



ONTARIO SOIL AND CROP IMPROVEMENT ASSOCIATION

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For immediate release

Nipissing District Dairy Farmer Named 2009 Ontario Forage Master

November 17, 2009 - Cache Bay. James Parsons, a dairy farmer from Cache Bay in Nipissing district, has been named Ontario Forage Master for 2009.

Parsons participated in the 22nd Annual Ontario Forage Master's Competition at the Royal Agricultural Winter Fair, where he had the opportunity to present innovative ideas and forage management techniques to peers and visitors. Pickseed Canada, Agri-Food Laboratories, the Royal Agricultural Winter Fair, and the Ontario Soil and Crop Improvement Association (OSCIA) sponsored the competition.

"Pickseed Canada is pleased to be a sponsor of this event, which profiles the value of forage crops, both economically and environmentally," said Paul Wight, Ontario and Atlantic Sales Manager for Pickseed Canada.

"With 166 participants from 24 counties/districts across Ontario, the Ontario Forage Master's Competition, held in conjunction with the Royal Agricultural Winter Fair, is a great example of partnerships coming together to profile Ontario's largest acre crop", said Murray Cochrane, President of OSCIA. "Farmers are looking for continual improvement of management practices. To most livestock farmers, forages are the most profitable crop they grow, and are typically the foundation of most feed rations".

Following the announcement, Parsons who represented Nipissing District, expressed his thanks. "I'm honoured to have been chosen Ontario Forage Master for 2009 and look forward to representing Ontario at the American Forage and Grassland Council next year", stated Parsons. "Our business is about profitably producing a high quality, nutritious product in an environment that recognizes family, employee pride, animal husbandry, land stewardship, and community involvement".

Parsons is a bachelor of commerce graduate from the University of Guelph majoring in finance. After two years working in banking, James and wife Michelle purchased their dairy farm, Parview Farms Inc. James is currently vice-chair of his local Co-op, milk committee secretary, and coach of his son's atom hockey team.

Parsons now qualifies to compete in the 2010 American Forage and Grassland Council's Forage Spokesperson Contest to be held June 20-22, 2010 in Springfield, Missouri.

A key component of the Competition included an engaging exchange between Parsons and the judges on the merits of forage management.

The Ontario Soil and Crop Improvement Association is a grass-roots farm organization committed to the communication and facilitation of responsible, economic management of soil, water, air, and crops.

PICKSEED Canada Inc. is a leader in the development, production and distribution of turfgrass, forage crop and hybrid corn seeds. Since its beginning in 1947, PICKSEED has built a trusted and proven reputation for quality, agronomic advice and a commitment to research and technology. PICKSEED currently has locations across Canada and operates under the PICKSEED and Mapleseed brand names.

Agri-Food Laboratories Inc. is a full service analytical facility located in Guelph, serving domestic and international clients in the agricultural industry since 1984. Their dedicated staff of technicians and professionals offers high quality, reliable services providing 'Measurements for Management' to all sectors of the agricultural industry including analysis of feed and forages, soil and crops, and greenhouse media and solutions.

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