



2016 annual report

JANUARY 9, 2017 | 7:30 am - 8:30 am

Hilton Garden Inn

Saskatoon, Saskatchewan



Connecting Consumers with Farming and Food



Greetings from the Government of Saskatchewan

On behalf of the Government of Saskatchewan, I would like to congratulate Farm & Food Care Saskatchewan on another successful year.

Organizations like Farm & Food Care Saskatchewan are critical to helping our industry tell their story. In order to grow and be successful we need the public's trust and support for what we do, and how we do it.

Farm & Food Care Saskatchewan helps consumers better understand where their food comes from and how it is produced. Through activities like the 2016 Agriculture Month campaign, *Our Food Has A Story*, and events such as the second annual Food Influencers Tour, Farm and Food Care Saskatchewan is helping people from all over our province gain an appreciation for our industry.

In order to continue to improve the perception of agriculture, we need to work together to tell our story. We need to make connections based on the values we share with consumers—safe, affordable and healthy food produced with care for the environment. Farm & Food Care Saskatchewan is key to telling this story, linking producers with consumers.

I would like to thank Farm & Food Care Saskatchewan for all the work you do in maintaining social licence and support for modern agriculture.

Best of luck on another successful year.

Lyle Stewart
Minister of Agriculture



About Farm & Food Care Saskatchewan

Farm & Food Care Saskatchewan (FFC SK) is a whole-sector coalition made up of farm families, agribusinesses, food processors, restaurants, retailers, food companies and more. Together, we help tell the stories of the farmers who work hard to grow the fresh Saskatchewan food that we enjoy so much. FFC SK works to provide a coordinated effort and a unified voice, connecting farm gates to our dinner plates.

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Seed Hawk Inc.

Gerrid Gust
Saskatchewan Pulse Growers

Erwin Hanley VICE-CHAIR
Saskatchewan Flax Development Commission

Dan Danielson TERM 2016
Saskatchewan Wheat Development Commission

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Saskatchewan Ministry of Agriculture

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Keith Rueve
Saskatchewan Barley Development Commission

Lane Stockbrugger
SaskCanola

Henry Van Ee
Chicken Farmers of Saskatchewan

Daniel Wollman
Saskatchewan Egg Producers

OFFICE

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Chair's Report

Shannon Meyers

Farm & Food Care Saskatchewan had another successful operating year and made great advancements in our mission of connecting consumers with agriculture.

With the execution of some exciting new initiatives, our consumer engagement rose across the board, both online and at our events.

- Our programs, many in conjunction with Farm & Food Care Canada and Farm & Food Care Ontario, have made great strides towards improving recognition of our organization as a source for information on agriculture and food production. Our accomplishments include:
- Approval of the policy and procedures for the National Media Response Team
- Execution of the first Crop Council and Animal Care Council meetings
- Completion of a 2017-2019 Operations Plan
- Developed and implemented a Membership Strategy
- Merging our social media strategy with FFC Ontario and FFC Canada
- Supported the development of the Canadian Centre for Food Integrity and its public trust research survey
- Ongoing recruitment of FFC SK members and sponsors

As a Board, our major focus in 2016 was the implementation of a Membership Strategy to develop

a strong and sustainable funding base. We are proud to say we now have 73 members as of November 2016. As a membership organization, more than 70% of our operating revenue comes from our members and sponsors. The success of FFC SK is dependent on the support of the food and farming industry: farmers and ranchers, food processors, equipment dealers, agri-businesses, retailers, chefs, dietitians and other food professionals.

We also welcomed Clinton Monchuk as our new Executive Director this year and look forward to working with him to grow our already substantial membership base.

With less than 2% of the Canadian population having a direct link to the farm, it is imperative that FFC SK, the only organization of its kind in Saskatchewan, lead the way in sharing the story of modern farming. We need to work together as an industry to gain and maintain our social licence to operate, and put a face on farming to develop relationships with our consuming public. Bringing the message of safe and responsibly-produced food to consumers is key to the future of agriculture in Saskatchewan.

We look forward to your continued support in the year ahead and, in advance, welcome new members and sponsors of our organization.

Vision:

Connecting consumers to food and farming.

Mission:

To support farmers and food partners working together to build consumer trust and public confidence in Saskatchewan food production



Greetings

from the new Executive Director

Farming, food and agriculture have always been front and center in my life. I grew up in large family where work ethic on our family dairy, beef and grain farm was highly valued.

I recall numerous times milking cows together with my brothers and sisters, then enjoying a great home-cooked meal prepared by my mother with everyone sitting around the table. Each member of the family had to pull their weight to make sure all the tasks were completed. These values of hard work, dedication and appreciation of food are not only what drives me, but also what drives Saskatchewan farmers and ranchers.

As I look into the future I see our consumers eager to learn more about their food. The problem is that,

in today's digital age, the public is inundated with so much information that it's often not as clear as we once thought who is and who is not presenting the facts. Farm & Food Care Saskatchewan is seeking to be that clear, transparent and truthful voice of farmers, ranchers and agri-food.

I look forward to working with Farm & Food Care Saskatchewan and ensuring that conversations with consumers continue to broaden understanding of farming, ranching and food production here in Saskatchewan.



Minutes

from the 2016 Annual General Meeting

January 11, 2016

Hilton Garden Inn, Saskatoon, SK

Call to Order

Shannon Meyers called the meeting to order at 7:32AM.
Each of the attendees introduced themselves.

The group reviewed the agenda.

MOTION #1

Henry Van Ee/Erwin Hanley. Carried

To approve the agenda as presented.

Meyers made some introductory comments about the first year in operation of FFC SK.

Management Report

Adele Buettner presented the management report, outlining the activities accomplished over the past year and plans for 2016.

More discussion was held about the importance of student outreach and the relationship between FFC SK and Ag in the Classroom.

Zenneth: reach out to RMs for support.

Call for Resolutions

RESOLUTION #1

Dale Leftwich/Harold Martens. Carried.

Move for approval of the FFC SK Bylaws as presented

RESOLUTION #2

Erwin Hanley/Daniel Wollman. Carried

Move for approval of the amended Articles of Incorporation as circulated.

Financial Report

Max Lingard of Twigg & Company Chartered Accountants presented the Audited Financial Report for 2015.

Question (Erwin) raised about how to handle the excess revenue.

MOTION #2

Daniel Wollman/Dan Danielson. Carried

To approve the financial statements as presented

MOTION #3

Pat Beaujot/Jeff Mathieson. Carried

To appoint Twigg & Company as the auditor for Farm & Food Care Saskatchewan for 2016.

Adjourn

Daniel Wollman adjourned the meeting at 8:30AM.



2016 Food & Farming Champion Award Winners

The "Food & Farming Champion" Award is presented to individuals, organizations or businesses who have taken the initiative to help engage consumers about agriculture in our province. Nominees have used their skills to help inform consumers or correct misinformation about production practices, and done a measureable job of promoting our industry.

"Champion" - a person, or persons, who work to promote Saskatchewan agriculture and help farmers and ranchers build public trust.

Despite this being the inaugural year, we had nine nominees for the champion award from all areas of agriculture. We appointed a panel of three judges to select our winning recipient.

Award Panel

The judges scored each nominee in the areas of leadership, advocacy and innovation and presented their selection to the Farm & Food Care Saskatchewan Board of Directors. This year's panel members included:

- Naomi Paley, Regional Livestock Specialist, Saskatchewan Ministry of Agriculture Yorkton Branch
- Debbie Bailey, Brand Specialist, Farm Credit Canada and Agriculture More Than Ever
- Pat Beaujot, Founder, Seed Hawk, Farm & Food Care Saskatchewan Board Member and 2016 Saskatchewan Agriculture Hall of Fame Inductee

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Due to the caliber of the submissions and on recommendations from the panel, FFC SK decided to recognize two winners this year, one individual and one organization.

Dr. Leigh Rosengren is a veterinarian, epidemiologist and beef producer from Midale, SK, where she lives with her husband Colin and children Tim (11), Brette (8), and Nate (6). Dr. Rosengren was nominated for the Food & Farming Champion Award for her research, education and advocacy in the areas of antimicrobial resistance and prudent antimicrobial use in livestock production. She is the go to expert for interviews and articles relating to antibiotic use in animals and has developed and delivered education and awareness initiatives across the province.



Dr. Rosengren has contributed to local and national boards and committees and is active on social media, promoting Saskatchewan's beef industry, animal welfare and sustainable production. In her spare time she operates her grain, and beef farm, pens the blog "exploring food, farming & fear" and has committed her family to putting her messaging into practice.

The Saskatchewan Canola Development Commission (SaskCanola) was selected as an industry recipient for their work in developing and marking the *License to Farm* documentary. This initiative has brought a great deal of attention to the issues farmers deal with in the effort to earn and keep public trust. SaskCanola's communications tool has sparked conversations on important topics affecting agriculture today, including social license. They approached the topic from the standpoint of a complete agriculture industry, as opposed to one commodity viewpoint, and communicated a powerful message that stood to speak on behalf of growers everywhere.



Since its launch in January 2016 this documentary has been viewed over 80,000 times in 163 countries and earned over 2 million social media impressions. *License to Farm* received an amazing seven awards at the 2016 Canadian Agri-Marketing Association's (CAMA) annual gala, including Best of Show Public Relations Programs and Marketing and Communication Campaigns.

FARM & FOOD CARE SASKATCHEWAN WANTS TO SAY THANK YOU TO OUR PANEL, NOMINEES AND EVERYONE WHO SUPPORTED THIS AWARD BY PROVIDING A SUBMISSION.

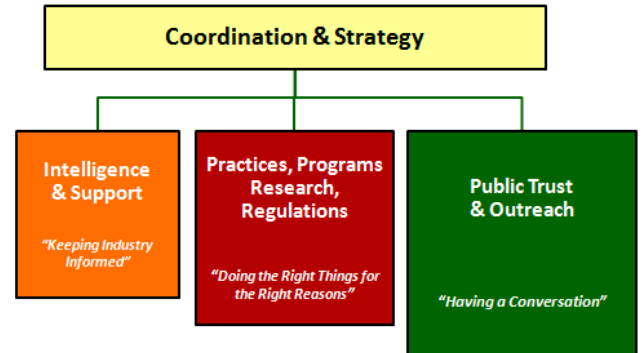
Our goal is to help consumers understand modern farming with the aim of maintaining social license and freedom to operate for our farmers. Farm & Food Care Saskatchewan provides coordination and strategy for programming within three pillars as identified in our Strategic Plan:

- Intelligence & Support
- Practices, Programs, Research & Regulations
- Public Trust & Outreach

The first two pillars focus primarily on members and our industry, while the third and largest pillar relates to consumer outreach, which is our main focus.

2016 focus: "Meet a Farmer"

Over the past year, FFC SK has worked to integrate more direct farmer-consumer contact within our programming.



2016 Major Initiatives

Faces of Farming Photo Gallery

Project Objective: Searchable catalogue of new images of farmers and ranchers that can be used by members for promotion and marketing; resource for media and other inquiries; more accurate depictions of modern agriculture in Saskatchewan.

In March of 2016, FFC SK launched the completed user-friendly online database of over 2000 high quality images of farmers, ranchers, crops and livestock. With the addition of new images from our events throughout the year, the gallery currently averages 13,080 image views per month.

Chef's Series at Taste of Saskatchewan

July 12-17, 2016 in Saskatoon

Project Objective: To promote awareness and celebration of Saskatchewan foods, chefs and farmers.



- Part of the long-running Taste of Saskatchewan food festival (21 years in 2016): attendees can purchase food samples and watch local bands perform. Taste of Saskatchewan attracts approximately 100,000 people and is estimated to generate approximately \$1.2 million in food sales.
- The Chef's Series offered 3 demonstrations of chefs cooking with Saskatchewan food products and 13 'black box' competitions where 2 chefs faced off in a 'Chopped!'-style contest (up from 4 demos and 7 competitions in 2015)
- 'Meet a Farmer' Day on July 16: farmers were in attendance during Saturday's semi-final competitions. Farmers facilitated interactive activities and answered consumer questions.
- 15 chefs participated this year (compared with 9 in 2015).
- Evening shows had an average attendance between 80 and 200; noon shows averaged between 50 and 80 people. Thursday evening was our most well-attended competition.
- Social media analytics showed 70,000 impressions over the week.
- On the evaluation survey, the majority of positive comments referenced the Saskatchewan facts and trivia and information about the products grown here. Others commented on the different cooking techniques they picked up.
- Of 454 people surveyed, 82% rated it as 8 or higher out of 10 and 35% rated the Chef's Series competitions 10/10.



Farm Tour Program

Established Food Influencers Tour: September 13-15, 2016

Student Program Tour: September 21, 2016 / presentations during school year

Project objective: To build relationships with people who do or will influence consumers and their food choices.

Food Influencer Tour – Saskatoon 13 - 15, 2016



- 'Established influencers' include: national and international food writers, bloggers, journalists, dietitians, international culinary academics, chefs and other food experts
- **Participants:** 38 participants included the media, local chefs, dietitians, food influencers and industry representatives
- **Farm Tours:** Wilbar Farms, Wilbar Cattle Company, Great Western Brewing, Star Egg Company, College of Agriculture & Bioresources Greenhouse, U of S Grains Innovation Laboratory.
- **Food Providers:** Delta Bessborough, Agar's Corner, Riverside Country Club, Wanuskewin Heritage Park, Boffins Public House.
- **Seminars:** Overview of agriculture in Saskatchewan, Food Safety/Biosecurity, Farming with Biotechnology
- Social media during & after the tour: 139 tweets to a combined following of **51,585** and 86 posts on Instagram to a combined following of **10,816**. Article from tour participant Patricia Chuey "10 Farm Facts to Reassure You That Your Food Is Safe" shared more than 500 times on social media.
- FFC SK continues to communicate with tour alumni through email, phone and dedicated Facebook group to keep the connection strong. 7 of 13 out-of-province tour participants have/are working with producer groups on separate projects to promote one or more Saskatchewan food products.



Student Tour – September 21, 2016:

- **Participants:** 30 dietitian students, 28 chef students, 7 industry and staff



- **Farm Tours:** Doyle Wiebe's farm near Langham, and A. Sparrow Farms at Vanscoy
- **Seminars:** Grain Farmer and Cattle Rancher presentations, Modern Agriculture Technologies by CropLife Canada, presentation of *License to Farm* video



- **Seminar Series:** From October through March, FFC SK will present three additional speaker sessions with each student group. Seminars include: (a) Biosecurity and Food Safety, (b) Biotechnology and (c) a cooking demonstration using Saskatchewan-grown products.
- Of 51 survey responses from after the tour, 85% of students reported they felt either "Very well informed" or "Well informed" about farming practices in Saskatchewan.
- Students' top answers for their favourite part of the tour were: (1) seeing the cattle; (2) participating in the farm facts scavenger hunt; (3) watching the License to Farm video and (4) learning directly from farmers.



- Comments included:

"This tour was educational and challenged my beliefs about GMOs, hormones and pesticides."

"I understand the use of GMOs in crops and hormones/antibiotics in cattle. It is clear that the farmers want what is best for their consumers."

"It was great to learn about antibiotics/genetics/pesticides."

"I learned a lot about hormones and the role they play."

Real Dirt on Farming Speaker Training Program

Project Objective: To develop a Speaker's Bureau of capable, knowledgeable speakers about farming and ranching.

- Workshops and resources are designed to help farmers and others in the ag industry learn skills to share their story with non-farmers. Training materials are based on the *Real Dirt on Farming*.
- Since the program's inception, FFC SK has trained more than 600 people through workshops around the province.
- In the past year, FFC SK has facilitated these workshops:
 - o January 13, 2016 - Melville (*Sask Crop Insurance Corporation workshop)
 - o March 11, 2016 - Swift Current
 - o March 17, 2016 - Yorkton
 - o March 21, 2016 - Saskatoon (*University of Saskatchewan students workshop)
 - o March 22, 2016 - Saskatoon
 - o March 23, 2016 - North Battleford (*Sask Institute of Agrologists workshop)
 - o October 5, 2016 - Saskatoon (*University of Saskatchewan students workshop)
 - o November 9, 2016 - North Battleford



- In workshop evaluations, 94% of respondents rated the content and objectives of the training as either 9/10 or 10/10. The same percentage would recommend the training to others.
- 82% said the training enhanced their knowledge and skills enough to help them have conversations about food.
- The 'Graduates Forum Facebook Group' helps keep participants connected through conference calls, online sharing, presentation resources and speaking opportunities. 32 Saskatchewan participants are part of our national Speaker Grads Facebook group and 12 have signed up for our Speakers Bureau.

Agriculture Month

October 2016

Project Objective: To promote awareness and appreciation of the food we produce here and the farmers and ranchers who put so much care into growing it; to encourage consumers to think about and share their connection to food and agriculture.

- The Ministry of Agriculture has designated October as "Agriculture Month" in the Saskatchewan. This year's theme was "Our Food Has a Story". In collaboration with the Ministry of Agriculture, FFC SK hosted OurFoodHasAStory.ca to serve as a hub of conversation, food stories, profiles and a social media contest. The web hub attracted over 2,800 unique visitors to farmfoodcaresk.org. FFC SK also hosted a social media contest, #OurFoodHasAStory, which drove our Twitter account to reach almost 150,000 impressions during the month.



- FFC SK's media strategy for the month included: producer profiles shared through e-blasts and social media, print and online advertisements and farm fact decals on food court tables.
- FFC SK worked with Federated Co-op to host 'Meet a Farmer' Day on October 22nd in ten Co-op food stores in Saskatchewan. FFC SK had identified pulse farmers to come to the stores to talk to consumers about pulse production, their farm operation and how it ties into the food they buy.
- Agriculture information packages were shared with newcomer groups, Saskatchewan 4-H and Girl Guides of Canada.
- Partner collaborations: joint social media promotions with member groups, Great Western Brewing, Federated Co-operatives, AgWest Bio.
- *The Real Dirt on Farming Saskatchewan Digest* was distributed through several partner groups, including: 35 Saskatchewan branches of The Co-operators Insurance, St. Paul's Hospital in Saskatoon, and Western Development Museums in Moose Jaw, North Battleford, Saskatoon and Yorkton.

FFC SK Farms at the Table Annual Conference

December 9 & 10, 2015

Project Objective: To provide an opportunity for networking, learning and sharing information among farmers and ag industry personnel focused on engaging consumers to earn public trust.

Presenters included:

- Andrew Campbell, Fresh Air Media, #farm 365
 - The Science – and Art – of Social Media
- Michael Micovcin, President & CEO, Great Western Brewing Company
 - What's on Tap for the Future?
- Amy Myrdall Miller, Founder & President, Farmer's Daughter Consulting
 - Here's to the Power of Collaboration!
- Sarah Schultz, Nurse Loves Farmer
 - Don't Let the Activists Drive Your Combine!
- Joe Pozzi, Rancher, Pozzi Ranch
 - The Power of Opening Farm Gates
- Sav Bellissimo, Store Brands Manager, Federated Cooperatives Ltd.
 - From the Farm to Shelf: a Retailer's Perspective
- Crystal Mackay, CEO of Farm & Food Care Canada and the Canadian Centre for Food Integrity.
 - Working Together to Create Social License from Coast to Coast

A successful aspect of the conference was the inclusion of industry "engagement stations" during the evening reception on the first day. These stations were intended to showcase the efforts being made in our industry to help make the connection between farmers and consumers. As participants enjoyed appetizers from each of Saskatchewan's top global customers (all featuring Saskatchewan ingredients), they were encouraged to visit the five 'engagement stations', hosted by the following partner groups:

- Ag in the Classroom demonstrated some of the activities they use to educate school children about agriculture
- Ag More Than Ever offered their 'Agvocate Toolkit' which includes photos, factsheets, t-shirts and other materials to help farmers share information with others
- Federated Co-operatives displayed a selection of Saskatchewan-grown products that are offered in their stores and spoke about their 'at Home' campaign
- Saskatchewan Ministry of Agriculture showcased the thinkAG youth engagement initiative as well as overall strategy/industry engagement programming for the Ministry
- FFC SK highlighted the RDOF speaker training program, social media initiatives and the beta version of the new online image bank

Several attendees commented that the engagement stations were a great way to see at a glance how industry is working together to engage farmers and consumers.



FFC SK Social Media

- FFC SK currently has a following of 2,217 on Twitter.
- In April, FFC SK released pertinent beef industry content in response to the statement from Earl's Restaurants that they no longer would be using Canadian beef.
 - "DYK that in Canada ALL BEEF is antibiotic free? **#RealDirt @SaskCattlemens** earned 7,926 impressions that month. To date it has earned **19,753** impressions and 810 engagements.
 - "DYK there's no such thing as **#Hormone Free**. All animals produce hormones regardless of how they are raised? **#RealDirt** earned 9,519 impressions that month. To date, it has earned **20,255** impressions and 497 engagements.
 - The "antibiotic" graphic above was also shared on Facebook at the time. It has currently had over 6,400 views and over 16,000 shares.



- **July** – Achieved a milestone with over 109K impressions for the month (the highest to date), largely due to FFC SK's participation in Taste of Saskatchewan and the Chef's Series Stage.
- FFC SK has exceeded its year-end goal of 2,200 Twitter followers.
- Instagram has been more moderately paced, but there has been some traction as followers have doubled in the last six months to over 330. Most increases have taken place during major events including the Farm Tours, Taste of Saskatchewan and Ag Month.
- **October** – Agriculture Month generated a record 149,300 impressions, 377 link clicks, 447 retweets and 501 likes between October 1 and 31st. FFC SK also published two blogs on the national Real Dirt blog to support this effort.
 - Top Tweet in October: "Saskatchewan has over 40% of total cultivated land in Canada. We are an important food growing region for the world! **#OurFoodHasAStory**" - Earned 5591 impressions and 160 engagements.

We will continue to maintain an active presence online and encourage our supporters to follow us!

-  **Twitter** @FarmFoodCareSK
 -  **Instagram** @lovesaskfood
 -  **Facebook** Farm & Food Care Canada
 -  **YouTube** Farm & Food Care Canada
 -  **Pinterest** Farm & Food Care Canada
- RealDirtBlog.ca

To Come in 2017

Mark your calendar for these great upcoming events:

- Chef's Series at Taste of Saskatchewan – July 11 - 16, 2017
- Farm to Fork Tours:
 - Established Food Influencers Tour – July 25 - 27, 2017
 - Culinary and Nutrition Students Tour – September 2017
- Agriculture Month – October 2017
- Farms at the Table Annual Conference – December 2017

In addition to our regular events, Farm & Food Care Saskatchewan is adding the following activities to the upcoming year:

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■ Interview Preparation Workshop

February 21, 2017

Project Objective: Facilitated by two agricultural communications professionals, Kevin Hursh of Hursh Consulting & Communications Inc., and Adele Buettner, of Farm & Food Care Saskatchewan, this workshop enables representatives of organizations to respond in a proficient manner when approached by media.

Both newcomers and those experienced with media exposure will gain the confidence and tools for effective interaction with media through mock television interviews and scrums.

■ Farm Tour Host Workshop

February 23, 2017

Project Objective: The objective of the workshop is to provide tools and support for individuals wanting to host consumer farm tours so they are better prepared and effective at delivering their message to the non-farming community.

The roundtable-style workshop will allow for a presentation from our facilitator as well as sharing from other farmers about their experiences, questions and observations. There will be two streams of training: one for crop farms and one for livestock farms. Mixed farm operators have the opportunity to take one or both of the sessions.

■ Equine Welfare Awards

March 4, 2017

Project Objective: Farm & Food Care Saskatchewan and the Saskatchewan Horse Federation offer



**Saskatchewan
Horse Federation**

three awards of distinction to nominees who demonstrate exceptional equine welfare practices and have excelled in the areas of innovation, leadership, communication and education. The Young Steward of the Future award, also recognizes a person between the ages of 13 and 25 who has demonstrated the importance of a commitment to responsible equine care.

■ Public Trust Summit

September 19 - 21, 2017

Farm & Food Care Canada and the Canadian Center for Food Integrity will host the second annual Public Trust Summit in Calgary to present the results of their latest research and bring together all aspects of the Canadian food chain to explore ways to earn consumers trust in food and farming.



THE CANADIAN CENTRE FOR
FOOD INTEGRITY

■ Social Media 101 Training Webinars

TBA 2017



Farm & Food Care Saskatchewan will be hosting a series of webinars that will explore the basics of the wide world of social media. With guidance in content, tools, frequency and how to encourage followers, these webinars will cover a variety of social media platforms and provide crucial information for those seeking to compete for attention in today's busy online world.

**Stay tuned to farmfoodcaresk.org
for more information on
upcoming events.**

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R.M. of Medstead No. 497

R.M. of Spalding No. 368

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Saskatchewan Association of Agricultural Societies and Exhibitions

Saskatchewan Bison Association

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Saskatchewan Oat Development Commission

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