

## MFGA Green Gold Workshop

MARCH 27, 2017

### *What we heard...*

#### **Overview:**

With every product or program, comes a need for review, gathering of feedback and open discussion with clients to best serve program interests and, most importantly, to align with what our clients want to see. We believe Green Gold represents one of Manitoba Forage and Grassland Association (MFGA)'s longest-standing, most successful services to Manitoba forage producers and we want it to be the best program possible. On March 27, 2017, we invited a small group of core stakeholders to sit down with us and chat openly in a structured discussion around MFGA's Green Gold. Our timing will help adjust certain aspects of the 2017 program and will definitely be engaged for 2018. This is what we heard....

#### **Attendance:**

**Dairy Farmers of Manitoba Industry Services Committee:** Miriam Sweetnam – Winkler, MB; Lawrence Knockaert – Bruxelles, MB; Martin Leyenhorst – St. Claude, MB; Jan Bassa – La Broquerie, MB

**MB Ag:** Tim Clarke (Interlake)

**Green Gold Program Partners:** Yvan Bruneau (Central Testing Laboratories); Matt Johnson (M3 Aerial)

**MFGA:** Dave Koslowsky (chair); Duncan Morrison (Executive Director); John McGregor (Green Gold Lead)

**Regrets:** Brian Lemon (Mb Beef Producers); Glenn Friesen (MB Ag); Erik Dyck (Brett Young); Tyler Roberts (New Holland); Shawn Cabak (Mb Ag)

- Green Gold represents a great opportunity for MFGA to provide a valued service to producers and as such, is considered a program strength within the organization.
- There may be opportunity to look at other numbers than Relative Feed Value. Cows are the "boss" and there are other measurements to which may be considered for producers.
- Might be interesting to co-relate the imagery of the drones with the historical clipping values.
- Develop guideline to see how areas compare across the province and prairies.
- Is there program potential for oats, vetch, peas as the dairy farmers are growing now in Saskatoon?
- Keep going with the program. It's a good service.
- Use the program as a guideline, it serves the purpose. Good quality forage = the best milk.
- Second cut usually occurs 28-35 days after first cut. Interest was mixed in whether second or third cut needs Green Gold.



- Draw more individuals to program, more variation in results.
- Gives you a good idea of feed testing. Get more producers involved - moot if you don't understand results.
- Might be good to get producers a refresher of how to measure the results.
- Proper sampling is key.
- The on-the-ground lab testing and the drones offer neat correlation possibility to build into program.
- The links to efforts by other groups utilizing 4R and phosphate applications may fit well with first cut timing of the GG program.

### **Looking Forward: Producer Recruitment**

MFGA's Green Gold program has a lot of strengths. It also has some parameters as to what it actually provides for forage producers based on program capacity and resources. Communicating some of these program theme specifics and having producers better understand the Green Gold program may encourage greater uptake of the program from May to June. These program themes are not limited to but may include:

- GG is a good guideline for alfalfa/grass mixtures
- GG includes a detailed summary of all values measured as well as Relative Feed Value
- GG does not replace feed testing

### **Next Steps**

MFGA will utilize the feedback of this workshop to make our Green Gold program stronger going forward. We thank you very much for your time and commitment to helping MFGA improve our program delivery of one of our most important core programs.