

# Progress Report

## 2025-2026



Canadian Forage & Grassland Association  
Association Canadienne pour les Plantes Fourragères



*Where Nature & Agriculture Thrive Together*



# CHAIRMAN OF THE BOARD

## Report – Eric Boot

I am proud to reflect on a year in which the board of directors strengthened its strategic leadership, reinforced good governance and helped guide the organization through a period of growth and national relevance. As I step away from the role of chair, I do so with deep confidence in the board's effectiveness, the clarity of our direction and the momentum we have built together.

In 2025, the board worked closely with CFGA leadership to ensure our strategic priorities remained aligned with the realities producers face across the country, including shifting climatic conditions, evolving market pressures and increasing expectations around sustainability. Through oversight and strategic guidance, the board supported the development of programs and partnerships that equip producers with the tools, data and knowledge they need to adapt and thrive.

The board continued to champion the CFGA's presence in national and international conversations on sustainable land management. By providing strategic direction and ensuring strong representation, we helped position the organization to showcase Canadian innovation and amplify the voices of producers, researchers and community leaders shaping the future of our sector.

We also strengthened connections with provincial forage associations, governments, researchers, industry partners and producers. These partnerships are essential to advancing shared priorities, from climate adaptation and regenerative agriculture to market development and ecosystem service opportunities.

This fiscal marked the launch of both the International Year of Rangelands and Pastoralists (IYRP) and the International Year of the Woman Farmer in 2026. These observances reinforce the value of the landscapes we steward and the people who care for them. The board looks forward to supporting the CFGA's role in hosting events throughout 2026 to celebrate both.

Thank you to my fellow board members, the CFGA staff and contractors, partners and the many producers and professionals who contribute to this work. Together, we are building a resilient, sustainable and prosperous future for Canada's forage and grassland sector.



# EXECUTIVE DIRECTOR Report – Cedric MacLeod



What a difference four years can make.

As the CFGA enters the fifth year of its current strategic plan, we are reflecting on our progress, examining this year's achievements and how they build on the work of the previous four. Reaching my own 10-year milestone as executive director prompts a broader question: What have we accomplished over a decade? The answer is: A great deal.

I am honoured to work alongside more than 28 staff and contractors who advance the interests of forage and grassland managers across Canada. Our recent achievements demonstrate how far we've come. Joining the international organizing body for the World Alfalfa Congress marks a major step in extending our reach

beyond Canada and integrating with the global community, an impressive milestone for an organization only 16 years old.

We completed one of the most extensive national grassland inventories ever assembled, grounded in rigorous fieldwork led by Heather Peat Hamm and advanced data analysis by Dr. Nasem Bedraddin at the University of Manitoba. This work laid the foundation for Nature United and Ronnie Drever's team to build program and policy capabilities into the NGI.

The partnerships forged through this project, across for-profit, nonprofit, academic and producer communities, demonstrate the sector's commitment to using the NGI in real-world decision making.

Our collaboration with the University of Alberta, Ducks Unlimited Canada and the RAD Network has also produced the Grassland Learning and Knowledge Hub, supported by the Nature Smart Climate Solutions Fund. Bringing stakeholders together to understand grassland loss and identify solutions is invaluable. The GLKH's focus on quantifying and communicating ecological goods and services aligns directly with the CFGA's vision and we look forward to advancing this work in the years ahead.

# EXECUTIVE DIRECTOR Report – Cedric MacLeod

The On Farm Climate Action Fund continues to exceed expectations, with demand for funding consistently outpacing available resources in B.C., Alberta, Saskatchewan and Quebec. Paired with our Advanced Grazing Systems course and national mentor network, OFCAF is helping producers adopt practices tailored to their regions while advancing shared goals: Healthier grass, improved carbon storage, enhanced biodiversity and stronger, more resilient ranching communities.

As we celebrate the International Year of Rangelands and Pastoralists, I encourage all Canadians to recognize the value of our 70 million plus acres of forage and grassland, a national treasure providing carbon storage, biodiversity, habitat, water quality protection and countless ecological benefits. Protecting these acres is central to the CFGA's mission.

As we enter year five of our strategic plan and prepare to refresh our vision, mission and values, we will be seeking your input. Our provincial partners remain essential to this work, especially as we approach the next federal-provincial-territorial policy framework. If you have provincial goals that should link to national efforts, contact your provincial forage association to bring them forward.

Thank you for your continued support. We look forward to shaping the next decade together.



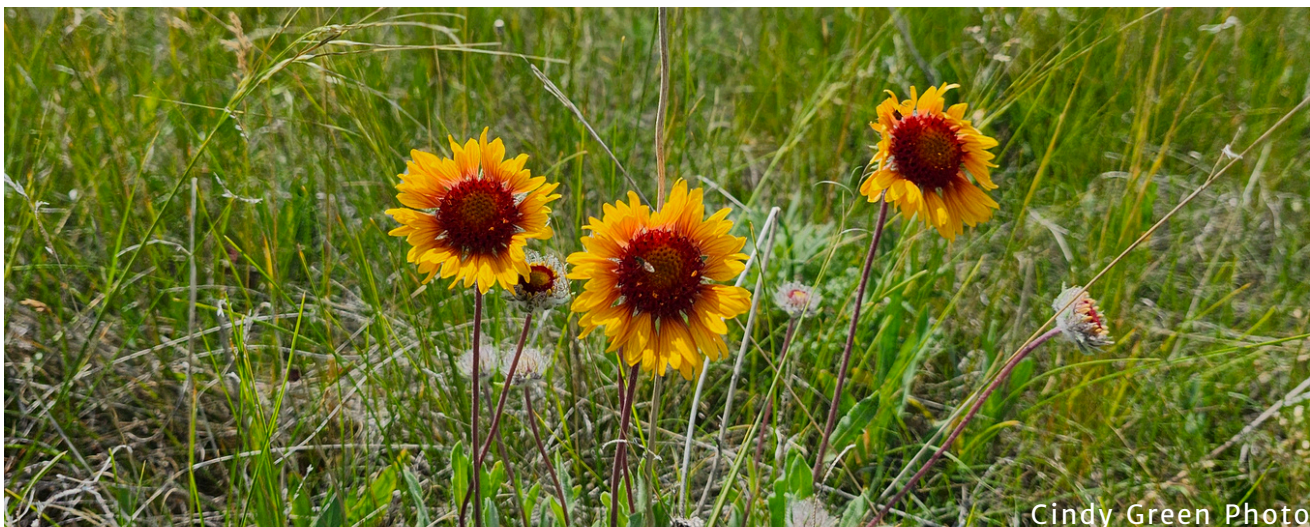
Vera Boot Photo

# 2025/2026 BOARD OF DIRECTORS

Eric Boot, Chair, International Exporters  
Serena Black, Vice-Chair, British Columbia Forage Council  
Chris Martin, Past Chair, Ontario  
Mike O'Brien, Finance Chair, New Brunswick Soil and Crop Improvement Association  
Caroline Matteau, Conseil Québécois des plantes fourragères  
Patricia Ellingwood, Ontario Forage Council  
Duane Vandenberg, Alberta Forage Industry Network  
Greg Archibald, Dairy Farmers of Canada  
Garnet Ferguson, North American Exporters

## FORAGE INDUSTRY SCOPE

Canada's forage industry plays a significant role in the nation's agricultural landscape. Cultivated forages for pasture, feed, and seed production cover 33.8 million acres, accounting for approximately 39 per cent of Canadian agricultural production. In comparison, the next largest crop, wheat, occupies 20.4 million acres, or about 23 per cent of cropland. Additionally, more than 34 million acres are devoted to native or unimproved pastures, bringing the total land influenced by forage and grassland systems to close to 70 million acres.



Cindy Green Photo

# STRATEGIC ACTIVITIES

The CFGA focuses on the following strategic activities throughout the year:

- **Governance and Leadership**

To develop a board culture where strategic visioning is paramount

- **Market Development**

To strengthen the viability of forage as a value-added or commodity product for off-farm sales

- **Research**

To support research relevant to the Canadian forage industry and position the Canadian forage industry on the world stage

- **Education**

To improve the understanding of production principles in the Canadian climate for the forage industry and those that benefit from ecological goods and services

- **Advocacy**

To build awareness of the benefits of the forage and the grassland sector in Canada as a critical component of the Canadian agriculture industry



RM 3 Enniskillen Demo Site

# CFGGA PROJECTS AND INITIATIVES



Vera Boot Photo



Canadian Forage & Grassland Association  
Association Canadienne pour les Plantes Fourragères



# ON-FARM CLIMATE ACTION FUND

Agriculture and Agri-Food Canada (AAFC) announced the On-Farm Climate Action Fund (OFCAF) in 2021 to help farmers tackle climate change. The program is designed to support the adoption of beneficial management practices (BMPs) that store carbon and reduce greenhouse gas (GHG) emissions. These practices include nitrogen management, cover cropping and rotational grazing.

The CFGA plays a key role in the rotational grazing practices stream of the program. It provides assistance to producers through implementation support as well as knowledge and technology transfer (KTT) activities, helping them adopt and maintain sustainable grazing methods.

In January 2025, AAFC announced the next phase of OFCAF across Canada (2025-2028), with the CFGA continuing the program's presence in the original four provinces: Alberta, British Columbia, Quebec and Saskatchewan. This expansion includes an additional \$16.1 million in funding dedicated to implementation, KTT and mentor training to further support farmers in climate action efforts.

Between April 1, 2022, and March 31, 2025, a total of 1,338 farms applied for \$30.1 million in project funding under OFCAF. Of these, 464 farms were approved for a combined total of \$12.6 million in funding.

The impact of OFCAF has been notable. Over the years 2022, 2023 and 2024, (first phase of OFCAF) rotational grazing BMPs were implemented on 161,000 acres of farmland and increased potential carbon storage by over 38,000 tons. The first phase of OFCAF was highly successful and the CFGA anticipates the second phase will be just as successful.

The second phase of OFCAF is well underway. 2025 was a very successful program year with 164 projects approved requesting a total of \$5.95 million in project funds. A total of 239 projects applied for in 2025, requesting \$8.4 million in project funds. The CFGA is in the process of completing the reporting for the 2025 program year to get the final numbers of hectares impacted.

2026 implementation application intake was open from Feb. 1 to March 15, 2026, and had 360 applications requesting over \$15 million in potential projects. The CFGA is reviewing these projects and expects to begin approving projects by late April to a total of approximately \$5.5 million in project costs.

Demand for the rotational grazing program continues to be strong. Expanding eligibility to include new technologies, such as virtual fencing collars and systems, has opened opportunities for many more producers to adopt rotational grazing in areas where traditional or temporary fencing isn't feasible.

# ADVANCED GRAZING SYSTEMS

Funded through OFCAF and Farmers for Climate Solutions (FCS) as the FaRM program's grazing component, the CFGA Advanced Grazing Systems (AGS) program delivers training and mentorship across Canada. This support helps producers and extension staff strengthen their skills and adopt beneficial management practices that enhance carbon storage and lower greenhouse gas emissions.

## Activities include

- online independent learning for producers and mentors through the CFGA Learning Management System (LMS) platform
- one-on-one grazing mentorship
- mentor training and ongoing professional development
- a mentorship network
- in-person workshops



Chloé Gouin Photo

## By the numbers

- Since Spring 2022, the CFGA has supported more than 9,000 producers through the AGS program via online and in-person avenues
- The CFGA's online LMS has had over 1,080 individuals take the AGS course, including 306 new students in the past year, plus an additional 66 students enrolled in the new sub-courses
- The CFGA has trained over 250 mentors across the country since 2022.

## Other highlights

- Launched Dairy sub-course in English and French
- Launched Brown Soil Zone (Sensitive Soil) sub-course
- Developed Small Ruminants sub-course
- Developed High Performance Forage course for advisors/mentors
- Launched Young Ranchers/Farmers Program
- Planning for development of additional province-specific grazing/rest guides

# ROTATIONAL GRAZING DEMONSTRATION SITES

The CFGA has a network of 26 demonstration sites that play a central role in advancing practical, region-specific innovation across Canada's forage and grassland sector. These sites serve as living laboratories where producers, researchers and technical specialists collaborate to test, refine and showcase management practices that improve productivity, environmental performance and long-term resilience.

Over the past year, the CFGA strengthened its national footprint by supporting demonstration activities across diverse ecological zones, from the humid east to the mixed grass prairies and semiarid rangelands of the west. This geographic breadth ensures that the practices evaluated reflect the realities producers face on the ground, including soil variability, precipitation patterns, grazing pressures and forage species composition.

A major focus in 2025–2026 was the continued integration of AGS principles. Demonstration sites are instrumental in showing how rotational strategies, rest periods, stock density adjustments and forage planning can be adapted to local conditions. These sites also support the work of CFGA's national grazing mentor network, providing hands-on learning environments where producers can see AGS concepts in action and discuss practical implementation challenges.

Producer engagement remains strong, with demonstration events consistently drawing interest from both new and experienced producers seeking to refine their grazing and forage strategies. As the CFGA moves into the next phase of its strategic plan, these sites will continue to anchor knowledge transfer, strengthen regional capacity and support the adoption of climate smart, economically viable practices nationwide.

The success of the CFGA's demonstration sites is made possible through strong collaboration with provincial partners who ensure regional relevance and effective delivery of the AGS program. Our member partners are the Agricultural Research Extension Council of Alberta (ARECA), the B.C. Forage Council (BCFC) and the Conseil québécois des plantes fourragères (CQPF). While Saskatchewan does not have a formal provincial implementation partner, the CFGA continues to support demonstration activities through its on-the-ground delivery agent.

Explore the CFGA's demonstration sites here:

<https://www.canadianfga.ca/en/pasture-grazing/demonstration-sites/>

# GRASSLAND LEARNING AND KNOWLEDGE HUB

The Grassland Learning and Knowledge Hub (GLKH) is closing out its second year with strong momentum and growing national engagement. What began as a collaborative idea has evolved into a coordinated, multidisciplinary effort to better understand, support and sustain Canada's grassland ecosystems.

As a founding partner alongside the University of Alberta, Ducks Unlimited Canada (DUC) and the Restore Assess Defend (RAD) Network, the CFGA continues to help shape the Hub's direction in ways that reflect both the complexity of grassland systems and the day-to-day realities of producers.

Launched in 2024 and supported through Environment and Climate Change Canada's (ECCC) Nature Smart Climate Solutions Fund, the GLKH aligns naturally with CFGA's longstanding work in developing tools, programs and training that help grassland managers make informed decisions. The Hub provides a national space to connect these efforts with broader research, policy analysis and on-the-ground experience.

The CFGA serves as the central Learning and Knowledge Transfer (LKT) and outreach lead for the hub. CFGA team members chair the Communications and LKT working groups and also contribute actively to several other subgroups, including

Indigenous engagement, economics, human dimensions, policy and the community of practice (which is evolving to be a community of innovation). This cross-cutting involvement ensures strong coordination across the hub and supports the significant socio-economic work underway through the project.

With foundational work now complete, the next phase will focus on deeper analysis, broader engagement and practical recommendations. As Canada prepares to celebrate the International Year of Rangelands and Pastoralists (IYRP) in 2026, the Hub will play an important role in elevating the importance of grasslands and supporting CFGA's national leadership in this space.

## Milestones in 2025-2026

- Launched the GLKH quarterly e-newsletter
- Grasslands Stakeholder Summit – hosted in partnership with the GLKH and Tomorrow's Prairies project, in November 2025. The hybrid event provided a unique opportunity for grassland stakeholders nationwide to provide input on grassland conversion factors and indicators of research. XX participated in the interactive event in person and online.
- Hosted an end-of-year online project update that brought together partners and stakeholders to share progress and strengthen collaboration

# TOMORROW'S PRAIRIES

The CFGA continues to play a central role in the national Tomorrow's Prairies project, a three-year initiative led by Nature United and funded through Environment and Climate Change Canada's Nature Smart Climate Solutions Fund. The project brings together more than 39 researchers, conservation partners and technical experts to deepen Canada's understanding of grasslands and model how these landscapes may change under shifting environmental and socioeconomic conditions.

The CFGA provides national leadership and technical expertise to the project, including satellite imagery analysis, ground truthing, and updates to the National Grassland Inventory, while supporting biodiversity and socioeconomic indicator development.

The project is creating a unified, Canada-wide grassland classification, comparing more than 20 datasets and applying the Canadian National Vegetation Classification system to address inconsistent grassland definitions.

Researchers are advancing landscape-change modeling, combining historical conversion patterns with biophysical and socioeconomic drivers to predict future grassland risk and assess impacts on biodiversity, carbon storage and climate pathways.

As Tomorrow's Prairies enters its final year, the CFGA's technical, scientific and communications leadership remains deeply woven throughout the work. The project is well positioned to support land managers, policy makers and partners with the science-based information needed to guide climate-resilient, biodiversity-positive decisions across Canada's grasslands.

## Milestones in 2025-2026

- Grasslands Stakeholder Summit – hosted in partnership with the Tomorrow's Prairies project and the Grassland Learning Knowledge Hub project, in November 2025. The hybrid event provided a unique opportunity for grassland stakeholders nationwide to provide input on grassland conversion factors and indicators of research. 63 participated in the interactive event in person and online.
- Conference 2025 presentation, Baselines and projections for grasslands change in Canada, explored the Tomorrow's Prairies project and its work to understand how Canada's grasslands are changing now and how they may change in the future.
- The CFGA hosted an end-of-year update on the project on March 26, 2026. Over 63 participants attended the online event to wrap up the second year of the project.

# 2025 CONFERENCE

The CFGA held its 16th annual conference in Fredericton, New Brunswick, from Nov. 18 to 21, 2025, in partnership with the New Brunswick Soil and Crop Improvement Association (NBSCIA). Bringing together attendees from across the country, the event showcased the ground-breaking innovations shaping the future of sustainable agriculture.

The theme of the conference was "Greener Horizons: Technological Innovations in Forage and Grassland Management." Over the three-day event, attendees were introduced to exciting, cutting-edge developments in the forage sector and gained valuable information and inspiration. Pre-conference workshops included the Grasslands Stakeholder Summit and Advanced Grazing Mentorship Workshop while conference sessions focused on smart tech and pasture strategies as well as innovations in forage management sessions.

Post-conference farm tour stops

- G&C Culberson Inc. in Jacksonville – a family-owned farm that integrates livestock into its potato rotations
- Birds Hill Wagyu in Wilmot – Atlantic Canada's only commercial producer of 100 per cent Fullblood Wagyu cattle utilizing rotational grazing
- Richard Culberson & Sons Inc in Rosedale – a seventh-generation family farm, specializing in processing potatoes and beef cattle

Other highlights included a trade show, presentation of the CFGA's 2025 Leadership Award, a discussion about farm succession facilitated by Danielle Walsh of Meyers Norris Penny (MNP) and a Building Bridges Social to bring together those who have an impact on forage, pastures and grasslands to network and build stronger connections.



# CFGFA 2025 LEADERSHIP AWARD WINNER Nappan Research Station

The CFGFA named the Nappan Research Station as the recipient of the 2025 CFGA Leadership Award, acknowledging its longstanding excellence in forage and grassland research. Located in Nappan, Nova Scotia, the station operates as part of Agriculture and AgriFood Canada's national research network and has played a pivotal role in advancing applied research that supports producers across the country.

Under the leadership of Dr. Yousef Papadopoulos, Dr. Kathleen Glover and John Duynisveld, the Nappan Research Station has established itself as a national centre of expertise in forage production, pasture management and livestock systems. Its research has contributed significantly to improving forage quality, enhancing pasture resilience and strengthening the environmental sustainability of livestock operations. These contributions reflect the spirit of innovation, collaboration and sector advancement that the CFGA Leadership Award is intended to honour.

The CFGFA presented the award during its 16th annual conference at a special award dinner on Nov. 19. Jason Wells with the Province of New Brunswick accepted the award on behalf of the Nappan Research Station. The recognition highlights the station's continued commitment to generating practical, science-based solutions that support producers and contribute to the long-term health of Canada's grassland ecosystems.

Established in 2012, the CFGA Leadership Award celebrates individuals and organizations whose work has made a meaningful national or international impact on the forage and grassland sector. The Nappan Research Station exemplifies this leadership through its sustained contributions to research excellence, knowledge transfer and sector innovation. Its work continues to strengthen the foundation upon which Canada's forage and grassland communities rely.



# INTERNATIONAL YEAR OF RANGELANDS AND PASTORALISTS

The United Nations General Assembly proclaimed 2026 as the International Year of Rangelands and Pastoralists (IYRP). This global initiative is intended to raise awareness of the vital ecological, economic and cultural importance of the world's rangelands and the people who steward them.

To celebrate IYRP, the CFGA has committed to:

- Highlighting Canadian grassland stewardship through stories, producer profiles and regional spotlights
- Sharing research and innovation that supports sustainable grazing, forage production and climate resilience
- Collaborating with national and international partners to elevate the role of rangelands in global sustainability conversations
- Promoting the value of grasslands in biodiversity conservation, carbon sequestration and agricultural livelihoods
- Engaging producers, policymakers and the public in events, webinars and knowledge-sharing opportunities

The CFGA is taking an active leadership role in celebrating and advancing the goals of the IYRP. This includes coordinating national collaboration, supporting

cross-promotion of events and maintaining the Canadian page of the IYRP website.

## Highlights to date

- Hosted a Canadian Zoom watch party of the **North American Women's Pastoralist Gathering** on Feb. 7
- Hosts bi-weekly Zoom meetings to bring together people and organizations in Canada who are interested in doing activities to celebrate IYRP
- Began planning grassland tours for the summer featuring key areas of Canadian rangelands, including supporting the Canadian Cattle Association (CCA) in a series of cross-Canada tours for the public and key policy makers
- Scheduling and planning underway for a series of film interviews and grassland steward highlights to take place through the summer – featuring the voices and stories of those across Canada who are integral to caring for the landscapes and legacy we carry forward

IYRP  NORTH AMERICA  
INTERNATIONAL YEAR OF RANGELANDS AND PASTORALISTS



# MARKET DEVELOPMENT

The CFGA continues to assist with initiatives that support hay and forage domestic and international market opportunities.

The CFGA maintains a dedicated forage export webpage on the CFGA website that is designed to help members promote their products. Marketing members are listed in a directory on this webpage, receive a free subscription to the Hoyt Report and receive information of interest to marketing members as well as potential markets as they are received by the CFGA team.

## 2025-2026 Highlights

- The CFGA submitted an application to the Agriculture Marketing Program (AMP). The proposal includes trade missions to expand market access as well as technical training and development of materials to support domestic and international forage market expansion
- Several market-focused presentations at the CFGA Conference in Fredericton, New Brunswick, in November 2025



# WORLD ALFALFA CONGRESS

In November 2025, delegates from the CFGA attended the 2025 World Alfalfa Congress in Reims, France. This event, held every three years, brings together global leaders to explore the year's theme of how alfalfa can help agriculture operate within planetary boundaries.

Representing Canadian impact to the future of alfalfa, delegates were active contributors to the conversations taking place on the Congress stage:

- Cedric MacLeod, CFGA executive director, joined an international panel exploring the relationship between livestock systems and alfalfa, emphasizing how well-managed forage stands contribute to soil health, biodiversity and resilient grazing operations.
- Duane Vandenberg, CFGA board member and a respected voice in Canada's hay and forage industry, contributed a dedicated presentation on Canada's alfalfa market, outlining trends in both domestic demand and international trade.

Together, their contributions underscored Canada's strong and growing role in the global alfalfa landscape.

Delegates took part in a post-Congress field tour to get a close look at France's cooperative drying model.

The Congress provided the opportunity to showcase Canada's leadership in the global alfalfa sector. It also strengthened the CFGA's international relationships and knowledge base, ensuring Canadian producers are well positioned for the opportunities ahead.



# STRATEGIC FOCUS POINTS

CFGAs board members discuss monthly focus areas, such as CFGA priorities, board development, program check-ins and CFGA partnerships, to ensure the organization stays aligned with its strategic priorities and responsive to emerging needs in the forage and grassland sector.

Key discussions and targeted strategy work took place including further development of a CFGA marketing and KTT plan to guide future opportunities for market and industry positioning.

## OTHER HIGHLIGHTS FOR 2025-2026

- Published CFGAs position statement: A path forward for agricultural innovation amid AAFC reductions
- Habitat and Biodiversity Assessment Tools available in provinces across Canada
- Submitted project proposals to various funding bodies and as supporting partner in other proposals
- Updated CFGA brand guidelines
- Updated CFGA partnership package
- Created a new tagline: Canadian Forage and Grassland Association: Where Nature & Agriculture Thrive Together
- Joined the Canadian Grassland Coalition
- CFGA team members represent the CFGA at events and sit on committees of importance to the forage and grassland sectors, including:
  - Beef Industry Group
  - Beef Industry Group
  - Beef and Forage Research Forum
  - Organic Dairy Conference
  - Indigenous Bison Summit
  - SaskSoil's Soil Health Conference



# COMMUNICATIONS ACTIVITIES

The CFGA continued to strengthen its role as a national knowledge hub throughout the 2025–2026 fiscal year. It uses a range of digital platforms and communication tools to share resources, promote events and engage with producers, partners and the broader agricultural community.



Cultivating Communications Photo

# WEBSITE

The CFGA's bilingual website demonstrated strong performance over the past year, reaching 37K active users, with the majority being new visitors (36K). The site generated 92K page views and 279K total events, showing consistent engagement across content, resources and tools.

Traffic was primarily driven by direct users (61 per cent), reflecting strong brand recognition, while organic search (25 per cent) contributed significantly to new user acquisition. Top-performing pages included the On-Farm Climate Action Fund (OFCAF), the CFGA homepage, the event calendar and grazing plan resources.

The CFGA also supported and promoted 184 events, reinforcing its role as a national knowledge hub and connector within the forage and grasslands sector.



Cultivating Communications Photo

# SOCIAL MEDIA

The CFGA maintains an active presence across Facebook, Instagram, LinkedIn and X (formerly Twitter), using these platforms to share educational content, promote programs and highlight sector initiatives.

- Facebook remained the primary engagement platform, generating 218,267 views, 3.7K interactions and 822 link clicks.
- Instagram content generated 18,829 views, reached 2.3K accounts and recorded 647 interactions, supporting visual storytelling for events, demonstration sites and resources.
- X (formerly Twitter) continued to be used for outreach, though analytics limitations prevented detailed reporting.

Across platforms, top-performing content included posts related to demonstration sites, grazing management resources, webinars, events and tools such as the Habitat Biodiversity Assessment Tool (HBAT). Practical, producer-focused content continued to resonate most strongly.



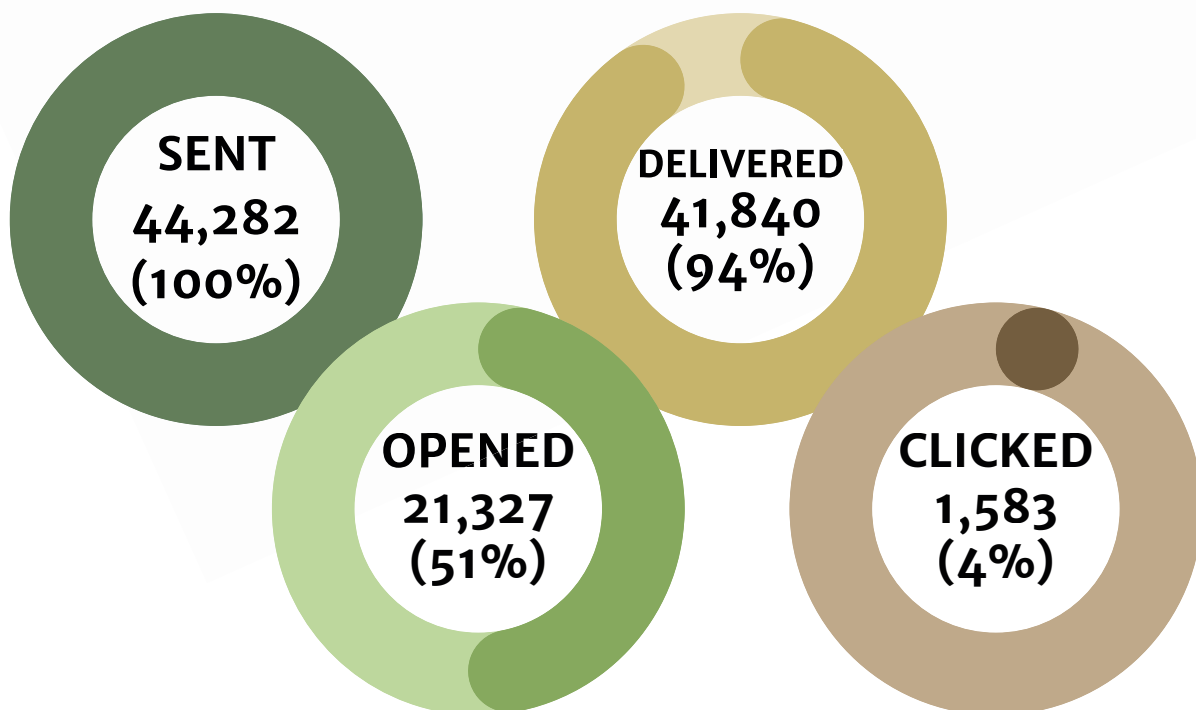
Cultivating Communications Photo

# CONSTANT CONTACT

Constant Contact remained a key tool for newsletters, media releases, event invitations and project updates. Over the fiscal year:

- Total contacts grew by 346 to 6,282
- The Media List increased to 404 contacts
- 44,282 emails were sent (up 1,079 from last year)
- Open rate: 51 per cent (13 per cent above industry average)
- Click rate: four per cent (two per cent above industry average)
- 72 campaigns were issued, covering Monthly Mentor Meetings, the CFGA Annual Conference, media releases, quarterly newsletters, Young Rancher Calls, event promotions, OFCAF updates and other project communications.

## Email marketing funnel



\*Percentages are based on total emails sent

# OTHER COMMUNICATIONS

Additional communications activities included:

- A weekly blog highlighting CFGA projects and events, including the annual conference; annual partner spotlights; project updates and general content of interest to those involved in the forage and grassland sector.
- Quarterly newsletters
- Media releases
- Columns in Glacier Farm Media's Canadian Cattlemen Magazine and Le Bulletin
- Content in provincial member and other organization newsletters

## CFGA IN THE NEWS

Throughout the year, the CFGA is also contacted to provide information about its projects and the Canadian forage and grassland sectors as well as providing content to publications. [Here are some of those articles.](#) A selection of these articles is included in this report.

## SIGN UP FOR UPDATES

You can sign up to receive updates on the [CFGA website](#).



— Cultivating Communications Photo

# PROVINCIAL FORAGE ASSOCIATIONS

The CFGA provincial forage association members provide local research and education on forages and pasture management. Working in consort with these organizations strengthens the sector across the country.

On June 30, 2025, the Alberta Forage Industry Network (AFIN) transferred its responsibilities for representing the Alberta forage industry to the Agricultural Research and Extension Council of Alberta (ARECA) and ARECA became a member of the CFGA.



AGRICULTURAL RESEARCH AND  
EXTENSION COUNCIL OF ALBERTA



***B.C. FORAGE COUNCIL***



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Silver



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Conference Foundation



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# About the CFGA

The Canadian Forage and Grassland Association (CFGA) is the national voice for all sectors of the forage and grassland industry.

The CFGA formed in 2010 to provide a national voice for all Canadians who produce hay and forage products, and for those whose production is dependent upon forage and grassland production. Its main role is to uphold the robust forage industry and realize the potential of the domestic and export forage market.

## Vision

The CFGA will be the recognized leader in forages and grassland opportunities nationally and internationally.

## Mission

The CFGA will work cooperatively with affiliated partners to develop the forage and grasslands industry through knowledge transfer, research and supporting market opportunities in Canada and abroad.

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