



ONTARIO SOIL AND CROP IMPROVEMENT ASSOCIATION

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For immediate release

Grey County Beef Producer Acclaimed as OSCIA President Elect for 2012

August 10, 2011 -- Ravenna, ON. The annual summer Director's meeting of the Ontario Soil and Crop Improvement Association (OSCIA) was held at the farm of Joan McKinlay of Ravenna, Ontario. Joan is the 1st Vice President of OSCIA and was acclaimed as the President Elect for 2012. She represents the counties of Grey, Bruce, Dufferin, North Simcoe and South Simcoe. Joan and her husband James with their son Robert operate Silver Springs Farms, a cow-calf operation marketing breeding stock and cash crops, located on top of the Blue Mountain in Grey County.

"As we use the resources of sunlight, soil and water, it is the people resources on our farms that will determine how each of these resources is used and protected. This ultimately determines the success of the farming operation. I look forward to working with the many volunteers in each of the counties across the province who, just as these people on the farms, will determine the future of Ontario agriculture" says Joan. "I am honoured to be among the many leaders of this organization, going back to Alex M. Steart, the initial President in 1939."

OSCIA's mission is to *Faciliate Responsible Economic Management of Soil, Water, Air and Crops through Development and Communication of Innovative Farming Practices*. OSCIA also takes a lead role in administering the Ontario Forage Masters' program each year. Joan frequently points out the important of quality forages and grasslands not only for a profitable beef and dairy industry, but forages also contribute to soil improvement, increasing organic matter and water holding capacity to benefit other field and horticultural crops. She is also Communications Assistant with the Ontario Forage Council.

The OSCIA works closely with the Ontario Ministry of Agriculture, Food and Rural Affairs, Agriculture and Agri-Food Canada and the Ontario Farm Environmental Coalition in the delivery of the Environmental Sustainability and Farm Business Development for Farm Businesses components of Growing Forward Best Practices Suite. These provide producers opportunities associated with the Environmental Farm Plan, Canada-Ontario Farm Stewardship Program and Growing Your Farm Profits business development assistance.

For further information, contact:

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