



ONTARIO SOIL AND CROP IMPROVEMENT ASSOCIATION

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For immediate release

Johnston Named the 2007 Ontario Forage Master

November 8, 2007 - Listowel. Doug Johnston, a dairy farmer from Listowel, has been named Ontario Forage Master for 2007.

Johnston was one of the contestants who competed in the 20th Annual Ontario Forage Masters Competition at the Royal Agricultural Winter Fair, where he and the others had the opportunity to present innovative ideas and forage management techniques to peers and visitors. Pickseed Canada, Agri-Food Laboratories, and the Ontario Soil and Crop Improvement Association (OSCIA) sponsored the competition.

“For more than 20 years the Ontario Forage Masters competition has been helping to promote and share ideas on producing excellent forages. PICKSEED is proud to be a partner in this initiative,” said Paul Wight, Ontario and Atlantic Sales Manager for Pickseed Canada. “It was also an excellent day to learn more about tips on growing top quality forages from each of the competitors competing from across Ontario,” said Frank Hoftyzer, President of OSCIA.

Following the announcement, Johnston who represented Perth County, expressed his thanks. “I’m honoured to have been chosen to represent the Ontario forage industry and I look forward to learning more about the industry in the upcoming year.”

Johnston now qualifies to compete in the 2008 American Forage and Grassland Council’s Forage Spokesperson Contest to be held January 26-31 in Louisville, Kentucky.

Maplevue Farm, owned and operated by Johnston and his brother, Dave, is a corporation that strives for very high conformation cows. With 1,000 acres of land under production, growing of forages is an integral part of their operation. “A high level of production is reached by planning ahead -- from crop rotation to selection of seed, equipment, and method of harvest,” Johnston stated.

Forages are considered a versatile, nutritional, economical and environmentally friendly crop. Johnston stated that, “In our view, alfalfa is the queen of the forages, and provides the base of our TMR.” Forages account for the greatest number of crop acres grown in the province and contribute millions of dollars to Ontario’s agri-food economy.

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, a part of Agri-Trace International, a division of Beef Improvement Ontario, is a Canadian business focused upon providing information products and services to the agriculture sector in Canada and worldwide. Current activities include livestock traceability and genetic evaluation services that support market access, animal health and food safety initiatives in North and South America.

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