



SASKATCHEWAN STOCK GROWERS ASSOCIATION

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Media Release

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Saskatchewan Stock Growers Commend Reinvigoration of the Ag-Rep System

Saskatchewan Stock Growers Association (SSGA) President Ed Bothner stated today that his organization was pleased to learn that the Ministry of Agriculture will be reintroducing a number of agricultural specialist positions to locations in rural Saskatchewan.

According to Bothner, "These new staff positions will help fill the void created when most of the province's rural service centres were closed in 2004 in favour of a central call centre.

"We commend Minister Bjornerud for coming to the sensible conclusion that when it comes to providing producers with timely technical information that reflects conditions in their home region, the call centre approach was not sufficient," said Bothner.

"It only makes sense that an agricultural consultant's ability to understand local conditions with respect to things like climate, crop conditions, and pests will be enhanced if he or she actually lives in the neighbourhood and observes those conditions as they develop on a daily basis," stated Bothner, "Having a local Ag-Rep facilitates face to face meetings with producers and the development of personal associations and networks that can only be built by being immersed in the life of a community."

"Having an educated honest broker who is a member of the community providing advice is something that producers have always supported, we look forward to welcoming Ag Reps back into our rural communities." added Bothner.

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For further information contact the SSGA office in Regina at (306) 757-8523