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Taste of the Southwest



Boh & Di Ciona, of Boh's Bread & Di's Buns, using a traditional Ukrainian oven to bake their yummy creations for the Taste of the Southwest in Swift Current Saskatchewan in August.

Taste of the Southwest, part of the Fun Fest Weekend held August 12 in Swift Current, was an outstanding success.

With an attendance of more than 1000 at the inaugural event, Taste of the Southwest achieved its goals of promoting local Saskatchewan products and providing a fun event for people of the region.

"This event definitely exceeded our expectations for the first year," said Swift Current Exhibition GM Donna Sagin. "People were impressed by the variety of foods as well as the entertainment and organized nature of the show."

Based on the same principles as Taste of Saskatchewan, Taste of the Southwest focused on restaurants, producers and caterers from southwest towns and cities including Cabri, Vanguard, Eastend, Wymark and Swift Current.

Thirteen businesses participated with food samples like buffalo burgers, lamb, perogies, Baboti (a South African dish), frozen yogurt and home made

bread and buns. Tokens were sold for a \$1.00 each and food samples ranged from \$1.00 - \$3.00 each.

Visitors to Taste of the Southwest could also take in bands and singers like The Sell-outs, Ellen Kolenick and Dodie Greenwald, and linger in the beer gardens. Kids could also enjoy painting and a fish pond.

The popularity of this event bodes well for future festivals. "We had good suggestions for next year and we are already planning to make the Taste of the Southwest bigger and better!" said Donna Sagin.

This event would not have been possible without the support of major sponsors SAASE, the Prairie Post and Southwest TV News as well as the supporting community organizations. Committee members included representatives from Sask. Ag & Food, Community Futures, Southwest & Cypress Hills REDAs, the Swift Current Ag & Ex. and Regional Economic and Community Development.

Taste of the Southwest at the Swift Current Exhibition is an example of some excellent Venture Projects taken on this year by our Ag Societies. This event demonstrates how a group of partners can work together to stage an event.

There are countless ideas out there for community events and development. SAASE's Venture Project fund is there to help support those ideas.

If you have an idea for an event you would like to organize, give the SAASE office a call.

President's Message: Vern Featherstone

I hope that everyone has had a great summer since we last met. In talking to a number of Ag Societies out there I know that the fair season has certainly had mixed results.

Many Ag Societies had excellent fairs, with increased attendance, but there have certainly been a number that have had tremendous challenges, especially with the Anthrax outbreak. Each situation at the affected fairs has been different, but the board of directors of each of those fairs certainly acted very responsibly in whatever decisions were made.

The Clark Lewis Scholarship has been awarded for this year, and I know that the selection committee had a very difficult job. Thirteen Ag Societies nominated young people for the scholarship, but unfortunately there could only be one winner.

Andrea Hemsley from Sylvania, who was nominated by the Golburn Ag Society, was the first recipient of the Scholarship. Based on the quality of the young people who were nominated I think that there is a bright future for Saskatchewan with these great young leaders of the future.

The SAASE/SIAS agricultural seminars will once again be offered this fall. Inside the newsletter is a summary of which ones will be offered, as well as the content of each one. I would certainly encourage all Ag Societies to take a look at this very worthwhile program. This is an outstanding way for Ag Societies to bring a great event to their community, as well as make some money for their Ag Society. Contact Glen at the office if you have any questions.

There have been three outstanding Venture Projects that the SAASE board of directors has supported this year. Each one is outlined in the newsletter. The Agriculture week in Meadow Lake, the Taste of the Southwest in Swift Current, as well as the Community fair weekend held in Biggar. Each one of these events has been a very large undertaking by each of the Ag Societies, but they all have in common great partnerships, and tremendous community support. We will be showcasing these events at the annual convention in Moosomin, and I would encourage all the Ag Societies to take a look at these examples, and see if any one of these projects twig an idea that might be used in your community.

This fall, SAASE, in conjunction with Sask. Ag and Food, will once again be holding regional information meetings around Saskatchewan. The meetings will take place in ten different communities, and I would encourage those societies hosting the meetings to try and get as many people out as possible.

Well that is about it from my end. I know with the weather that we have had the harvest has been very early in some areas. I hope that everyone has a great fall, and I look forward to speaking with you again in December.

Vern

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

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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.

Meadow Lake Ag Week a Big Success

The Meadow Lake Ag Week was a Venture Project supported by SAASE. Carmine Ogilvie, a member of the Meadow Lake Ag Society, and one of the key organisers of the event, submitted this article for the newsletter outlining the how the Meadow Lake Ag Society organized and created partnerships to put on this great event.

All in all, the Meadow Lake Ag Week, which took place June 5 to 11, was a major success. The 4H Show & Sale was one of the best ever. The Heavy Horse Pulls were very successful. Events were well attended for the most part unless weather played a factor.

Businesses and sponsors were very happy. The only down side was that a few minor events were not held due either to weather or lack of volunteers.

Organising an event of this magnitude took a great deal of co-ordination between the various groups and partners.

Ag Society and Stampede Association directors attended Chamber of Commerce meetings in order to further inform businesses of our mission. We also utilized local papers to gather volunteers and inform the public of our new venture.

The Ag Society and Stampede Association worked together as partners, with the Stampede Association handling all sponsorship and facility scheduling, worker scheduling, and necessary ground work. This event would have never happened without the Association's expertise in these areas.

Sponsorship was a major concern. The Ag Society didn't want to adversely affect the 4H program or the Rodeo but needed to gather sponsorship dollars in order to bring all these events in under the same venue.

It was decided to approach sponsors with a joint venture theme between the Ag Society and the Stampede Association, with the Stampede Association handling the actual canvassing. A sponsorship platform was established, following the Platinum, Gold etc. level of sponsorship, with a significant increase of dollars asked for as now the event would be a week long and sponsors would be getting a lot more bang for their buck.

Existing rodeo and 4H sponsors were asked to at least maintain their previous level of sponsorship to the group and take an increase in order to put on "Ag Week". If existing sponsors were not able to do this, all money went to their previous event. Because without the 4H or Rodeo, "Ag Week" was not going to happen either.

Although the Ag Society gathered sponsors successfully, without grants the event would have lost money. Steps will be taken next time to ensure some costs are cut as two of the grants are a one-time contribution.

We tried to organize events that (1) had a youth or 4H content, and (2) were of local interest and would encourage local entries, or at least had local content or former residents.

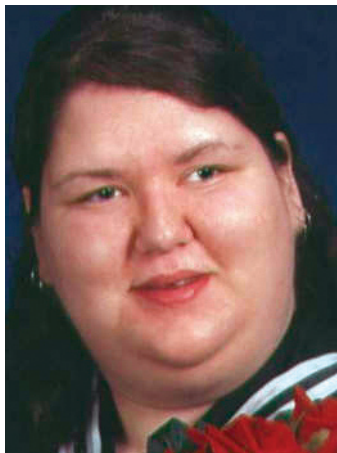
We had an idea to bring the main western and/or agricultural events together into the same week: the District 4H Show and Sale, local 4H Achievement Days, and the Indoor Rodeo and Bull Riding. Previously they were a week apart. The thought was that both events would benefit from the partnering. Then we thought if we had to pay the rent on the facilities anyway we may as well try having other events happening in the evenings. In order for this to happen, the Ag Society, Rodeo Committee, and 4H District that hosted these events had to partner.

The Ag Society and Stampede Association set a tentative schedule of events that included a Ranch Horse Show, Heavy Horse Pulls, a Quad Pull with a safety theme in the background, SBRA Barrel Racing Jackpot, Local Team Roping Jackpot, a Family Gymkhana, Parade, Regional 4H Light Horse Show, Dog Agility Show, and the "It's a Pizza!" display, as well as the local 4H Clubs' Achievement Days and the District 4H Show & Sale.

These events would not have happened without the volunteers, as the Ag Society and Stampede Association just didn't have the manpower to organize that many events. Getting enough volunteers to organize and staff events was a major concern. So we decided to offer local 4H Clubs and other groups the chance to organize events that were in theme under the direction of the Ag Society and Rodeo Committee. There were various levels of commitment. Some events were completely organized by the volunteer group or person, all the way to finding sponsorship dollars (coordinated with the sponsorship director). Others just organized the event and sponsorship was gathered by the Stampede Association.

The main event that the Ag Society took responsibility for organizing and hosting was the Heavy Horse Pulls. By giving groups a local show and providing the facility to put on events, we found people willing to donate their time and expertise to events that were of interest and/or benefited their particular group.

Clark Lewis Scholarship Award Recipient Inspires Others



Andrea Hemsley volunteers at the Golburne Ag Fair and will study Education at the U. of R. this fall

She has been an inspiration to her classmates and her community.

The SAASE selection committee had a very difficult time trying to decide who among several stellar nominees would receive the \$1500 Clark Lewis Scholarship Award.

But in the end, Andrea Hemsley from Sylvania represented the kind of character the committee was

looking for in a future leader.

Andrea plans to go to the University of Regina to become an elementary school teacher. In addition to making the honour roll at school, Andrea has been very active outside of school with softball, skating, a local theatre group, the Grad SRC, and community groups like SADD (Students Against Drunk Driving), CHUMS (Caring Helping You and Me Sharing), YES (Youth Empowerment Strategies), the CNIB, and the Golburne Ag Society, who nominated her.

But the fact Andrea managed to achieve so much in her high school years in spite of recently losing her eyesight was truly inspiring.

“Her determination in the face of adversity is outstanding,” said one of her acquaintances.

Despite missing school when an illness left her mostly blind a couple of years ago, Andrea was determined to complete her class work with the high marks she had achieved before. She also continued her involvement in many groups including volunteering at the Golburne Ag Society.

“I guess I’m more determined than before,” said Andrea. “Now I put my mind to it and it gets done a lot faster, and I’m more organized.” Andrea said she got through this difficult time with the support of her family and friends.

Her disability seems to have made her stronger and more determined to help others with challenges.

“We were impressed with what she wants to do as far as using her challenges to help other people with the same kind of problem,” said SAASE’s Executive Director Glen Duck.

Andrea will be attending the U of R this fall in the K-5 elementary school program. She hopes to teach in a rural school when she graduates.

We wish Andrea the best of luck and know she will do well in her future endeavors.

The Clark Lewis Scholarship Award was created earlier this year in honour of an agricultural leader whose leadership and contributions to SAASE and its predecessor SASA deserved a legacy scholarship in his name. Clark Lewis passed away in March 2005.

\$1.1 Million AAFC Funding to C.A.F.E. will help Address E. Coli/Pathogens issues

The Canadian Association of Fairs and Exhibitions (C.A.F.E.) recently received a letter of confirmation from the Minister of Agriculture Chuck Strahl stating that C.A.F.E. has been awarded funding from Agriculture and Agri-Food Canada (AAFC) for the delivery of an exciting new program entitled: *Consumer Protection Programs for Farm Animal Contact at Fairs, Exhibitions and Shows*. C.A.F.E. was awarded \$1.1 million under AAFC's Advancing Canadian Agriculture and Agri-Food program, which focuses on enabling new ideas and approaches that will address emerging issues.

Contamination from E. coli and other enteric pathogens has become a potential significant risk to fairs and exhibitions in Canada who support bringing humans and farm animals into close proximity, such as provincial and municipal fairs, animal exhibitions, petting zoos, agri-tourism and agriculture in the classroom programs. By nature, fairs, exhibitions and petting zoos present an opportunity for human and farm animal interaction, either planned or incidental that may result in potential contamination, litigation, financial loss and liability if the producers of these events and programs fail to reduce risk and protect their visitors in a "reasonable" manner. Recent improvements in the ability to detect E. coli contamination and the increase in E. coli litigation associated with fairs means that the exhibition sector in Canada must become informed and active to safeguard the future of our fairs.

"The issue of E. coli and other pathogen outbreaks is of concern to the fair and exhibition industry sector in Canada. Protecting the fair-going public is a responsibility that C.A.F.E. and our members take very seriously. In cooperation with our partners and now with the support of the Federal government and Agriculture and Agri-Food Canada, C.A.F.E. can proceed with plans to deliver an exceptional program that addresses reducing the risks associated with E. coli", states Rey Wosar, C.A.F.E.'s President and Assistant General Manager at Northlands Park in Edmonton.

Project Description

The Consumer Protection Programs for Farm Animal Contact at Fairs, Exhibitions and Shows is designed to provide useful and interactive information and tools to enhance consumer protection programs at events that feature or promote human contact with farm animals. C.A.F.E. is working in harmony with the International Association of Fairs and Exhibitions (IAFE), to enhance

consumer protection programs at events featuring farm animals in both Canada and the United States.

The primary focus of the C.A.F.E. program is to deliver training workshops, which are designed to provide Canada industry-wide training and education activities to individual fair, exhibition and show operators. In addition, the program will feature a continuing education phase, designed to provide resource materials as well as follow-up training for program participants.

Training programs will be offered in communities across Canada. These workshops will offer an in-depth look at E. coli and other dangerous pathogens. The program will provide basic information and education pertaining to consumer protection at events that bring humans and farm animals into close proximity. Participants will also participate in interactive workshops to discuss and develop site-specific tools to evaluate facilities and develop action plans to minimize the risk associated with pathogens at fairs and exhibitions. Participants will leave the workshops with a "starter kit" for creating consumer protection programs at their own facility.

Sessions will include information on:

- » Understanding pathogens & analyzing your facility
- » Improving operational procedures
- » Sanitation programs & record keeping
- » Identifying contact zones, determining corrective actions & developing record keeping & process verification programs
- » Designing & operating a planned contact area
- » Developing critical documents

The C.A.F.E. program "is a bold pro-active step to insuring that potential for E. coli contamination is minimized and that animals can continue to be an integral part of Canadian fairs", says Gary McRae, General Manager/CEO, Western Fair Association and 2006 Chairperson for IAFE.

C.A.F.E. encourages all organizations to participate and attend one of these important and informative consumer protection workshop programs in your province or territory. For more information on the program, visit www.canadian-fairs.ca or contact C.A.F.E.'s Pathogen Prevention Program Manager, Kimberly Haddow at 1-800-663-1714 ext. 223 or kimberly.haddow@canadian-fairs.ca.

-Canadian Fair News

SAASE Ag Seminar Series Taking Bookings for Fall

SAASE is taking bookings for Ag Seminars again beginning in November. Any Ag Societies interested in booking one of these seven seminars should give the SAASE office a call and let Glen know what dates, as well as which seminar you would be interested in.

To date there have been three seminars held. The *introductory and advanced grain marketing seminars* were held in Perdue and the *economical feeding of beef cattle* was held in Melfort.

Once again the Ag Society pays to SAASE \$300, which gets them the instructor, audio visual equipment, and course supplies. The Ag Society is responsible for supplying a place to hold the seminar, lunch and coffee, as well as getting the participants there. The fee that is charged for the participants is up to the Ag Society. This is a great opportunity for an Ag Society to not only put on a great event for the community, but also make some money. The following is a listing of the seven seminars that are currently available:

- » **Hit the ground runnin': Maximizing your calf crop percentage**
- » **Handle with care: Moving cattle with less stress for**

them and you

- » **Know what they're worth: Keys to effective marketing of beef cattle**
- » **Economical feeding of beef cattle**
- » **Keep them healthy: Managing an effective beef cattle herd health program**
- » **Grain marketing basics: Making the most "dough" from what you have to offer**
- » **Advancing your grain marketing strategies**

SAASE is currently in the process of working with SIAST on the addition of new programs that will be added to the existing seven. These programs will hopefully be added over the next couple of months so that they can be included this fall. The SAASE office will be sending out to all Ag Societies information on the new seminars as they are added.

If your Ag Society is interested in putting on one of the new seminars, or if you have any questions, give Glen a call at the office at 306-565-2121.

SaskPower to Expand Clean Team for 2007

Over the past four years SAASE and 15 Agricultural Societies around Saskatchewan have participated in partnership with SaskPower on the Clean Team project.

The project has met with such success that SaskPower has agreed to expand the program into five more Ag Societies, which will bring the total to twenty.

An application was sent in July to all Ag Societies Presidents and Secretaries whose Ag Societies were not involved in the current program. Any Ag Society currently not involved in the program is invited to fill out and return the completed application

to the SAASE office by the end of September.

The expanded program has been limited to five more societies, so if more than five apply the final decision as to which new societies are added will be made by the SAASE board in consultation with SaskPower.

A media conference will be held at SAASE's annual convention in Moosomin on March 17th to make the announcement of the new participating societies, and a representative from SaskPower will be making a check presentation.

If there are any questions regarding the application or the program please give Glen a call at the SAASE office at 565-2121.



▼▼▼ Bits & Bites ▼▼▼

» For those of you calling into the office you will notice a new voice. Simone Hoedel has joined the SAASE team, and will be helping out with redeveloping the newsletter, as well as assisting in giving the website a new look. Simone brings with her a strong background in journalism and design.

» In the past SAASE has awarded Ag Societies with certificates marking significant anniversary dates. Because of the confusion that this has created in the past these anniversary awards will be done differently this year. In the awards package that will be going out to the Ag Societies there will be an additional category. Those Ag Societies celebrating an anniversary and wishing to be recognised at the convention will be required to fill out a new form,

which will indicate the anniversary that they will be celebrating. A certificate will then be awarded at the convention.

» The Canadian Association of Fairs and Exhibitions (CAFE) will be having its annual convention in Edmonton this year from November 15-18. For more information go to their website: www.canadian-fairs.ca.

» Congratulations to Andrea Hemsley, the first recipient of the Clark Lewis/SAASE scholarship. Nomination forms for next year will be included with the fall Director's Report mailing.

» The "It's A Pizza" display made an extensive tour this summer through Saskatchewan. It is a little beat up, and will be updated for next year. Those interested in booking the display should contact the SAASE office.

Regional Meetings Taking Place This Fall

SAASE and Saskatchewan Agriculture and Food will once again be teaming up for a series of regional meetings this fall.

The meetings will take place in ten locations around the province in October and November. The meetings will generally follow the same format as last year. A Renewal Specialist from Sask Ag and Food will be doing a presentation on the provincial and federal programs that are available to agricultural producers. The talk will focus on educational and business development opportunities, and the funding available for these opportunities.

A representative from SAASE will be discussing the various programs available through SAASE, with an emphasis on the Venture Project program and money that is available to assist in programming and community development.

The third speaker will be different from location to location. The topics will vary, and will be anything from discussions on community development to succession planning. These speakers will once again be sponsored through the AIMS speaker program.

The locations for the meetings have been tentatively booked, and will be confirmed in the next few weeks. The meetings are open to agricultural producers, and anyone interested in community development. For more information contact the SAASE office: 565-2121.

Coming Events

September 2006

1	Doc's Town Heritage Village	Swift Current
1-2	Live Thoroughbred Horse Racing	Saskatoon
1	Prairie Lily Thoroughbred Horse Sale	Saskatoon
1-4	Pony Chariot & Chuckwagon Finals	Prince Albert
1-4	Sask Quarter Horse Assn. Show	Moose Jaw
2	Ranch Country Horse Sale	Maple Creek
2-3	Melville Fall Fair	Melville
3	Harvesting the Legacy: Threshing Day	Abernethy
8-9	Live Thoroughbred Horse Racing	Saskatoon
8-10	Arabian Fall Classic Horse Show	Moose Jaw
9	Sunflower Art & Craft Show	Yorkton
9-10	P.A. Kennel Club Agility Trials	Prince Albert
9-10	Antiques, Collectables & Furniture Sale	Swift Current
15-17	The Cowboy Poetry Gathering	Maple Creek
15-17	Metis Fall Festival	Prince Albert
16	Flea Market	Melfort
16	Country Critters Fall Fair	Zehner
16	Saskatoon Harvest Celebration	Saskatoon
22	Harvest Hoedown	Saskatoon
22-23	Moose Jaw Hometown Rodeo	Moose Jaw
22-24	Tapestroma	Prince Albert
23	Rare and Exotic Animals Sale	Lloydminster
23	CHRHBA Horse Sale	Maple Creek
29-30	Unity and District Trade Show/Fall Fair	Unity
29-1	Sask Paint Horse Show	Moose Jaw
30	Fall Fair & Trade & Craft Sale	Grenfell

October 2006

1	Ukrainian Orthodox Men's Fall Supper	Prince Albert
6-7	Lions Antique Craft Trade Show	Prince Albert
6	Broadview Fall Fair	Broadview
6-8	Chokecherry Festival	Lancer
6-8	Appaloosa Horse Show	Moose Jaw
7	Oktoberfest	North Battleford
7	Ranchman's Ridin' and Recitin'	Swift Current
7-8	Moose Jaw Thanksgiving Horse Show	Moose Jaw
12	Porcupine Plain Fall Fair	Porcupine Plain
13	Balcarres Fall Fair Days	Balcarres
13-15	Sask Riding Club Assn. Show	Moose Jaw
14	Fall Trade Fair	Eatonia

October cont'd

14	German Canadian Club Oktoberfest	Prince Albert
14-15	Handmade Treasures/Northern Lights Show	Melfort
21	Allan & District Craft Show & Trade Fair	Allan
20-22	Pet Expo	Saskatoon
20-22	Sask Reining Horse Assn. Show	Moose Jaw
28	Pumpkin Festival	Creelman
28	Pumpkinfest	Nokomis
28	Denzil Trade and Fall Fair	Denzil
28	Denzil Cattle Show & Team Penning	Denzil
28	Market Place	Perdue
28	German Heritage Society's Oktoberfest	Humboldt
29	Pumpkin Carving Contest	Radisson
29	Festival of Creative Crafts & Trades	Central Butte

November 2006

2-4	Stockade Roundup	Lloydminster
3	Snowmobile & ATV Trade Show	Regina Beach
4-5	Craftie Classics	Battlefords
4-5	Humboldt Fall Showcase	Humboldt
4	UFA Roundup Ranch Horse Competition Sale & 2 year old prospect show and sale	Lloydminster
4	Saltcoats Craft Sale & Trade Show	Saltcoats
4	Assiniboia Mistletoe Art and Craft Sale	Assiniboia
9-11	Yorkton Morris Harvest Showdown	Yorkton
10-11	Festiv-Ale: A Brewer's Expo	Regina
10-11	Saskatoon Hobby Show	Saskatoon
16-18	Saskatoon Fall Fair	Saskatoon
17-18	Fall Trade Show & Sale	Esterhazy
17-19	Wintergreen Fine Craft Market	Regina
20-25	Canadian Western Agribition	Regina
24-25	Evergreen Craft Show	Prince Albert

December 2006

1-3	Sundog Arts & Entertainment Faire	Saskatoon
3	Doc's Town Country Christmas	Swift Current
16	Christmas Bake Sale	Battlefords

If you have any events you would like to add to our list, please contact the SAASE office at 306-565-2121 or email gduck.saase@sasktel.net.



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