

## Greetings from the CFGA Chair

Welcome to the **new** CFGA newsletter and be sure to check out our new [CFGA website!](#) I trust you find them exciting and that they will provide you with some meaningful insight into Canada's forage sector. Forages are a \$5 billion industry and are the largest single crop grown in Canada. They also provide a significant contribution to carbon sequestration.

The forage industry is prominent in all provinces across Canada and is represented on CFGA by a Provincial Forage Council, Forage Association or, as in Atlantic Canada, a Soil & Crop Improvement Association. The board is in the final stages of completing a revised set of by-laws and a strategic plan that will assist in positioning the organization for a productive future.

Each year, our AGM is hosted in a different region of the country and provides a great opportunity to gain more insight into the diversity of Canada. Ontario will host the 2017 conference and AGM at the Delta Guelph Hotel & Conference Centre on Nov. 14 to 16. The overall theme of this year's conference is "Next Generation Cropping Systems: Profit Above, Wealth Below" in recognition of the profit that can be achieved from high quality forage production and the wealth that is the carbon legacy from having forages on the landscape.

The CFGA conference and AGM has developed an excellent reputation for being a "Must Attend Event." Advanced registration is available at a reduced rate until Sept. 30, 2017, so don't miss the opportunity. For further information, please check the [conference web site](#).

Given the extent of our industry, the numerous industries that it services and the economic activity that it generates, we certainly have reason to celebrate the Canadian forage industry. Forages are getting more airtime and there is a growing awareness of the major role that forages and grasslands play, not only on our individual farm operations, but also in the broader country landscape and sustainability they provide for the future.

I urge you to register for the conference and help us celebrate "Next Generation Cropping Systems: Profit Above, Wealth Below" in 2017.

A handwritten signature in black ink, appearing to read "Ray Robertson". The signature is fluid and cursive, with the first name "Ray" being more prominent.

Ray Robertson, P.Ag.  
Chair, Canadian Forage & Grassland Association