

# **Canadian Forage and Grassland Association**

## *Association Introduction Nature Fund Project Deliverables*

Moncton, New Brunswick  
November 15, 2019



# Organizational History

- Created to address the need for a national voice on forage related issues and opportunities
- Incorporated for 11-years
- Funded entirely through memberships and project administration
- 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.
- Production foundation of the dairy and beef industries, supporting over \$11 billion in indirect value to Canadian farmers



# Forage Industry Environmental Impact

- Canadian forage sector provides an indirect economic value of \$894.5 million - \$1.9 billion annually in **Saskatchewan alone**.
- Current programs being delivered to quantify the larger ecological benefit of the forage sector to Canadian society



# Project History

- CFGA delivered a SARPAL program in 2016-2017 to review BMP applicability in western Canada
- EG&S valuation a core focus for the organization through the development of Canada's first carbon offset quantification protocol for soil carbon sequestration in Canadian grasslands
- Avoided conversion pilot project under development currently



# CFGGA Nature Fund Project

- Started discussions in May 2019
- Built out project concept
- Formulated draft budget
- Proposal submitted and approved in September
- Launch November 15, 2019



# Phased Objectives (1)

- Integration of Species At Risk identification tool into online Environment Farm Plan platforms
  - Allows for individual, confidential landowner identification of potential species of interest
  - Supports producer decisions which BMPs may be most relevant on their farm, for the individual species





# Phased Objectives (2)

- Phase-1: Build on the work complete to date in Alberta by ARECA
- Move online tool east through Saskatchewan and Manitoba
- Start work in Nova Scotia as a working platform for the Maritime provinces



# Phased Objectives (3)

- Phase-2: Start work in Ontario, Quebec, British Columbia
- Complete work in Maritime region
- Phase-3: Complete tool development for Ontario, Quebec and British Columbia



# Tool Development and Training Steps

1. Build database
2. Integrate with online tool
3. Communicate value and opportunity
4. Train the Trainer module development
5. Engage producer community



# Communications

- Topic area can be sensitive for stakeholders
- Strong focus on anonymity – producer led processes
- Support public trust initiatives for industry stakeholders
- Focus on tool development and implementation support, leave the conservation to the experts



# Team Players

- CFGA and Provincial Partners operate under a collaborative partnership model
- CFGA will contract communications support to work with provincial EFP delivery agents and forage councils to build key messages and consistent narrative



# New Process – New Partners

- Confusion and delay are likely in early stages
- Much to learn about the gap between needed and available resources
- Will not be letting excellence be the enemy of good!
- Will be developing a detailed project timeline and deliverables outline in the coming weeks to share



# Questions, Comments, Ideas?

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