



Stakeholder Forum to Provide Starting Point for Industry Wide Analysis

The **Forage Industry Stakeholder's Forum** is set to occur **November 20-21, 2008** in Saskatoon, Saskatchewan. This forum provides an opportunity for stakeholders from all sectors of the forage industry to come together and engage in an important dialogue about the future direction of this industry. A complete schedule of events is attached.

This forum is the initial step towards completion of the project entitled "Saskatchewan's Forage Industry: A Multi-level Analysis", which will investigate the direct and indirect effects that forages have on the economy, society and environment in Saskatchewan. Invitations were extended to wide array of forage industry stakeholders and response has been very positive. The organizing committee feels that a successful discussion regarding the nature, challenges and future opportunities in the forage industry will be achieved based on the broad representation of stakeholders who have confirmed their attendance.

The Forum will take place at the Willows Golf and Country Club (382 Cartwright Street) with registration beginning at 1:30PM on **Thursday, November 20, 2008**. The afternoon will begin with an address from Saskatchewan's Minister of Agriculture, Bob Bjornerud. Following the Minister's address will be an overview of the industry analysis project and a keynote address by Dr. Ben Rashford from the University of Wyoming. The later part of the afternoon will be spent in stakeholder discussions regarding how value is created by the forage industry and defining economic values chains. On Day Two (**Friday, November 21, 2008**), discussions will revolve around the indirect, environmental and non-economic benefits that the forage industry creates in Saskatchewan.

Hosted by project partners, Saskatchewan Forage Council, Feeds Innovation Institute, Saskatchewan Ministry of Agriculture, Knowledge Impact in Society and the Centre for Studies in Agriculture Law and the Environment, the organizing committee invites media representatives to attend this paramount event. Feel free to drop in during any part of the two-day forum.

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