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Let's "Get Connected, Stay Connected" at the SAASE Convention in Moosomin

he SAASE Convention and Annual Meeting rolls into Moosomin March 16th and 17th. Some exciting programs will take place over that weekend.

A big difference this year is the convention is running a full two days instead of the usual one day, due to the "Consumer Protection Program" workshop taking place on Friday March 16th. If your Ag Society holds a livestock show, you should have representatives at this workshop. Information brochures have been included with this newsletter. Make sure that you bring a map of your buildings where you hold your livestock shows. We will using them during the workshop. Check out the article on page 4 for more info.

If you arrive Thursday night, you will be able to register for the convention and enjoy the hospitality room at the Country Squire Inn.

Friday and Saturday breakfasts will take place at the Country Squire Inn. A coupon will be included in your convention package once you register.

All the sessions including the Consumer Protection Program will be held at the Moosomin Community Centre, located at 902 Birtle St. We will also have a registration desk set up at the Centre Friday at 8 am for those coming in Friday morning.

On Friday night the Moosomin and Fairmede Ag Societies have a great evening planned at the Community Centre. Enjoy a few cocktails, a great meal, and then a great social evening.

On Saturday, we will get into our

usual convention programming. We will have breakfast at the Country Squire Inn, then head over to the Community Centre for the day. See the complete Agenda for the convention, included in this newsletter on p. 5. We have some excellent sessions planned, and will be highlighting some of the great things that happened with our Ag Societies over the past year.

I would encourage everyone to bring a Silent Auction item, along with your check book, to buy the great items that will no doubt be available. All proceeds will go the Clark Lewis Scholarship.

At our Awards Luncheon, a representative from SaskPower will present the Clean Team check for this year and announce the expansion of the Clean Team Program. We will be adding five new Ag Societies to the program: four have been chosen, but we still have room for one more. If your Ag Society is interested in becoming part of this great program, applications will be available at the convention. Get your registrations in as soon as possible, and if anyone is interested in running for the SAASE board, give Glen a call.

Remember, if you send at least two representatives to the convention, SAASE will reimburse your Ag Society \$150. Book your hotel rooms early. We have added another hotel because of the demand for rooms.

You can reserve rooms at the Country Squire Inn, 306-435-4228, TwiLite Motel, 306-435-3885, or the Prairie Pride Motel, 1-800-488-8689. If you don't have your registration in or your room booked, please do it soon.



President's Message: Vern Featherstone

I certainly hope that everyone had an excellent Christmas and very good New Year. We have been very busy at SAASE working on a number of different projects.

We continue to run Regional Meetings around the province with Sask Ag & Food, and they have gone very well. Over the past couple of months, we visited Meadow Lake, Shaunavon, Nipawin and Canora. Before the convention in March, Regional Meetings will take place in Bengough, and Montmartre, our newest Ag Society.

SAASE ran a pilot community planning and development workshop in Perdue in January. The workshop involved various members of the Perdue community including the local REDA, representatives from town council, local business, youth, and the Ag Society. David White, who will be running a session at our convention, acted as the facilitator. The process worked very well. A committee was struck, and an action plan put in place. The workshop helped the local community identify its core values, as well as opportunities for community development. A representative from that committee will be speaking with David White.

There will be some changes on the board this year. Grant Wood, our U of S appointed Director has taken on a new position, so he will no longer be sitting on our board. Thanks to Grant for all his work. Rob O'Connor will be taking over Barry Gaber's IPSCO Place position. I still have one year left in my position on the board, but will be resigning my spot on the board, retaining a seat as Past President. With those changes, there will be four positions open on the board of directors. I would encourage anyone who wants to get involved in SAASE to have their Ag Society nominate them and let their name stand. Contact Glen at the office for more information.

The convention looks like it will be very informative. On Friday, March 16th, SAASE in partnership with CAFE, will be presenting the Consumer Protection Workshop. Any of our Ag Societies that work with livestock should be at this workshop. Remember that those Ag Societies that register two or more delegates to the convention will be reimbursed \$150 when the convention is completed. For the safety of our customers, as well as to protect our industry and ourselves it is very important that you attend.

Glen attended the Manitoba Ag Societies convention in Brandon in January and made some great contacts. Vice President Donna Sagin attended the Alberta Association convention in Calgary in February.

The SASP checks have been sent out, and I would like to congratulate all the Ag Societies on the programming this year. The SaskPower Clean Team also wrapped up, and our 15 Ag Societies will be joined by four more. There is still one spot available, as SaskPower has agreed to expand the program to include 20 Societies. There will be information at the convention, as well as a presentation during the awards banquet on the Clean Team. If your Ag Society is interested in getting involved, we will be taking applications for the one remaining spot at the convention.

Applications have been included in the Newsletter package for the Clark Lewis Scholarship for this year. I would encourage all Ag Societies to put forward a name for this scholarship.

Well that is about it from me. This will be my last newsletter as president. I would like to thank everyone for all the support that SAASE and myself have received. Once again I would encourage everyone to get out to the convention in Moosomin on March 16th and 17th. See you there!!!

The Newsletter of Saskatchewan **Association of Agricultural** Societies and Exhibitions Inc.

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Newsletter design and layout: Simone Hoedel

SAASE OFFICE

The SAASE Office is located in the Canada Centre complex on the Ipsco Place (Regina Exhibition Park) grounds, next door to the Saskatchewan Livestock Association office on the 2nd floor. Visitors are always welcome-give Glen a call at 565-2121 and drop in.

Vern

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Cattle Producer Touts Marketing Tactics

By Jennifer Obleman

from February 6th Northern Pride newspaper

A group of 32 Meadow Lake area producers had cash cows on their brain during an agricultural seminar Wednesday. Les Johnston, a livestock producer in Southwest Saskatchewan, talked about some ways to make more money marketing cattle.

"We have more power than we actually think we have...It's time to do something to take that back," he said. "We have to find some ways to put money back in our pockets."

Johnston said keeping cows longer, so they put on more weight, will fetch more money at the auction. A local feedlot or packing plant would lower trucking costs and bypass stockyards.

He also advised producers to know their cost of production and to know their product—know the rate of gain, conversion, yield, and other details that will equip them for negotiations with packing plants.

Age verification also helps, as does carcass genetics. From an ultrasound you can determine weight, marbling, backfat, ribeye, the adjusted ribeye area according to weight, and the percentage of lean meat yield. This data can help producers build a profitable herd.

"Producers need to educate themselves. You can't market something if you don't know anything about it," said Johnston.

Johnston also noted the importance of positioning and partnerships. If producers in an area run their own farms their own way, but use similar genetics (i.e. Simmental and Angus) and align their practices (i.e., breed, brand, and wean at the same time of year), they can book feedlot pens and trucks together. They can market together as well, if there's a block of 50,000 to 60,000 lbs. that are similar.

Wednesday's meeting was the latest in a series of

workshops around the province organised by the Saskatchewan Association of Agricultural Societies and Exhibitions (SAASE).

Also speaking at the seminar was Brenda Stefenson, a business-planning specialist with Sask. Agriculture and Food. She spoke about the government renewal programs available to producers, such as the Canadian Agricultural Skills Service program, and the Canadian Farm Business Advisory program.

"Right now with farming the way it is, it's important farmers have access to something that can help them out", she said.

Glen Duck, SAASE Executive Director, talked about his organisation's programs, services and opportunities for community partnerships. "We've been around for a long time, but when you get outside the Ag Societies and Exhibitions, not a lot of people know who we are," he said, noting SAASE started in 1986 and now has 62 Ag Societies in the province.

Murray Klassen, a mixed farmer Southwest of Meadow Lake, came to the meeting to hear what's going on in the cattle industry. "Basically I wanted to hear where they feel the market is going, and where they feel the opportunities might be," said Klassen. "Marketing most of the time is a guess. Hopefully you are right more than you are wrong."

Linda Nadon, a rancher Southeast of town, found the meeting informative, but she was frustrated by the disruption caused by the parking meters along Centre Street. Throughout the meeting, which began at 10:30 am and continued to early afternoon, producers periodically had to go outside to put more change in the meters.

"It reflects poorly on our community. These people come to our community from far away to share their knowledge with us, and we keep leaping up to put quarters in the meters. Did this happen in other communities? No, but it happened in Meadow Lake," she said. "This is stupid. Didn't that experiment at Christmas tell them anything?"

Saskatchewan Fairs Industry Loses a Friend: Bob Baker

Bob Baker from Moose Jaw passed away suddenly on February 6, 2007.

Bob was very active not only in his community, but also in the fair industry. He was a member and director of the Moose Jaw Exhibition, also serving as president on two separate occasions. He also served as chair of many different committees for the Moose Jaw Exhibition over the years.

He was active in his community as he assisted with Canada day, Festival of Words, Prairie Arts Festival, and Moose Jaw's Centennial Celebrations. Bob was also a committee member of the Murals of Moose Jaw, Saskatchewan Air Show, and Parks and Recreation Advisory boards.

Bob was a director of Western Canada Fairs, and a past director of SAASE. His contribution to the Fair industry was great, and he will be missed.



CAFE Consumer Protection Workshop a Feature of SAASE Convention

askatchewan Agricultural Societies and Fairs will have a tremendous educational opportunity at this year's SAASE Convention in Moosomin.

The Canadian Association of Fairs and Exhibitions (C.A.F.E.), in partnership with SAASE, will be offering the Consumer Protection Program for Farm Animal Contact at Fairs, Exhibitions, and Shows Workshop to SAASE members.

The workshop, taking place Friday, March 16th at the Moosomin Community Centre, will be the only one presented in Saskatchewan this year. So it's very important for any organization with a livestock-associated event to attend.

Contamination from E. Coli and other pathogens has

become a significant risk to those organizations that bring humans and farm animals into contact. Recent lawsuits against fairs and fair operators have signalled an increasing and disturbing new trend in liability. The Consumer Protection Program for Farm Animal Contact at Fairs is designed to provide useful, interactive information and tools to enhance consumer protection at events that feature or promote human contact with farm animals.

C.A.F.E., in partnership with the International Association of Fairs and Expositions (I.A.F.E.), Technical Solutions International (T.S.I.), and SAASE will be delivering this program at the SAASE Convention.

The workshop will offer Ag Societies an in-depth look at E. Coli and other dangerous pathogens, and teach organizers how to develop, write, and implement consumer protection plans for events featuring livestock.

Participants will take part in interactive discussions and learn how to develop site-specific tools to evaluate your facilities and to develop action plans to minimize the risks associated with pathogens. Make sure to bring maps of your buildings and grounds. Ag Societies and Exhibitions will leave with a "starter kit" for creating or enhancing consumer protection programs at their own facility.

More information will be provided in the Convention packages. However, any Ag Society or Exhibition involved with livestock would be wise to be sure they attend this year's Convention in Moosomin.





Convention Agenda SaskTel



Thursday, March 15		6 - 7	Cocktails - Moosomin Community Centre
		7 – 8	Host Banquet - Moosomin Community Centre
7 – 11 pm	Registration - Country Squire Inn	8:30	Social Evening hosted by the Moosomin and
	Hospitality Room - Country Squire Inn		Fairmede Ag Societies
	Receive Silent Auction Items - Country Squire Inn		

Saturday, March 17

Friday, March 16

,,		7 – 8 am	Breakfast - Country Squire Inn
7 – 8 am	Breakfast - Country Squire Inn	8:30	Business Session: Moosomin Community Centre
8	Registration/Receive Silent Auction Items	8:45	Session: Venture Projects Reports
	Moosomin Community Centre	9:30	Session: "Community Co-operation and
8:30	Consumer Protection Program for Farm Animal		Partnerships that Work for Your Event"
	Contact at Fairs and Exhibitions - Moosomin		Moe Neault (SAASE), Lisa Haynes (President,
	Community Centre		Biggar Ag Society)
8:30 - 9	Welcome and Introductions	10:30	Refreshment Break (Silent Auction Continues)
9 - 10	Understanding Pathogens and Managing Your	10:45	Session: "Tips for Producing Experiences of
	Facility		Distinction at Our Events"
10 - 10:15	Refreshment Break		Claude-Jean Harel (Great Excursions)
10:15 - 12	Improving Operational Procedures	12 noon	Luncheon
12 - 1 pm	Lunch - Moosomin Community Centre	1:30	Session: "Community Development: Synergies-
1 - 3	Contact Zones, Corrective Actions, Record Keeping		Paradigms = Opportunities" David White
	and Process Verification	3:15	Refreshment Break (Silent Auction Continues)
3 - 3:15	Refreshment Break	3:30	SAASE Annual General Meeting
3:15 - 4	Designing and Operating a Planned Contact Area	3:30	Silent Auction Wind-up
4 – 5	Developing Critical Documents	4:30	Adjournment - Safe Trip Home
5 - 5:30	Wrap-up		

Changes to Canadian Western Agribition's 4-H Judging Program

Canadian Western Agribition has announced changes to Agribition's 4-H Judging Program. The key changes to the program include the following:

- » New Name: Canadian National 4-H & Youth Judging Competition.
- » Eligible Competitors: All 4-H clubs in Canada, and Canadian Colleges by invitation.
- » **Age of Competitors:** The eligible age of the competitors will remain 17-21 years of age as of January 1st of the year of the competition.
- » New Format: It is now a professional "Competition". There will be no seminars offered during this competition. Do your research at home and come prepared and well informed.
- » Shorter Length: The competition starts at 4:00 pm Sunday, November 18 and concludes after the Awards Luncheon on Tuesday, November 20. (Estimate time is 3:00 pm.) All competitors are required to attend all planned events in the program for their duration.

» Increased Number of

Competitors: Each province can send a maximum of 8 competitors and each College will be invited to send a maximum of 4 competitors. We would ask that all Provinces select 4 alternates. These alternatives may have the opportunity to compete if the Colleges or Provinces do not send the maximum competitors allotted to

- » Chaperones: The program will only accommodate one chaperone from each group of competitors.
- » Change in Classes Judged: There will be 10 livestock classes and 4 oral reasons classes.
- » Changes in Reasons: There will be no written reasons. You will have to give oral reasons on 4 predetermined classes.
- » Awards: There will be significant improvement to prizes awarded. The Grand Aggregate winner will receive an expense paid trip to the Expointer Show, August 23-30, 2008 in Esteieo, Brazil. 2nd place winner will receive a \$1,250 scholarship from John Deere

Limited, 3rd place winner will receive a \$750 scholarship from John Deere Limited, 4th and 5th will receive cash.

- » **Dress Code**: There will be a dress code in effect. Males are required to wear a shirt and tie, along with appropriate pants. Females are required to wear a shirt with collar and long sleeves, along with appropriate slacks.
- » Fees Adjusted: The registration fees will increase to \$159 for each competitor and \$79.50 for each chaperone. (includes GST) All expenses will still be paid for by the competition from 4:00 Sunday, November 18, 2007 through to the end of the Awards Luncheon on Tuesday, November 20.
- » Participation: Any competitor may compete in this competition more than once, as long as they have not won as Grand Aggregate in any previous year.
- » Deadline for Forms: Registration forms must be to the 4-H office or College by August 31, 2007. The offices must have the forms to Canadian Western Agribition by September 15, 2007.

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Get ready for Spring at Gardenscape 2007

It's time to shake off the winter doldrums and surround yourself with the art of nature at Gardenscape – Saskatchewan's original gardening, landscaping, and outdoor living show. The Prairieland Park Trade Centre in Saskatoon will be transformed into an oasis of green from March 23 - 25. Experience the first hint of Spring and experience all the exciting possibilities that your yard or balcony has to offer.

Gardenscape is for people who want to enjoy their homes from the inside out, through creative gardening and landscaping techniques, specialty furnishings, and sports and play areas. There will be feature gardens designed and built to enhance the expanded facilities at Prairieland Park – 150,000 square feet of display and exhibit space that will allow you to shop for ideas,

solutions, and all your gardening and outdoor living needs under one roof!

This year's feature speaker is Canada's own garden expert - Mark Cullen. Mark shares his knowledge and passion for gardening with more than one million viewers of Canada AM every week. Mark appears courtesy of Early's Farm & Garden Centre on Friday and Saturday, March 23 & 24. This year's guest speaker, presented by Fifth House Publishing, is Sara Williams. Check for presentation times for Mark, Sara, and many other industry experts on the website: www.saskatoonex.com.

While at Gardenscape, imagine the yard or garden of your dreams while relaxing in the Prairie Berry Café or Garden Bistro. Enjoy a meal, afternoon tea, or a delicious berry treat. The GardenScapes Art Show and Sale is in its ninth year, showcasing Saskatchewan artists whose works reflect a floral, garden, or landscape theme in two- and three-dimensional media. NEW this year is a Photography Show and Sale, organized by the Saskatoon Camera Club.

Every admission to Gardenscape garners an entry for the \$1,000 Backyard Bucks draws. Winners redeem their prizes in merchandise from any 2007 Gardenscape exhibitor. The Little Green Thumbs program introduces Grade 3 students to the fascinating growing world around us. And don't miss the Plant Auction on March 25 after the show closes – a great opportunity to get a head start on your purchases for the coming season. Get ready for Spring at Gardenscape 2007!





Foraging Into the Future Conference a Big Success

Foraging Into the Future was held at the Palliser Pavilion in Swift Current December 12–13, 2006. Hosted in partnership between SAASE, Swift Current Ag & Exhibition, Ducks Unlimited, Southwest Watershed Authority, Sask. Ag & Food, Ag Canada, and Southwest Forage Association, the conference on "Understanding Selective Grazing Behaviours" was well attended by participants from across Southwest and Central Saskatchewan.

Featured speakers included Dr. Jeff Mosley, and Dr. Derek Bailey, both experts in the field of foraging. Other speakers included a producer panel of Brian Weedon, Harold Gates, Wes Tuplin, Mario Dordu, and Len Larson as well as Dale Montgomery, Dr. Ken Walburger, and key note speaker Dr. Christoph Weder.

The two day conference was packed full of information for farmers and ranchers. From topics on "Improving profitability



and sustainability of grazing" to "Changing Where cattle graze without fences" there was something everyone could use! Also included for the partipants

was a small trade show with representatives from Kelln Solar, Solar West, Kane Vet Supplies, Brett Young Seeds, Swift Current Creek Watersheds, Feed Rite, Ponderosa Ag Sales, Provincial Council of ADD Boards, SWA, SAF, and Ducks Unlimited.

The conference was deemed a success by everyone in attendance. The committee is working towards holding this again next year! A big thank you to SAASE for their support in this project!





















News Coming Events

March 2007

2	Farmers Evening Out
9-11	Nipawin Veselii Ukrainian Dance Festival
11-13	Pride of the Prairies Bull Sale
11	SBRA Jackpot
16-17	SAASE Convention & AGM
16	Soup & Sandwich
17-19	Spring Steer and Heifer Show
17-18	Willow Chair Workshop
17-18	Focus on Women Trade Show
18-19	Regina Bull Sale
20	Crop Farm Update
21	Prince Albert Farm Fair
23-25	Focus on Lifestyles Home & Leisure Show
23-25	Gardenscape
23-25	Hometown Rodeo
23-24	Showcase 2007 Trade Show
23-25	Bull Show and Sale
25	SBRA Jackpot Series
29-31	Agri-Mex Farm, Home & Trade Show
29-30	Spring Home & Garden Show
29-31	Community Players Dinner Theatre
31	Spring Fling

North Battleford Nipawin Lloydminster Melville Moosomin Broadview IPSCO PI, Regina Vanscoy Prince Albert IPSCO PI, Regina Weyburn Prince Albert Swift Current Saskatoon Moose Jaw Lloydminster Maple Creek

Melville

N. Battleford

Abernethy

Nokomis

IPSCO PI, Regina

April 2007

1	Community Players Dinner Theatre	Abernethy
1	Spring Home & Garden Show	IPSCO PI, Regina
5	Easter Tea and Bake Sale	Grenfell
6-9	Easter Light Horse Riding Clinic	Lloydminster
14	Rare and Exotic Animal Sale	Lloydminster
21-22	Focus on Trade	Moose Jaw
21-22	4 H Judging and Grooming	Lloydminster
22	SBRA Jackpot Series	Melville
25-26	Western Canadian Livestock Expo	Saskatoon
26-28	Ag-Ed Showcase	Prince Albert
26-28	Regina Taste of Spring	IPSCO PI, Regina
27-29	Spring Classic Equine Show	Moose Jaw
29	SBRA Jackpot Series	Melville

May 2007

5	Melfort Flea Market	Melfort
5-6	Provincial Archery Competitions	Melville
6	SBRA Jackpot Series	Melville
10	Vanscoy Perennial Exchange	Vanscoy
10-12	The Man Show	IPSCO Pl. Regina
11-13	High School Rodeo	Maple Creek
12	SE Calf Cruz	Weyburn
17-18	Children's Festival	Prince Albert
18-19	High School Rodeo	Weyburn
21	SBRA Jackpot Series	Melville
25-27	Cowtown Pro Rodeo	Maple Creek
26-27	Quarter Horse Show	Battlefords
28	4 H Regional Show	St. Walburg



Saskatchewan Association of Agricultural Societies and Exhibitions

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