Agriculture Canada EFP Working Group, PFRA, Dawson Creek*

"I urge all forage members to embrace the concept of EFPs because it's a tool to share your good news stories about forage and the environment. But be sure to share your concerns and questions because we do have an opportunity to have a "made in the Peace" approach." *Sandra Burton, Forage Coordinator, Farmington*

# Peace River Forage Association of British Columbia



*You are Invited to come hear about what your  
Association is doing!!*

## **Notice of Annual General Meeting and Luncheon** **Taylor Fire Hall, Taylor, British Columbia**

**11:30 am Saturday November 30, 2002**

### **Agenda**

1. 11:30 am - 1:15 pm Luncheon and Guest Speaker Brenda Schoepp, Rio Grande Grazing Company, Beaverlodge, Alberta " Opportunities in Grazing Management and Beef Cattle Marketing". Brenda will also tie the process into her main theme: "Branding the Peace"
2. 1:15 pm Call to Order of AGM by President Chuck Sutherland and Approval of Agenda
3. 1:20 pm Reports: Association Business, Directors and Committee Activities in 2002
4. 3:15 pm Coffee and Refreshment Break
5. 3:30 pm -4:00 pm - Doris Brocke, Manager of Dawson Creek Enterprise Center - Update on Business Plan and progress with "Branding the Peace".
6. 4:00 pm - Association Business and Progress planned for 2003
7. 5:30 pm Adjournment



**Members please note, this is your opportunity to get a free lunch.**  
**Directors Business meeting at 10:00 am (Pre AGM) and 6:00pm (with Supper)**



# Branding is Sweet

## Peace Country Marshmallow Growers Get Behind Marketing Plan

AWSON CREEK - Citing a long-standing environment of under-recognition, members of the Peace Country Marshmallow Growers Association are very excited about the new opportunities they see resulting from the Kiwanis Enterprise Centre-led initiative, **Branding the Peace.**

"We're on a bit of a sugar high this week," said the Association's Director of Marshmallow Marketing Management, Mark Sucrose, "We've found a great group of people who share our goal of marketing unique Peace Country products to the world. We hope that Branding the Peace will introduce many more folks to the little-known fact that free-range Peace Country marshmallows are among the largest and fluffiest in the world."

Not only do local growers want increased recognition for their efforts, the Manager of Marshmallow Business Development says they want to be able to sell their unique products at a premium price.

"Worldwide marshmallow prices shrivelled in the mid 1940s when the U.S. industry moved to the synthetic, bite-sized marshmallows most people are now familiar with," says Brian van Illa.

Hurt by the popularity of conveniently-sized mini marshmallows, populations of the Greater Northern Marshmallow plummeted through the post-war baby boom. Conservationists credit local producers with preventing the wholesale extinction of the species.

"We've always said you can put a synthetic marshmallow in a microwave to see what happened to our industry in the last century: It swelled and grew, and just when we hoped to cash in, the market went flat - it melted before our eyes. Those were tough years," says van Illa.

Nowadays, the Marshmallow Growers Association views key North American consumer trends as strong indicators of an upcoming turnaround in the traditional marshmallow industry.

"With the advent of big-box stores, bulk purchasing, super-sized fast foods and the tendency to natural and organic food products, Branding the Peace will help us capitalize on some new opportunities to regain our industry's former glory," says Marketing Director Mark Sucrose.



Greater Northern Marshmallows nearing harvest in a field near Spirit River, Alberta in mid September

Even chronic distribution problems are working themselves out, says van Illa, "Now that 60% of the population drives an SUV, most of our target market now has the ability to strap an entire marshmallow to the top of their vehicle for the trip home from Costco or Wal-Mart. I can't tell you how exciting that is for us!"

To reopen important worldwide markets, the Association is now looking at the issue of producer rail cars for bulk shipment to western ports. Many of the cylindrical rail cars originally designed for safe marshmallow transport, which have for decades been used for grain movement, are now becoming available again.

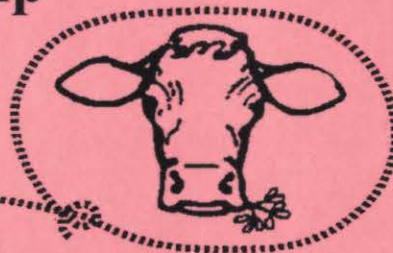
"Through Branding the Peace, we want to let the world know about our great product. Peace Country marshmallows, despite their size, are not genetically-modified. They are all-natural, sweet, fluffy and fortified with nearly 650 essential nutrients." Most importantly, says van Illa, "Peace Country marshmallows are very filling!"  
(By Chad Anderson)

*Note: The Great Northern Marshmallow is actually little more than a puff of hot air. Branding the Peace, however, is a real initiative which will develop and expand markets and create premium prices for unique (and real) Peace Country products. Contact the Enterprise Centre at (250) 782-5745 to get involved today.*



# 2003 Membership

**Peace River Forage Association  
of British Columbia**



**B.C. Forage Council**

## \$30.00

Please fill out and return to

**PEACE RIVER FORAGE ASSOCIATION OF BRITISH COLUMBIA**

**P.O. Box 908**

**Dawson Creek, B.C.**

**V1G 4H9**

Family Name \_\_\_\_\_

First Name \_\_\_\_\_

Spouse \_\_\_\_\_

Ranch, Farm, Company Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

Postal Code: \_\_\_\_\_ Phone \_\_\_\_\_

Main Enterprise & Interests

- ☐ Beef
- ☐ Dairy
- ☐ Sheep
- ☐ Bison
- ☐ Horse
- ☐ Game
- ☐ Seeds
- ☐ Hay
- ☐ Grazing
- ☐ Agribusiness
- ☐ Resource Agency
- ☐ Forage Enthusiast
- ☐ Association Projects

**Please Note:** Fellow Forage Enthusiasts - This \$30.00 fee provides you both with a joint membership in the Peace River Forage Association of B.C. and the BCFC plus gives you access to the activities and information from the Canadian Forage Council. Please make cheques payable to **Peace River Forage Association of B.C.**

**Dates to remember:**

**Saturday November 30, 2002 11:30am** Taylor Fire Hall, Taylor B.C. Annual General Meeting, Luncheon and Guest Speaker: Brenda Schoepp, Rio Grande Grazing company, Beaverlodge, Alberta  
"Opportunities in Grazing Management and Beef Cattle Marketing"

**Wednesday, January 29, 2003 9:30am** Winter Forage Seminar. Theme: "Environmental Farm Planning for your Farm or Ranch" Location to be announced at AGM

Your comments.....

.....

.....

**\$\$Grow Green with Us\$\$\$**

**October 2002**