

### **Mission**

FFGA provides relevant unbiased sustainable forage and livestock information to producers in partnership with industry, government and the agricultural community. FFGA is a producer driven volunteer association leading the industry to long term sustainability through research and development.

### **Vision**

FFGA encourages a profitable and sustainable forage industry by providing an information network for southern Alberta Producers.

### **Values/Guiding Principles**

Values are the principles that the organization stands for. They serve to guide all activities and are reflected in decision making and in the daily activities of the association.

- We respect land, water and other natural resources.
- We work in co-operation and in harmony with others.
- Our association supports innovation within the industry.
- We proactively plan for the future.
- We believe in the importance of agriculture and the forage industry in Alberta.

### A Brief History

The Foothills Forage and Grazing Association is an association that was created by a group of fore-sighted men who democratically developed a tool of communication to improve, promote, and research the forage potential of the Alberta Foothills under the free enterprise system.

In 1972, a small idea, with large potential, developed from the realization that an association devoted to improving native rangeland and cultivated pastures was much needed to satisfy the demand for increased beef production. On November 2nd, 1972, the Foothills Forage Association became a reality.

Today the FFGA is not only concerned with pasture improvement but is concerned with all facets for forage promotion and production of annuals, biennials and perennials and their utilization by all types of livestock. In 1972, it was predicted that cheap forage would not last forever and today the demand for concentrated forage programs and the ultimate utilization of forages is becoming increasingly more essential.

Through needs assessment and strategic planning processes, we found that our members look to the association to gather and distribute information. Through our extension activities, publications, and project work, we try to live up to that mandate. We conduct on-farm trials, tours, events, seminars and conferences based upon forage production, storage, and grazing. From time to time we partner with our corporate members on applied research projects.

***\* See publications page for article on our trip to Brazil***