



# Video conferencing - a new way to get the message out

On April 7 and April 13, 2010, the Saskatchewan Ministry of Agriculture's livestock specialists held a two-part video conference, which was attended by approximately 20 producers. The conferences were held in Community Futures video conference rooms in Outlook, Moose Jaw, Yorkton, Swift Current and Tisdale.

The April 10 video conference included a presentation by Jody Griffin of Western Direct Livestock Services. Jody's broadcast, originating in Moose Jaw, spoke to the services her company offers with respect to marketing cattle direct from farm to feedlot. Another presentation, by producer Leam Craig from the Biggar area, was broadcast from Outlook. Leam spoke about his personal success with marketing cattle direct from his farming operation.

A second video conference on direct marketing cattle was held on April 13, 2010. Speakers for the second conference included Jason Danard



The entire conference can be viewed at a later date for a producer's convenience.

from TEAM Auction Sales and Will Lowe from Northwest Consolidated Beef Producers. Jason was situated in Calgary, while Will was in Outlook.

There are many benefits to video conferencing. While conference attendees can participate in a number of locations, the speaker only needs to be in one place. In addition to saving money on speaker fees, more people can participate in the conference and the guest speaker does not have to travel to the event.

Producer comments were very positive. Several questions were directed at the speakers from each of the various video conference sites and the ensuing discussions following the presentations were as good as, or better than, what would be expected from a traditional style meeting. Producers were very comfortable in this type of setting, which was evident by the number of questions and comments made during the conference. The only drawback to this system is that seating is limited to 10 to 15 people in most locations.

The entire conference was recorded and is available for distribution to producers not in attendance.

Video conferencing is an innovative, affordable new tool that is now available for specialists as part of their extension efforts. The Ministry anticipates it will be widely used by specialists and producers.

#### FOR MORE INFORMATION

- To find out more about upcoming Saskatchewan Agriculture video conferences, call your nearest Regional Office; or
- Contact Saskatchewan Ministry of Agriculture Regional Livestock Specialists Travis Peardon at (306) 867-5504 or Tracy Evans at (306) 878-8847.

## CELEBRATING 100 YEARS AT THE SCOTT RESEARCH FARM

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On July 16<sup>th</sup>, 2010 Agriculture and Agri-Food Canada's Scott Research Farm will be celebrating 100 years of service to Canadian farmers. Located south of the Town of Scott, this research farm was established in 1910 as part of the *Experimental Farm Services Act*, with the main goal of helping settlers adapt to the soils and climate of the region. As time went by, the Farm adapted to work on new problems and opportunities which included soil quality, alternative crops and biotechnology. The focus on service to farmers was always a big part of what the research farm is all about and that philosophy continues today with creative and dedicated staff.

To celebrate the Farm's 100 years of success, the centennial will kick-off with a dedication and unveiling ceremony, followed by a demonstration of past and present seeding techniques. Field tours and exhibits will continue following the official program and include:

- The conservation tillage story
- Evolution of weed control
- Achievements in cultivar development
- Facilitating cropping diversity and environmental stewardship.

Costumed staff from the Motherwell Homestead Historic Site of Canada will give a horse-drawn seeding demonstration, while staff from the Scott Research Farm will demonstrate their modern plot seeder techniques.

A century of agricultural research at the Scott Research Farm influenced zero-till practices, the development of canola and even the breeding of

apples suitable for the prairies. The motto established for early experimental farms was "Service to the Canadian Farmer", and that tradition continues today by staff who continue to benefit Canadian agriculture through research excellence and enthusiasm.

Registration begins at 9 a.m. on July 16, 2010, there is no cost to attend and lunch will be provided. Immediately following this event, the Town of Scott will host its own centennial celebration from July 16 to 18.

#### FOR MORE INFORMATION

- Contact the North Battleford Regional Office at (306) 446-7962; or
- Contact the Town of Scott Centennial, at (306) 247-2011; or
- Visit [www.townofscott.ca](http://www.townofscott.ca).

