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# Profitable Pastures 2016 Conference and Trade Show

## PRESS RELEASE

### For Immediate Release: February 24, 2016

The Ontario Forage Council is proud to announce our upcoming annual **Profitable Pastures 2016**, this years' theme is: ***The Art of Good Pasture Management - "It Really Works!"*** The conference will be held in **Elmwood, at the Elmwood Community Centre, on Tuesday, March 9<sup>th</sup>**. Additional remote locations have been added.

Presentations will be broadcasted digitally to the **Green Tractors Dealership in Earleton, as well as the Algoma District Services Administration Board Head Office, 1 Collver Road Thessalon**. Please watch our [website](#) for news on additional locations. Presentations are CEU accredited.

This years' **keynote** speaker is **Juan Alvez**. Juan comes from a two-generation pasture-based family farm in Rivera, Uruguay. He obtained his BS in Agronomy in Brazil, his MS in Plant and Soil Science with Bill Murphy and his Ph.D. in Natural Resources at the University of Vermont. He has experienced interdisciplinary research in grazing management, agroecology, ecosystems goods and services, land use change, conservation policy, green markets, and ecological economics. His work addresses environmental, social and productive aspects of grazing farms, with emphasis on dairy management, ecosystems conservation and sustainable livelihoods in Vermont and New England. In his study, grasslands play a key role because they are complex ecosystems that sustain a vast array of functions and processes delivering benefits for supporting healthy environments and communities.

**Allan Dales** will kick off the day with a producer profile on the importance of **pasture management**. **Bill Deen** will explain the value of cover crops in a pasture. Attendees will also be treated to the firsthand knowledge of Kevin Aitken, **Mapleseed's 2016 Beef Pasture Award Winner**. Kevin will share the best management practices that have made his operation a prize winning farm.

The cost of this years' conference is \$40, and includes a hot roast beef lunch. Books of 10 tickets are available to treat customers, or staff. **Registration deadline is March 4<sup>th</sup>**, registrations will be accepted at the door, but may not include the hot roast beef lunch. Registration is available by phone, or mail. Visa and Mastercard accepted by phone. Please make cheques payable to the Ontario Forage Council.

Tradeshaw and sponsorship opportunities are still available for this conference. Profitable Pastures is an excellent way to advertise your business to your target audience, as well as show your support for the grazing community.

For more information on sponsorship/tradeshaw opportunities, or to register please contact:

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