

CFGA's Elevator Pitch

CFGA's testimony to the House of Commons Standing Committee on Agriculture and Agri-Food forms a basis for an "elevator pitch" – a short, memorable, interesting and succinct, but persuasive speech that may be used to trigger an interest in what CFGA does, what it represents and what makes it unique. Stakeholders may use these pitches, which are typically of about 20 to 30 seconds duration, to propose the development of relationships with organizations and individuals that agree with and would like to support CFGA's Mission, Vision, Values and Objectives by providing financial and/or in-kind funding. CFGA has outlined seven categories of relationships:

1. Supporters
2. Strategic Partners
3. Partners
4. Provincial Organization Members
5. Patrons
6. Sponsors
7. U.S. and Overseas Exporters (United States and Overseas Exporters are members of the CFGA and agree to sign and abide by a Code of Ethics as outlined by the CFGA. The status of these members is summarized in a separate set of documents).

CFGA recognizes that there are many people and organizations across Canada who appreciate the value of our forage and grasslands, are supportive of the CFGA, and wish to be involved. For those wishing to make an annual, but modest contribution of \$250 or more annually, a Patron Membership may be of interest. Patron Memberships may be granted to individuals, organizations, associations and agri-businesses approved by the Board of Directors.