FORAGE FIRST

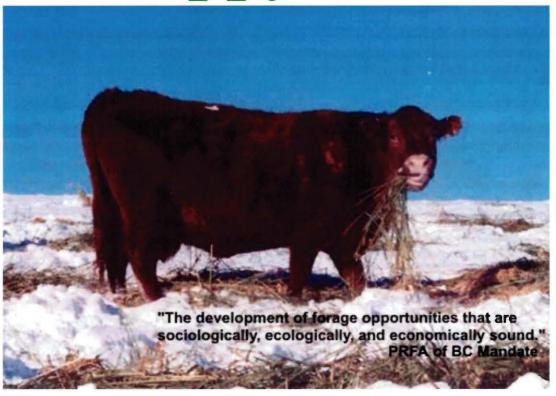
"Published by the Peace River Forage Association of British Columbia"

Thirty Fourth Edition

April 2003

\$10.00

Happy Cow!



Grazing on the homepage of our Website

Keep up to date on what we are doing for our members and with our members and other forage enthusiasts by checking into our website regularly www.peaceforage.bc.ca

We are linked to a bunch of great informational forage websites including:

Western Forage and Beef Group www.agric.gov.ab.ca/crops/forage/wfbg/
The Stockman Grass Farmer http://www.stockmangrassfarmer.com
Wealthy Rancher" www.agri.gc.ca/pfra/land/wealthyrancher_e.htm
Cowboy Life (Spirit of the West) www.cowboylife.com/
PFRA Drought Watch www.agr.gc.ca/pfra/drought/index_e.htm
BC Cattlemen's Association (Beef in B.C. magazine) www.cattlemen.bc.ca



Editorial

Thank yous are in order for those individuals and groups helping us out to date with our Summer Forage and Livestock Tour June 20-21-22. Lee Bowd, BCMAFF, Dawson Creek; Jim Tingle and Denise McLean, BCMAFF, Prince George; Julie Robinson, Dawson Creek; the B.C.F.C.; Huber Farm Equipment, Prince George; Kenver Farm Equipment, Dawson Creek; Ducks Unlimited Canada, Tomslake; Prairie Farm Rehabilitation Administration, Dawson Creek; Prince George Cattlemen's Association; Mitch Miller and Brent Barclay and the Nechako Valley Cattlemen's Association; Mark and Laura Grafton, Bar K Ranch, Prince George; Dave Merz and Charlie Belsham, Fort Fraser; Haltray Farms & Marten Family Farms, Vanderhoof; The Wraths at Engen; Hubley Homestead Historical Site, Prince George.......Who probably has the best handle of anybody in B.C. on the process of environmental planning for your farm? How about Sandra Traichel,

AARFD funding purposes.

Guess Who!! Guess Where!

Two Forage Association baseball caps go to the first person who phones Sandra with the correct information



2003 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 Sarah Davies Pat Gerlinsky Michael Cowger John Kendrew Vice President President Treasurer Secretary Director Director Director 787-1790 780-2221 843-2300 782-2866 788-1970 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

Headline News

PEACE RIVER FORAGE SEED ASSOCIATION AND THE REFUNDABLE LEVY

The Peace River forage Seed Association has a comprehensive membership of seed trade members and forage seed producers across the Peace Region of Alberta and B.C. This organization is also strongly supported by both the AAFRD and BCMAFF. A refundable levy of 1/4% to 3/4% on seed sold (initial sale) is anticipated to come into effect on July 1, 2004. Monies collected will be used to support forage research and extension projects to enhance the Peace Region's turf and forage seed industry which currently has farm gate sales of about \$35 million annually. For further information please contact: Harvey Glasier, BCMAFF (250)784-4299 or Calvin Yoder, AAFRD (780) 864-3879.

WEBSITE INFORMATION AT www.peaceforage.bc.ca TO EXPAND

Your Forage Association is in its 12th year of delivering useful extension information in the form of **Forage First**, **A Winter Forage Seminar**, and a Summer Forage and Livestock Tour. To keep pace with what is going on in general society in terms of technology and information transfer your Forage Association will start leaning strongly towards a lot more information delivered via our website to members and our other forage enthusiast supporters. Beginning in the fall of 2003 you are liable to see our newsletter **Forage First** posted on our website as well as mailed out. Our website information base, a year old now, possesses and ever increasing amount of useful forage information month by month. Realizing there are a lot of bottlenecks in internet information delivery in many rural areas we will try to accommodate our membership with both print media and internet information.

THE NEW KID ON THE BLOCK: ENVIRONMENTAL FARM PLANNING

The proper grazing attitudes "Take Half, Leave Half" of many ranchers and livestock farmers and the "Every day is Earth Day on the Ranch" motto, plus the Holistic Management (Economical, Ecological, Sociological balance) techniques practiced over the years have now morphed into Environmental Planning for the Farm. These is no doubt that EFP will drive agriculture (the direction not entirely defined yet); and, there is also little doubt that graziers - livestock producers are well positioned to lead the way with the "new" environmental farm planning process because after all, Ranchers and livestock farmers make their living by being economically and environmentally in tune with their land.

THE VANDERHOOF-NECHAKO FORAGE EXPRESS, SUMMER FORAGE & LIVESTOCK TOUR JUNE 21-21-22

Our 12th Annual Summer Forage and Livestock Tour heads into the Prince George, Vanderhoof and Fort Fraser area with a lot of stops around the Nechako River Valley to see good grazing enterprises with environmentally sustainable livestock watering systems; plus, several good backgrounding feedlots and some successful dairy operations. The cost is \$199 per adult and further extensive information is included in this newsletter. Please join us for a learning time and a good time.

NEGOTIATIONS UNDERWAY FOR FURTHER FUNDING FOR SOIL CONSERVATION AND WATER DEVELOPMENT PROJECTS

Our Forage Association expects to conclude negotiations in the near future with several funding groups involved with soil conservation and water conservation-development projects. These are projects of substance and will greatly enhance the work our Forage Association has already ongoing in the soil and livestock water demonstration area.

B.C. LIVESTOCK MANAGEMENT AND WATER STEWARDSHIP PROGRAM

Administered by the BC Cattlemen's Association, this exciting new program (LMWSP) is designed to provide funding for on farm projects involving agriculture stewardship initiatives as well as riparian and nutrient management. The funding for the LMWSP derives primarily from the Agricultural Environment Partnership Initiative (AEPI) created by Agriculture and Agrifood Canada and the BCMAFF. Further information can be obtained by phoning or faxing the LMWSP Program Manager in Merritt at (250) 378-2848.

Forage Based Agriculture and Branding the Peace

E.H. Bine, our Roving Reporter, recently completed his galloping poll on what ranchers and farmers (AKA primary agricultural producers) think about the "Branding the Peace" concept.

As he rode around between a lazy trot and a long lope throughout 103 Peace farming districts (places like Rolla, Keg River, Rio Grande and Sunset Prairie) in Alberta and B.C. on his trusty steeds Liza, Smokey and Tigress he found out what people out on the land really think about this type of Branding Party!



For the purposes of this galloping poll **Forage Based Agriculture** was defined as lands producing either range, pasture and grazing and, or winter supplies of forage and fodder.

Whilst all the work currently being done amongst municipalities and government resource agencies at various levels is no doubt a good thing to build up some consensus of action and to develop a high level of enthusiasm across the region, don't expect too many ranchers or livestock farmers to attend this type of meeting very often; they usually have better things to do with their time somewhere else.

Whilst there are some farming districts in the Peace River Country that possess adequate climatic conditions and soil productivity to produce a grain or oilseed crop without undue attention to forages in the crops rotation, there are also 19 farming district where forage based agriculture is the only viable economic and sustainable environmental alternative.

Tweeners. A vast majority of the farming districts (63) are best suited in terms of economic viability and environmental sustainability to a long forage program (4 years) and a shorter grain and oil seed program (3 years) in the crop rotation. Time and again this point was brought up by those whom this poll was galloped by.

The Peace is great Stirrup Grass Country. Our ability to produce lots of top quality grass and forage with northern vigor is unexcelled anywhere in the world.

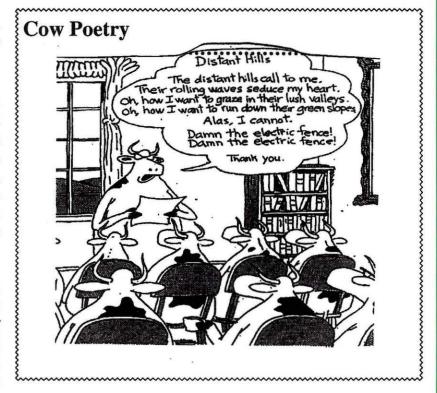
A good quality, colourful and easily interpreted map of the Peace River Country needs to be produced immediately (if not sooner) that clearly shows the outline of the Peace River Basin and its immediately adjacent and intertwined trading area, a land mass approximately the size of the State of California. A dual combo of printed map for wide distribution, plus a significant presence on the appropriate website is the idea here.

Both provincial governments have to identify and designate the Peace River Region as "The Peace River Country" in official legislation with well documented and clear boundaries; and, then proceed to mark The Peace River Country clearly on all their road and resource maps. (Aren't you just completely tired of road maps produced in Ontario, Quebec and USA that cut off the Northern 40% of the four western provinces just because there aren't any Esso or Petro Can gas stations there?). Perhaps much like national parks are currently identified on existing maps The Peace River Country can be mapped in!

Very narrow focus commodity groups with an irrational attitude must not be allowed to either dominate or sabotage the BTP process.

All residents including primary agricultural producers need to remember why they are proud to live in this area and discuss it regularly and enthusiastically amongst themselves and with their friends and business associates and when they travel out of region. Spread the good news by personal contact; a proven cheap and effective way to get a message out many times throughout history!

Any products having to do with forage when marketed (including beef, bison, sheep, goats and horses) would be always identified at the point of sale: "A perfect Product from the Pure and Pristine Peace." A brief written description and personal voice contact with the sales management is liable to produce some nice dividends for the seller without a huge investment



A brief economic, environmental and people profile of "The Peace River Country" needs to be immediately prepared for distribution with the map.

Quality standards can be established by becoming aware of how pedigreed forage seed is produced and marketed; how registered beef cattle are produced and marketed; how the British Columbia VQA wines are produced and marketed. In all of these instances individual agricultural producers integrity is first and foremost, within a well defined set of commodity group regulations.

Both provincial governments have to rationalize a great deal of regulatory authority between B.C. and Alberta in order to encourage unrestricted fair and free trade within **the Peace River Country** in Alberta and B.C. and with the rest of the world.

Only when it can be shown by the folks in charge of managing the "Branding of the Peace" program that there is value added direct to individual ranchers and livestock farmers (and not just to the various service industries, agribusinesses and sales agencies that they are involved in doing business with) by putting the Peace River Country Brand on their agricultural products will it be possible to get primary agricultural producers to buy memberships in the Brand Association. And the Brand fee will have to be commiserate with the value added to the producer; or, just forget it, don't bother us.





Forage: Greener than Ever!

"Blending Environmental
Farm Planning and Innovative
Forage Management"

January 29,2003 McLeod Community Hall





Western Canadian Grazing Conference

In December 2002 a group of Forage Enthusiasts from our Peace River Forage Association travelled to Red Deer for the "Western Canadian Grazing Conference". We took part in two full days of seminars and trade show exhibits. I was very impressed with the whole event and I thought that the conference organizers had done a great job. The speakers were very informative and passed their passion for forage and grazing on to the participants. There was good variety of sessions planned with a broad range of subjects, which made the task of choosing four sessions a day very difficult.



I can think of many highlights from the conference: Dave Pratts' talk on "Business Structures", Dr. Peterson's "Grazing Innovations", and the "Intergenerational Farm Transfer" just to name a few. It was also good to hear fellow farmers/ranchers speak about their successes and failures during the sessions. "Extending the Grazing Season" with Dr. Vernon Baron and Brian Luce was a very practical session, with lots of good ideas that I have yet to evaluate to see if they might fit in with my farm practice.

I sure appreciated the business community and government departments for supporting the event with their trade show booths, there was a lot of information and innovative ideas on display.

I would be remise not to mention the return trip to Dawson from Red Deer and the various discussions that took place giving everyone food for thought. It was a great trip and well worth the time and expense. I sure appreciate the Peace River Forage Association for making it possible to attend this conference. Given the opportunity I would definitely attend another.

Submitted by Darwin Linford, Roseland Creek Farm, Rose Prairie

Recycling on the Range

As I travel around the neighborhood And visit my neighbors At the Pink Rope Land and Cattle Company And the Cemetery Ridge Ranch

I notice here and there a lot of little piles of old pickle jars -ketchup bottles - tin cans

And a few big piles of used farm and vehicle tires

And a huge mound of used silage bale wraps and "plastic here forever" baler twine

With the real bonus: an acre of old farm machinery and rusted iron.

Scattered around their landscape amongst the trees Not much recycling, reduce, reuse attitude around there Meanwhile out at the Back of Beyond Our Baler Twine Bunch has positively got the recycling fever

Last winter Billy Bob lost a pocket knife in a bull bale Makes a total of three goners in five years Oops, Johnny Jack dropped that pair of binoculars In the river last July; great fish food.

And cowboy Hats. One in the river by CeeJay Three on the bush trails by MEN, MLN and PG And a horseback crash helmet Mysteriously lost forever in the Cutblock.

Baseball Caps lost About once a month for the last five years And a wallet popped out Whilst on horseback by Tommy Lee recently Eyeglasses, several pair gone bye,bye In the River, Under the snow Lost on muddy horseback trails Keeping the optometrists smiling.

Three ropes snagged on tree limbs In the last 12 months, and left Blending nicely in with The vegetation for infinity.

And Sally Ann lost her brassiere Hanging on her saddle horn Drying out after a swim in the River Snagged on a willow bush at a gallop.

And a few saddle blankets Several blue jean jackets One arms length "Shootem up Syringe" All somehow getting off the horse whilst riding along

Four set of keys Several fencing pliers And a camera Just jumping right out of the saddle bags

Yessiree, we are doing our part Adding minerals to the soil As well as many useful compost items As we recycle out on the Range.

R.R. 2003

Innovative Forage Management Compliments Environmental Farm Plans

By Julie Robinson

The annual winter forage seminar attracted a large crowd in January. People from as far north as Mile 95 on the Alaska Highway, as far east as Lethbridge and as far south as Abbotsford attended the seminar. What an exciting day, filled with excellent speakers and great discussions. The speakers were very enthusiastic and shared their knowledge with a crowd of over 80 people. Bill Wilson was overheard saying "We know the seminar was a success when, after 8 hours of discussing the environment, ranchers were still attentively listening and involved in the discussions."

Ernie Nimitz started the day off by sharing with us his longtime interest in the environment; and, like him many others present shared their concern and due diligence to the environment. Ernie introduced the first speaker Brent Barclay a member of the BC Cattlemen's Association from Prince George, who shared with us stories from the Fraser Nechako Riparian Program. He described that the program was initiated to help producers carry out riparian and water quality projects on their ranch. He discussed their feed yard relocation, riparian fencing and off-site watering projects as well.

The next speaker in our seminar, "Blending Environmental Farm Planning with Innovative Forage Management," was the lively **John Kolk** an Alberta Livestock/Poultry Producer, who shared experiences of environmentally friendly Alberta farmers. He had a candid way of expressing himself that most of the audience could relate to. John laid some of the environmental concerns out on the table and reminded producers to be conscientious of the environment when managing their ranches and farms.

Four local producers participated in a panel presentation, sharing their experiences and innovations. **Bill Wilson** talked about his winter-feeding strategies, which included silaging and swath grazing. Bill explained his silaging process and which crops gave him the best yields and protein levels. **Ben Hansen** described how his soil went from 1% organic matter to 4% organic matter by adding wood pulp residual. He also talked about other innovations he has implemented on his farm to reduce the impact of his livestock on the waterways. The one that really stands out is his innovative draw crossing, using an old flat deck trailer. **Mike McConnell**

shared with us his management strategies and how he and Judy extend their grazing season, allowing them to delay feeding hay until late January. **Paul Cowger** described how his farm was taking proactive measures to prevent and avoid pollution problems. He described a fuel tank berm that he and family were designing to prevent fuel leakage and soil contamination. This panel generated great discussion and we thank them for their time and enthusiasm.

Judy Clavier and crew served lunch; and as usual, it was delicious! We would like to thank the City of Fort St John, EBA Engineering, Farm Credit Corporation, Co-op Home & Agro Centre, Keddies Tack and Western Wear, Prairie Farm Rehabilitation Administration, and Eveco / Fibreco for sponsoring lunch and the coffees.

After lunch **Sandy Traichel** explained what exactly an EFP was or as she called it a PFE (planning for your farm and the environment). She said "An EFP or Environmental Farm Plan" is a voluntary management tool that helps farmers and ranchers develop and implement a practical plan that promotes beneficial management plans." Sandy also had a lot of great comments during the afternoon discussion.

Brian Haddow told us about the history of EFP's and where other parts of Canada were with this process. Therese Thompkins explained how EFP's came to be in Alberta. They will be implementing their EFP program beginning in February. Brian Baehr updated us about the EFP process in BC and possible delivery methods. Irmi Critcher talked about how EFP's played a role in the Peace River area and what was going on locally with EFP's. Sarah Davies and Bill Wilson ensured that everyone's concerns were addressed in the question and answer period that followed.

We would like to take this opportunity to thank our co-hosts: Soil Conservation Canada, Peace River Agriculture Development Fund, Ducks Unlimited, Soil Conservation Canada, and Peace River Regional District. Thank you Co-op Home and Agro Centre for our Electric Fencer door prize, which Glen Kjemhus from Hythe won. Prairie Seeds, Dow AgroSciences and Peace River Forage Association donated other door Prizes.

Great Northern Marshmellow Farmers Expect Bountiful Prices "Branding is Sweet"

DAWSON 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, supersized 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,"



Greater Northern Marshmallows in a harvest situation last fall in the Alberta Peace.

says Marketing Director Mark Sucrose.

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!"

(For further information please contact Chad Anderson, at the Enterprise Centre at (250) 782-5745)

A Proposal for Delivering Environmental Farm Planning in the Peace Region

by Glenn Hogberg and Sue Hansen

While it was not a matter on the agenda at the February third Regional District Agriculture Advisory Committee meeting, Environmental Farm Planning was nonetheless one of the topics of conversation. The Advisory Committee has representation from many different commodity associations, providing an opportunity to address issues that are common to all producers. This is a focus that only the PRASPS board has been able to provide prior to the formation of this committee.

In recognition of the fact that one of our strengths in the Peace is that we are fairly inter-twined and have learned the value of co-operation amoung groups, the Advisory Committee felt that it was important to see if we could assist with developing plans to deliver the Environmental Farm Planning process on a regional basis, rather than through our commodity groups. Thus, another committee was born!

Glenn Hogberg, Judy Madden, Irmi Critcher, Sue Hansen and Sandra Burton agreed to meet to discuss some of the issues. All agreed that because our region is so vast, it is important to reach as many producers as we can, regardless of commodity lines. The workbook provided is the same for all producers, so it is not imperative that everyone at a workshop have the same production background. While the B.C. Cattlemen have voted that they prefer to have their training sessions presented by "one of their own", the group felt that this was not an insurmountable problem in the Peace. It merely means that one of the presenters must have a cattlemen's perspective.

As the meeting progressed, the committee identified that the implementation of this project is perhaps a 5 year undertaking for the Peace Region. We recognized that there would be a need for a central, neutral delivery office to manage scheduling workshops, supervise contract workers, and administer the funding available. A proposal needs to be formalized and presented to BCAC in order to apply for funding before any training could begin. This alone could be a time consuming process. Irmi felt that there may be some initial funding available to assist groups with developing their proposals and offered to investigate that possibility.

The first issue that needs to be resolved is how to set up the mechanism for receiving and managing available funding. Alberta resolved the problem by setting up a society especially for this project. This group wondered if we could do it without forming yet another society. Some suggestions were that it could be managed

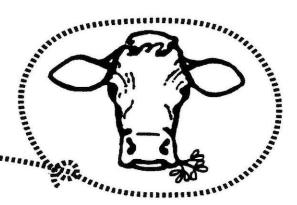
through the Kiwanis Enterprise Centre, that we could investigate how a foundation is different from a society, and that an already established producer group could apply for and receive the funding on behalf of the region, and then set up a cross-commodity committee to supervise the project.

We left the meeting with a commitment to go back to the groups we represent for comments on how they would prefer to see the process evolve.



12th Annual Summer Forage and Livestock Tour

Peace River Forage Association of British Columbia



The Vanderhoof-Nechako Express

Will be Rolling Along on
Friday 12:00 pm NOON June 20th and returning Sunday June 22, 2003
Only \$199 Each

Friday June 20th: Evening BBQ at Bar K Ranch, hosts Marc & Laura Grafton, Reid Lake. To be joined by Prince George Cattlemens' Association. View their offsite watering system to protect lake riparian area, providing water to multiple pastures. The world famous Kenver Equipment BBQ Crew will be in action here. Spend that Night Prince George's Bon Voyage Motel.

Saturday June 21st

7:30am : First stop Ophus Meadow - **Ducks Unlimited Wet Meadow** - Water level weir allows lowering

water table to permit harvest of meadow, while providing spring nesting habitat for waterfowl. To

be joined by Nechako Valley Cattlemen's Association

10:30: Halltray's Farm to see a new 200 head dairy in action and a beefcow/calf and background feedlot,

irrigated grain & forage crops.

Lunch: Will be at he **Vanderhoof Fair Grounds**.

1:00: Martens Family will show their new back grounding feedlot, cow/calf and dairy system, along

with pivot irrigation for grain and forage.

2:30: Wruth's Reman Mill at Engen shows a family ranch that extended their farm operation to include

alternate sources of income.

4:00: Charlie Belsham - operates a bull test station to add value to forage fed at Fort Fraser

5:00: Dave Merz who has been back grounding beef for the past 30 years at Fort Fraser and has just

treturned from an Ag trip to Brazil and Argentina.

6:00 Supper: Fort Fraser Hall. Hosted by Dave & Lois Merz

Evening: Presentation by **Dave Merz** of recent trip to Brazil and Argentina; and, information will also be

presented regarding the extent of clear cut pine beetle kill in forests south of Fort Fraser, which

local cattlemen want to utilize for forage pasture and range.

Spend Night at Hillview Motel in Vanderhoof.

Sunday June 22

7:30am: **Historic Hubley Homestead** -Site of the overland portage used by Voyageurs and fur traders

travelling the Wilderness Highway between the Fraser and Peace watersheds.

Lunch: Stop near **Summit Lake**

6:00 pm: Home to the Peace Country.

To register for this exciting journey, please use the registration form inserted in the newsletter. Preregistration please.