Progress Report

2021-2022





A Message from the Chairman of the Board of Directors Chris Martin

As CFGA/ACPF continues its growth trajectory, the stability provided by the board through good governance and leadership has helped to guide the organization to new opportunities.

"Focusing on the strategic vision of the forage industry will maintain the resilience of this diversified industry and allow us to pursue new opportunities in the future."

- Chris Martin

In 2021-2022, governance and leadership within the organization have taken centre stage. The board participated in processes that affect the strategic direction, governance, and human resources capacity of the CFGA/ACPF. These additional contributions by the board will undoubtedly maintain a foundation for the future of the organization.

In 2021, we were pleased to announce that Germain Lefebvre received the CFGA Leadership award. With 50+ years of dedication to the forage industry as a professional agrologist, Lefebvre has contributed in Quebec and at a national level to elevate the role that forages provide the agriculture industry.

Message from the Executive Director Cedric MacLeod

Managing a collaborative culture at the CFGA/ACPF is critical for the ongoing success of the organization. Building the skills of our industry will be critical moving forward.

"Technology has been at the forefront of the CFGA/ACPF to enhance our processes, reduce workload where possible and increase collaboration."

- Cedric MacLeod

With so many opportunities presenting themselves for the CFGA/ACPF, building a network of collaborators is critical to getting this important work done. The industry not only needs to manage risk well but look to the horizon of future trends for long-term impact.

With collaboration in mind the CFGA/ACPF is also focussed on ensuring that language does not become a barrier. Our bilingual conference has taught us that knowledge sharing across the country is critical to build success as an organization and an industry.

Board of Directors

Ray Robertson, Past Chairman - Ontario Forage Council

Chris Martin, Chairman - North American Exporters

Eric Boot, Vice-Chairman – International Exporters

Serena Black – British Columbia Forage Council

Annie Claessens – Quebec Forage Council

Gerrit Damsteegt - Dairy Farmers of Canada

Brian Walker - New Brunswick Soil and Crop Association

CFGA/ACPF Committees

Conference Committee - Cedric MacLeod (Chair)

Executive Committee - Chris Martin (Chair)

Export Committee - Chris Martin and Eric Boot (Co-Chairs)

Finance Committee - Eric Boot (Chair)

Research Committee - Richard Tingskou (Chair)

CFGA/ACPF Mandates

Vision: Canadian Forage and Grassland Association/ Association of Canadienne pour les Plantes Fourragères will be the recognized leader in forages and grassland opportunities nationally and internationally.

Mission: CFGA/ACPF will work cooperatively with affiliated partners to develop the forage and grassland industry through knowledge transfer, research and supporting market opportunities in Canada and abroad.

Market Development

Strengthen the viability of forage as a value-added or commodity product for offfarm sales.

Research

Support research relevant to the Canadian forage industry and position the Canadian forage industry on the world stage.

Advocacy

Build awareness of the benefits of the forage and the grasslands sector in Canada as a critical component of the Canadian agriculture industry.

Education

Improve the understanding of production principles in the Canadian climate for the forage industry and those that benefit from ecological goods and services.

Leadership and Governance

Develop a board culture where strategic visioning is paramount.

Strategic Activities



Canadian Forage and Grassland Association Association Canadienne pour les Plantes Fourragères



Strategic Planning

In May 2021, the CFGA/ACPF board underwent a strategic planning review using the Checkland soft systems analysis model. The board and member organizations were consulted to identify strategic areas for the organization to focus on in the next five years. A group consultation was done in August with a draft plan finalized in November. The board approved this plan in December 2021.



Communications Strategy

The CFGA/ACPF developed a communications strategy in 2021 to ensure that the organization would be able to grow with an expanding stakeholder base and portfolio of projects. The communications strategy includes an audit, updated goals and strategic use of communications resources. As part of this process, a brand use guidelines document was also created.



Objectives

The communications planning process was aimed to develop a strategy to respond efficiently to the needs of the organization's stakeholders and identify key metrics by which to measure success.

2021-2022 Outcomes

CFGA/ACPF is working to develop systems to implement the strategies outlined in the strategic plan. Using technology is one way that CFGA/ACPF will develop consistent communications with all relevant stakeholders.

Learning

The CFGA/ACPF is well-placed within the industry. The organization crosses many sectors and stakeholder groups. Creating channels for receiving feedback will be crucial so that the organization may respond to the wide range of needs for this industry.

Next Steps

With the development of the new CFGA/ACPF Strategic plan, a small review will be done with this document to ensure that it aligns closely with the organization's overall objectives. New programming will also be accounted for in this plan.

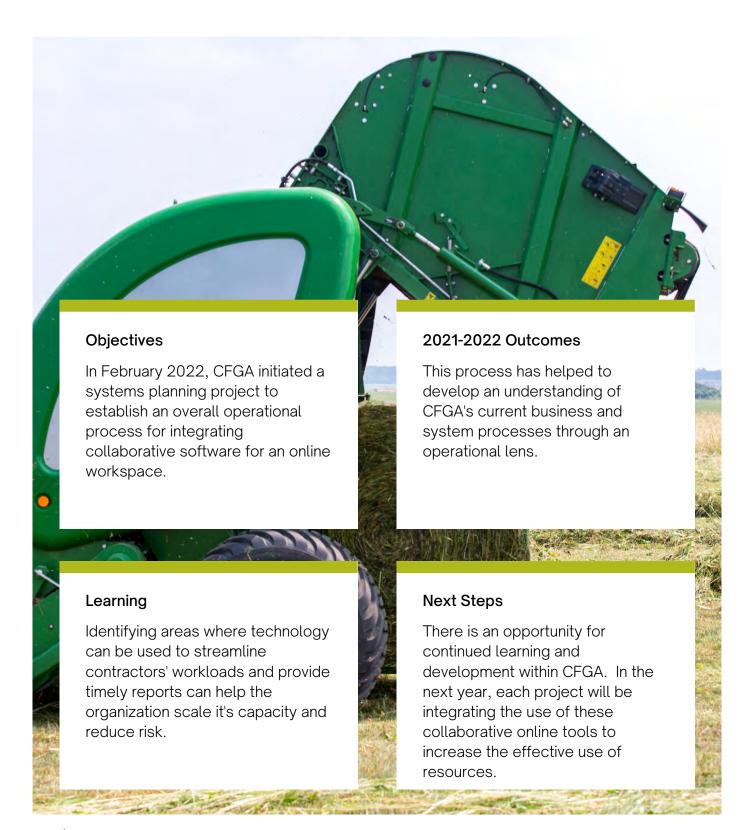
Human Resources Analysis

A Human Resources Analysis process was pursued by the CFGA/ACPF starting in August 2021 and completed in December 2021. The board, member organizations and contractors were consulted to determine the human resource needs of the organization.



Systems Planning

The CFGA/ACPF has tremendous opportunity to enhance the functionality of existing software which will maximize managerial processes, including use of time and monitoring budgets to expenses as well as improving knowledge transfer processes.



Export

The CFGA/ACPF receives funding to support its export initiatives from the Agriculture and Agri-Food Canada's AgriMarketing Program (AMP), which aims to increase and diversify exports to international markets and seize domestic market opportunities.



Program Activities



Canadian Forage and Grassland Association Association Canadienne pour les Plantes Fourragères



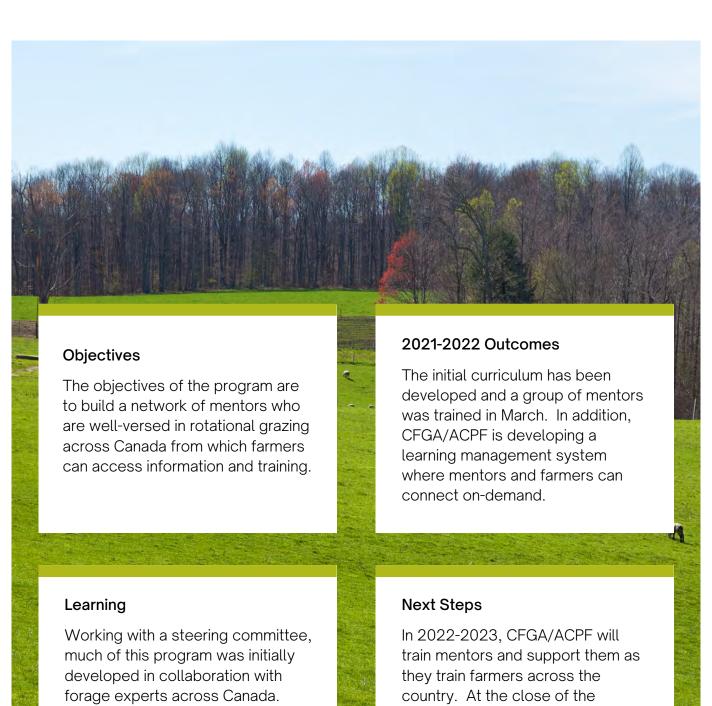
2021 Conference

The CFGA/ACPF held its 12th annual conference Dec. 14 to 16 in partnership with the Conseil québécois des plantes fourragères (CQPF). The three-day virtual event, with the theme Forage Landscape Synergies, was funded through the Program Innov'Action agroalimentaire, under the Canadian Partnership for Agriculture, an agreement between the governments of Canada and Quebec, and the generous support of the CFGA/ACPF's conference sponsors and annual partners.



Advanced Grazing Systems

This entry-level program is designed as a learning framework to support the adoption of the rotational grazing systems to help improve production, profitability, carbon sequestration, drought resilience, biodiversity and soil health. This program was initiated with the support of Farmers for Climate Solutions.



season, CFGA/ACPF will review

improvement are highlighted.

and update curriculum as areas of

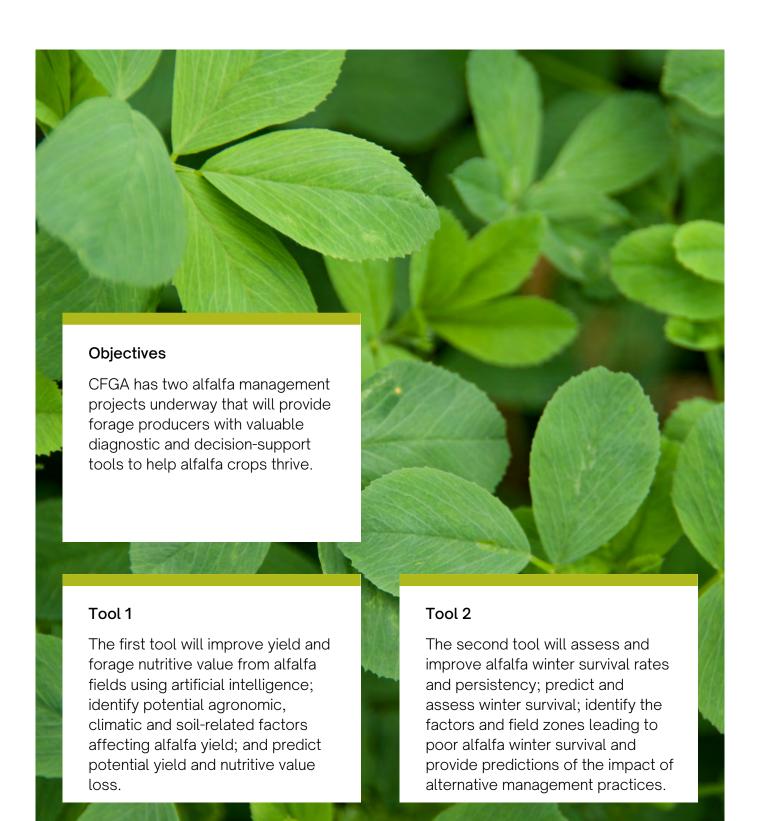
way.

Their guidance has helped to

shape the program in a significant

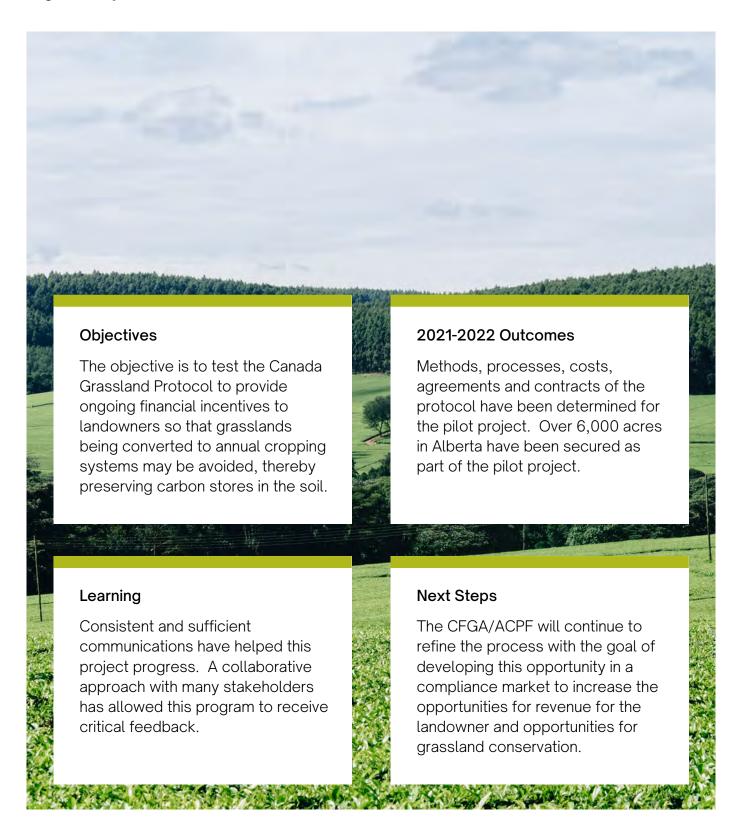
Alfalfa Management Research

Alfalfa is a key forage crop producers rely on to capture and fix carbon, return nutrients to the soil and improve soil health. It is an important ingredient that feeds many other agriculture sectors in Canada.



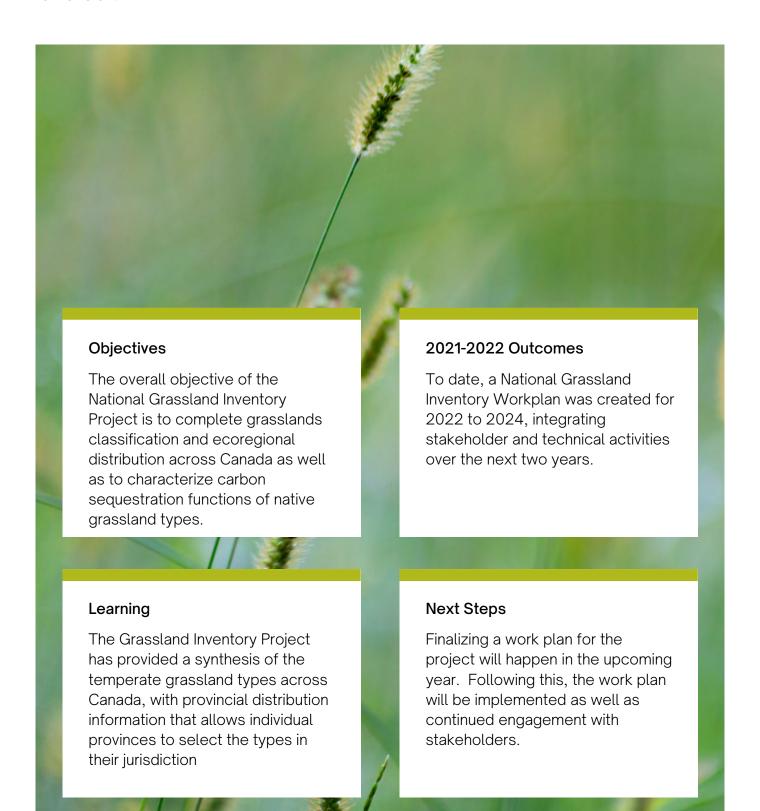
Canada Grassland Protocol

Adopted in 2019 by the U.S.-based Climate Action Reserve (CAR), the CFGA/ACPF's Canada Grassland Protocol Project (CGPP) provides a standardized approach to quantifying, monitoring and verifying the greenhouse gas (GHG) reductions saved when landowners choose to retain grasslands at risk of conversion to other land uses that significantly disturb the soil.



Grassland Inventory Project

There is active interest across organizations in the successful completion of the National Grassland Inventory. Collaborating with a wide variety of stakeholders ensures that a cohesive classification system can help to improve in the areas of research and extension.



Habitat and Biodiversity Assessment Tool (HBAT)

The Habitat and Biodiversity Assessment Tool has the potential to help bridge the gap between ag producers and conservationists.



Learning

2021-2022 saw great strides taken in this project with tool development, including a review of beneficial management practices (BMPs), and beta testing of tools for Nova Scotia, Manitoba and Saskatchewan.

Next Steps

With initial testing complete in Manitoba, Nova Scotia and Saskatchewan, CFGA/ACPF will look to launch the full tool in the fall of 2022. B.C., Ontario and New Brunswick tools will be developed over the 2022-2023 year.

On-Farm Climate Action Fund

The On-Farm Climate Action Fund is a federal program that distributes funds to farmers to help implement rotational grazing practices that will assist in mitigating greenhouse gas emissions.



Objectives

Beginning in September 2021, CFGA/ACPF pursued an application with the federal government to access funding to implement rotational grazing across Canada.

2021-2022 Outcomes

In February 2022 it was announced that CFGA/ACPF was successful in their application in Alberta, British Columbia, Quebec and Saskatchewan. Currently, CFGA/ACPF is working partners on the ground to assist in the implementation of the program.

Learning

CFGA/ACPF is leveraging the work done on the Advanced Grazing Systems program to build a robust extension effort to support the operations of the program.

CFGA/ACPF is carefully designing a policy and application system to accommodate the applicants.

Next Steps

The CFGA/ACPF is working with other recipients to align programs where needed to ensure consistency for the Canadian producer. Building and communicating the processes will be critical to the successful uptake of the program.

Acknowledgements

We recognize our members for their dedication to research, education and working across provincial borders to strengthen the Canadian forage industry.









We thank our sponsors for their continued support of the CFGA/ACPF. Their investment in the forage and grassland industry helps to build a strong future in the sector.



Contact

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