

# Minister of Tourism, Parks, Culture and Sport Makes Announcement at SAASE Convention

The Ministry of Tourism, Parks, Culture and Sport - Bill Hutchinson -made an announcement regarding funding for Saskatchewan's agricultural societies at the annual SAASE convention in Weyburn. Minister Hutchinson announced that the Ministry of Tourism, Parks, Culture and Sport will once again add \$50,000 to the SAASE Venture Project program. Minister Hutchinson made the following announcement during the Venture Project presentations on the Friday night.

## **G O V E R N M E N T O F SASKATCHEWAN INVESTS IN COMMUNITY DEVELOPMENT**

The Government of Saskatchewan is pleased to contribute \$50,000 toward community and event development through the Saskatchewan Association of Agricultural Societies and Exhibitions (SAASE) Venture Project Program.

The funding will have a focus on tourism and developing new events with wide appeal. It will also be used to promote and enhance the quality of life within communities around Saskatchewan.

“We are pleased to help SAASE develop sustainable, local events that will result in more tourism, enhanced local pride and a stronger quality of life,” Minister of Tourism, Parks, Culture and Sport Bill Hutchinson said. “Programs such as the Venture Project Program provide tremendous value to rural Saskatchewan by helping ensure the cultural identity of our province includes the agricultural industry.”

The SAASE Venture Project Program has been in place since 1996 and has been used to assist numerous events and projects around the province

by supplying the seed money to get those projects up and running. The funding will allow SAASE to increase the impact of the existing program by assisting



S A A S E members develop new events and programs. “Agriculture Societies have become an institution that serves to bring together both Rural and Urban citizens for entertainment, education and at times competition,” Prince Albert Exhibition General Manager and SAASE President, Dave Young said. “Many events that are now presented annually would not have been possible without the SAASE Venture Project Program. SAASE’s requests for Venture Project funding approval throughout the province has increased substantially and with the continued support of Tourism, Parks and Culture, the program will continue to expand. More and more Ag Society programs will become reality and in turn more and more communities will benefit.” Agricultural Societies and Exhibitions have an economic impact of more than \$200 million a year in Saskatchewan. The Venture Project Program helps to ensure that the impact of Agricultural Societies and Exhibitions continues to grow.

SAASE and our members would like to thank the Ministry of Tourism, Parks, Culture and Sport for their continued support and look forward to working with the Ministry in the future.

# PrairieLand's Gardenscape Expands Show



Gardenscape was established in 1990 to promote horticulture and outdoor living. Since then the show has grown to become one of the largest and best horticulture shows in western Canada. Each year the Gardenscape Committee (comprised of industry representatives) looks at adding new components to the show that will continue to support and promote horticulture and outdoor living. The new addition of the backyard cooking show met the objectives of increasing the awareness of buying Saskatchewan, promoting the use of natural gas, as well as promoting a healthy lifestyle through cooking.



Partners in the cooking show were SaskEnergy, RONA, Jacuzzi Premium Spas and Billiards, Sask Turkey, Sask Pulse Growers, Sask Mustard Development Commission, the Chicken Farmers of Saskatchewan, as well as the Saskatoon's Chef Association. The Chefs from the Saskatoon Chef Association ran 6 demonstrations throughout the weekend, with Shack from Rock 102 being the Emcee. The shows were a tremendous success with standing room crowds. As well as cooking tips, the people watching the show were treated to samples of what was being cooked, as well as recipe cards being provided. Saskatoon PrairieLand Park is already making plans for the Cooking Show for 2012.

# Yorkton Hosts Community Development Workshop

The Yorkton Exhibition formed a partnership with the City of Yorkton, Yorkton Chamber of Commerce and the Yorkton Downtown Business Improvement District on bringing Doug Griffiths to Yorkton for a community development seminar and workshop. The event was a tremendous success with Griffiths speaking at 2 local high schools in the morning and afternoon and then doing a presentation that evening at the Gallagher Centre in Yorkton. The event received seed money from the Venture Project fund and was a tremendous success. Below you will find an article that appeared in the Yorkton paper and has been used with their permission.

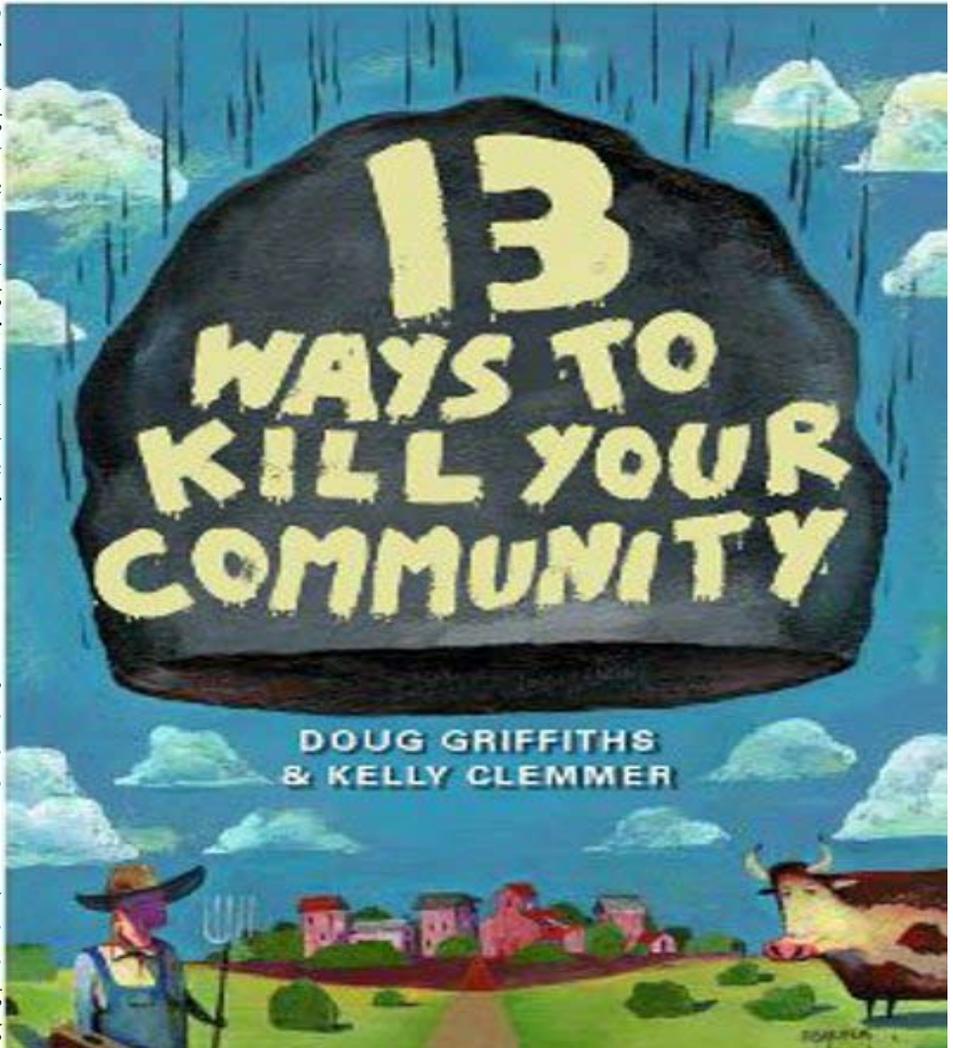
**By Devin Wilger**

There are many ways to build a community, but how do you kill one? Doug Griffiths has a few ideas, 13 of them in fact, and was recently in Yorkton to share on the topic 13 Ways to Kill Your Community.

The project began when Griffiths was a teacher. He says that he would go into classes to share ways to be successful, but that kids were not responding to the message. Having been told already that things like studying and staying off drugs were necessary to succeed, it was like telling them things they already knew. “I changed my approach, and told them to imagine what it would be like to fail, and then to ask them how they would start today if that was their goal,” Griffiths says.

The new direction brought with it more engagement from the students, as they realized how the decisions they were making in the present were going to affect their lives in the future. Griffiths noticed that the same logic applied to communities.

Those in charge of community plans had heard the many ways that a community could succeed, and were less engaged, but looking at the ways a community could fail commanded more attention. “A lot of people opened their eyes and said ‘well, we’re doing that, so I guess we’re killing our community.’ The idea is that everybody has hopes, dreams and ambitions for a community, but often we make daily decisions that sabotage those ambitions,” he notes. One of the first ways Griffiths says



a community can be killed is by having poor quality water. He says water is one of the essentials and if that water is poor quality, it tends to stifle the growth of a community. He also notes that one of his favorite topics is not having businesses compete with each other. Griffiths says that while businesses might not like competition, that is something which drives them to improve their price, selection, quality and service. The competition, as a result, makes a community an attractive place for people outside of it to come to shop and do business, and keeps people spending money within the community.

In his visit to the city, Griffiths said that Yorkton is doing things right to build the city and get the community together. He also says the Gallagher Centre is a great focal point to bring people together, and he is also impressed by the city's youth and their initiative to hold a youth summit in Yorkton. “Everyone says the youth are our future, and that’s garbage, the youth are today. They need to be involved now,” he concludes.

# Swift Current Ag & Ex Partners on SCMA's

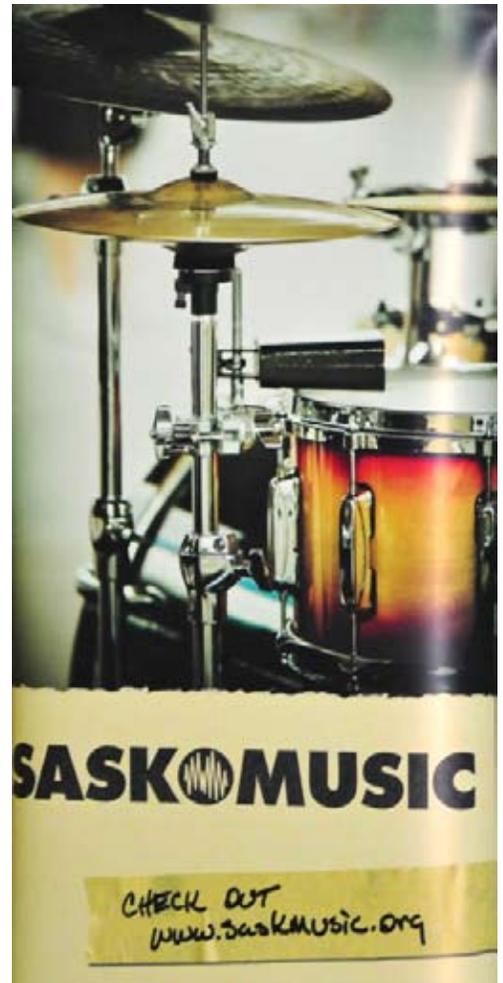
As part of the expanded Venture Project program the SAASE board of directors approved a project submitted by the Swift Current Ag and Ex. The project was a partnership between the Saskatchewan Country Music Awards committee and the Swift Current Ag. and Ex. Below is the report that was submitted.

On Saturday April 2, Seminars were held at the Palliser Pavilion. They were very well attended. Brenda Baker, is a performance coach. She had different singers helping her and “used” them to demonstrate to the audience how to bring the audience “into the performance”. Wayne Saunders of SOCAN ( Society of Composers, Authors and Music Publishers of Canada) gave a lecture on performance rights and royalties and the importance of licensing your music.

Derek Bachman of SaskMusic, with the aid of a projector and screen, had a session where the attendees learned how to fill out Grant Applications to different organizations, a daunting task to most musicians. The Annual General Meeting and lunch was held following the seminars upstairs in the Palliser Pavilion. It was very well attended.

The Swift Current Ag & Ex's mandate is to provide service to, and enhance the life of residents of the community and the region in the areas of agriculture, entertainment, sport and culture. Saskatchewan is growing as a province. There is a need to host an event such as the Saskatchewan Country Music Awards to promote our great city, the Southwest and the Swift Current Ag & Ex as a leader in providing great local & provincial entertainment and forging community partnerships. We will be helping to introduce the great Southwest to a number of people who are unfamiliar with our part of the province and what Swift Current and area has to offer.

It was our objective to help with the promotion, development and enhancement of all aspects of Saskatchewan Country Music at local, national and international levels. This event will also give us the opportunity to promote our annual fair and other fairs in Saskatchewan to artists, promoters, business people and the general public. It also allows us to work with different volunteer groups to help fill their volunteer gaps and ours as well at the events that we have. The Swift Current Ag & Ex goals are to be known as a great community partner encouraging other groups to become our partner.



# Moose Jaw Hosts the World Powerlifting Championships

The SAASE Venture Project program is a program that encourages agricultural societies to try new events and programs. The Moose Jaw Exhibition saw an opportunity to partner with a local organization to bring a world class event to Moose Jaw. SAASE supported this great event through the Venture Project program. As a result the Moose Jaw Exhibition played host to the 2011 IPF World Junior Powerlifting Championships from August 29 - September 4.

The Powerlifting Championships brought over 425 athletes and coaches representing 32 countries to compete in Moose Jaw at this prestigious event. Over the course of the week the lifting featured numerous world record lifts. The championships are made up of 3 separate events - the squat, bench press and dead lift. Each competitor has 3 attempts in each event, with the best lift from each one being counted. As well as medals being presented in each individual category there are overall winners in each weight category.

The local organizing committee did an excellent job in welcoming the world. George Fowler - Moose Jaw Exhibition Manager - had a special interest in the event. Not only was he part of the organizing committee and manager of the facility, but his daughter Rhaea also competed in the event. Rhaea has competed in numerous world championships representing Canada all over the world, but she saved her best for her last junior competition and in front of her home crowd. Below is a press release from the event.

Rhaea Fowler ended her Junior Powerlifting career September

3 by winning the overall gold medal in the +84kg event at the Moose Jaw Exhibition Co. Convention Centre. The first event was squat, where Fowler placed third with a squat at 230 kg (507 lb). The bench press was Rhaea's best event; where she won the event after lifting 157.5kg on her final attempt. Fowler led the competition going into the deadlift, and the overall world championship wouldn't be decided until the final lift. Fowler deadlifted 185kg, 190kg, and then 195kg on her final attempt. Russia's Olga Tikomirova tried a deadlift of 217.5kg for the win, but came up short, sending the crowd into an uproar. Fowler finished the event with a total weight of 582.5kg, and is the 2011 World Junior Powerlifting Champion.

The City of Moose Jaw supported the event, which really was huge for the community, as well as the province. Local hotels and business were busy all week with the international visitors in town. The event had economic spinoff to Moose Jaw of over 1 million dollars. Congratulations to the Moose Jaw Exhibition and the local organizing committee on bringing this event to not only Moose Jaw, but also Saskatchewan and Canada.

THE BEST RESULTS		
Weight class: 84+ kg Division: Juniors		
TOTAL		
1st	Fowler Rhaea	CAN 582.5
2nd	Tikomirova Olga	RUS 575.0
3rd	Sons Katie	USA 570.0



# Perdue's 4 H Demonstration Day



SAASE approved a 4 H demonstration day hosted by Perdue for the Venture Project Program. The day was a tremendous success - below you will find a recap of the days activities submitted by the Perdue Ag. Society Secretary - Tamara Shields.

Hosted by the Perdue Ag Society, a day where local 4-H clubs could demonstrate and display all of the opportunities they offer to youth and families. Local grade 4/5 students were invited to enjoy the displays and ask questions about being involved in a 4H club.

On June 3, 2011, the Monarch, Grandora and Vanscoy 4H clubs were in Perdue to demonstrate projects such as Light Horse and Beef and Outdoor Adventure. The 4-H Council was in attendance to speak about other available projects and opportunities offered like camps, Scholarships, exchanges, school credit, public speaking and much, much more.

Grade 4/5 students from St. Gabriel School and Grade 4/5 from Vancsoy School and Grades 1-6 from Perdue School came out to see the demonstrations. The weather was sketchy in the morning but it turned into a nice day and everyone had a great time and learned a little something as well.



The children were given the opportunity to see 4H members ride, groom and show their project animals. They were even allowed to groom the animals themselves in some cases. In addition to the livestock, there were displays of Crafts, Sewing, Outdoor Adventure, and Canine projects. Photo albums and Record Books were on hand for everyone to look through.

A Hot Dog Lunch was provided by the Perdue Ag Society to students, parents and teachers, as well as 4-H Clubs that provided projects for demonstration.

The Perdue Ag Society would like to extend a HUGE Thank you to the clubs, members and parents who hauled livestock and put on an excellent live demonstration for the school children to see and participate in. Perdue Ag Society would also like to thank Saskatchewan Association of Agricultural Societies and Exhibitions (SAASE) for providing a grant to host the event.

We have received nothing but positive comments and may even consider making this a regular event!!! Thanks to all who volunteered to make it an enjoyable day.....



# Heavy Horse Pulls at the Nipawin Exhibition

The SAASE Venture Project program is meant to encourage agricultural societies to try new events for their organization and community. Seed money is supplied to relieve concerns that if the event does not go as planned it doesn't leave the agricultural society with a huge loss. The program has been tremendously successful in funding ongoing events, but sometimes events don't quite turn out the way we hope. The Nipawin Exhibition introduced heavy horse pulls at this year's fair and the results were not quite what they had hoped for. Below you will find a recap of the event written by George Belchamber - President of the Nipawin Exhibition.



The Nipawin Exhibition Association would like to thank SAASE for assisting the Nipawin Exhibition in having the heavy horse pulls as part of this year's exhibition. The Venture Project Program supplied seed money for the horse pulls, which were new to this year's fair. They were scheduled to run two days with a guarantee of ten teams. As an end result they ran one day with seven teams participating. Not long into the event a team ran away and ran into the back of our water truck causing quite a bit of damage. We no sooner got that mess cleaned up when another

team ran into two teams tied to the side of a trailer. This time things were more serious as a man was injured and hospitalized. The second day, due to two less teams that would be participating, as well as less than favourable weather, and very few spectators, it was decided by the horse pull association and the Nipawin Exhibition to cancel the event. We look forward, in the future, to bring in other new events with the assistance of SAASE and the Venture Project Program.



# Tractor Pull Competition Returns to Yorkton

The SAASE/Ministry of Tourism, Parks, Culture and Sport expanded Venture Project program is meant to encourage agricultural societies to try new events for their organization and community. Seed money is supplied to relieve concerns that if the event does not go as planned it doesn't leave the agricultural society with a huge loss. Since the program was expanded two years ago, it has been tremendously successful in funding new events and programs. The Yorkton Exhibition had not run a truck and tractor pull competition for about 20 years, and were looking at running one this summer. The event is very costly to run so the Yorkton Exhibition applied to SAASE to supply some seed money for the event through the Venture Project Program. The event was a tremendous event and below is an article that appeared in the Yorkton News Review.



## Pulling Competition Returns after 20 Year Hiatus

Pinnacle Motorsports brought truck and tractor pulling back to Yorkton for the first time in a while. Ken Beauchemin who operates Pinnacle Sports observes that it's been 20 years since the competition was held here last. "I believe we brought her back in pretty great style," Beauchemin adds.

The show featured 25 pulling vehicles each of the two nights. Judging by their response, Beauchemin thinks the capacity crowds really enjoyed what they'd been missing for a long time. "I think we're here to stay," he predicts.

The competition began with the antique tractors which encountered some difficulty early Friday evening. The rain mid week created some difficulty pulling the sled. Once the problem was corrected the show continued.

Two classes of diesel pick-up trucks include the street modified class and the unlimited diesel class. Highway tractors and the unlimited supermodified tractors rounded out the show.

Beauchemin who won his class on Boss Blue, an unlimited super modified tractor, claims he's only come second once in his career on that machine, having won every other tractor pull in his 34 year career. He estimates this win probably cost him about \$25,000 as he smashed the motor on Boss Blue. Given the strain put on his tractors, it's impossible to avoid breakdowns, Beauchemin points out. He designs, builds, paints and does the body work on all his vehicles,

Beauchemin claims. "My vehicles are totally built by myself and my helpers," he says. The Dirt Wrangler, Beauchemin's other tractor placed second. He believes everybody who attended the show enjoyed what they watched and he promises to return.

Monty Getz from MacLean, Saskatchewan was one of two drivers from Saskatchewan competing at the tractor pull competition. Getz was entered in the stock semi class, campaigning a 2008 Volvo with a 485 horsepower motor, automated transmission and supersingle tires. Getz, who started in the sport 25 years ago, recently returned to pulling after a lengthy hiatus. His first competition was in Yorkton the first year he got his driver's license. On returning to the sport he opted to compete in the semi class with his regular highway tractor that he uses for work everyday. "I figured why not play with it? It ain't any harder work on it doing this than what I do everyday with it," he suggests.

The object of a pulling competition is to go as far as one can pulling the big, heavy sled, Getz explains. "The further you go, the heavier it gets, the more drag it (the sled) puts on the ground until you just can't move it anymore," he elaborates.

It was his first run on returning to pulling. He was quite satisfied with his performance in a stock highway tractor. His pull of 230 feet wasn't far behind the super modifieds. He enjoys the noise, the challenge and the people involved in the sport. "Everybody works together. It's not a full out competition. Everybody helps everybody," Getz closes.

# Vanscoy Hosts PULSE FOODS WORKSHOP

On September 24th the Vanscoy and District Agricultural Society held an educational workshop on pulse foods. Pulses include all the different beans, split peas, chick peas and lentils. 24 ladies attended the workshop from around the community. Some from Vanscoy, as well as Delisle, Asquith, Kinley, Conquest, Saskatoon, and on from as far away as St. Albert Alberta. Betty Burwell, a home economist from Saskatoon, presented a short power point presentation describing where most of the pulse crops are grown, which is actually Saskatchewan, why pulse foods are important for our health, how to prepare them, and how to cook them in a variety of recipes. Betty had 9 varieties of pulses set out to identify, while she set out the prepared dishes to taste. She had 7 dishes prepared for the group to taste including muffins, cookies, a loaf, salad, soup, main dish and humus. They were all great. The afternoon ended with some door prizes including a slow cooker won by Ciana Lafebvre from St. Albert, a cookbook for a slow cooker won by Gwenda Payne from Delisle, and a vegetarian slow cooker cook book won by Trudi Bintnell from Kinley. Several people also got to take home the 9 packages of sample pulses. A very big thank you goes out to the Saskatchewan Pulse Association and to SAASE and the SAASE Venture Project fund for helping out with this great educational afternoon.



# AG-EXperience for Students Program

PrairieLand Park's AG-EXperience for Students took place from October 25-27, 2011. The PrairieLand Park Ag Centre and Hall C was a buzz of activity hosting 841 Grade 4 students during the 3-day event.

Students began the morning with a safety orientation and then were split so that six classes started the circuit at the Ag Centre and six started in Hall C. At the conclusion of the morning activities, all classes met in Hall C for lunch. Each student was provided with milk, compliments of PrairieLand Park and the Saskatchewan Milk Control Board. Also at lunch time, two professional auctioneers provided a brief history of auctions and instructed the students on how to bid. Each class was provided with enough play money to purchase cookies for their class. Following the auction classes continued with the afternoon sessions, completing the program at 2:30 pm.

## The Program

Students were taken on a guided tour through stations where industry personnel presented information on their agriculture sector. The stations included:

- Beef, Bison, Dairy
- Poultry, Eggs, Pork
- Dairy - Milking demonstration
- CropLife Canada
- Canola Crushing
- Farm Animal Council of Saskatchewan
- Crops of Saskatchewan
- Sheep Herding
- Wheat/Flour Milling
- Nutrition/Fitness



- Saskatchewan Beekeepers Association
- Byproducts (Animals & Crops)

Upon departure teachers were given an enviro-friendly bag that contained resource material from each station. Also each student received an Activity Book containing interesting facts and games relating to what they had experienced throughout the day.

PrairieLand Park's school tour program was started in 1990 and has provided agriculture education to over 30,000 Grade 3-6 students. Industry experts and volunteers guide students through stations providing them the opportunity to learn about agriculture in Saskatchewan and how it is part of every day lives. Hands-on interactive sessions allow students to get an up-close view of agriculture, including animal care, the environment, and how some products are processed. Live cow milking, sheep herding, canola crushing, milling wheat and a fitness and nutrition presentation were popular stops on the tour in 2011.



# New Program at Harvest Showdown

One of the new events at the 23rd Annual Grain Miller's Harvest Showdown in Yorkton, November 2nd – 5th, 2011 was Cowboy Poetry on the Yorkton Hyundai Stage in the Trade Show building. This new event was supported by the SAASE Venture Project fund which helped us to bring in 3 well known Cowboy Poets Lee Bellows from Moose Jaw, Morley Thorpe, Esterhazy and Ed Brown, Oak Lake, Man.

The Poets were very well received and it helped to draw more people to the Trade Show displays. The poets entertained throughout the afternoons and into the early evening. Each poet entertained for 30 minutes in rotation. The event costs were reasonable and sponsorship from SAASE and Yorkton Hyundai covered much of the costs. We look forward to hosting this event again in 2012!



# Harvest Festival Wins National Award



Harvest Festival, Kelly Sidoryk, said she expected in excess of 300 people to attend. "I think people are interested in food, they're interested in where their (food) comes from and trying to purchase it locally," she said. "This is a way that people can explore some of those avenues and connect with the producer so they know where their food is growing."

Sidoryk said the festival invited several local celebrities to serve food. Among those serving were Meggan Hougham and Tim McMillan, candidates in tomorrow's Saskatchewan election.

"What a great way for people to eat wholesome and from their own local farmers," said Hougham. "But also a great way to come into the community and hang out and have some fun before the election is over."

The Lloydminster Exhibition was given the Best of Show Award at the recent CAFE convention in London, Ontario for the Harvest Festival. The Best of Show Award recognizes a new event, program, concept, or technique introduced to the public and/or improved methods of operation, adaptability, activity and success compared to plans and budgets. The Best of Show can relate to any program, activity or service provided at any time during the year.

"Ultimately serving the community is what you do as an MLA," added McMillan. "Events like this are a very hands-on way to chat with people and promote products of entrepreneurs right here in Lloydminster."

The Harvest Festival was supported through the SAASE/Ministry of Tourism, Parks, Culture and Sport expanded Venture Project Program in 2010, with the show in 2011 being the second. This is a perfect example of what the Venture Project Program is for, as seed money was given to the Harvest Festival to get it up and running. The first year was a tremendous success, but the second year proved to be a lot bigger. Below you will find an article that appeared in the November 6th edition of the Lloydminster Source, written by Thomas Miller.



Be FRESH ... Eat Local!  
*Harvest Festival*

## Lloyd Eats Up Harvest Festival

A volunteer who helped put on the