



## Press Release

For Immediate Release | March 25, 2014

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### **Provincial Council of Agriculture Development and Diversification ADD Boards for Saskatchewan to Become Simply Agriculture Solutions**

*As of April 1, 2014, the Provincial Council of Agriculture Development and Diversification ADD Boards for Saskatchewan Inc. (PCAB) will be making some major structural adjustments and be known as Simply Agriculture Solutions Inc.*

As a leading grassroots agricultural organization in Saskatchewan, PCAB has evolved over time to meet the changing needs of its agriculture producers and partners. The continued progression of the province's agricultural industry has resulted in a new vision for the future of our organization and effective April 1, 2014, PCAB will become known as **Simply Agriculture Solutions**.

The Simply Agriculture Solutions Board of Directors and staff will continue to guide and deliver efficient, reliable programs that Saskatchewan producers are accustomed to, as well as to actively seek out new opportunities for producers and the agriculture industry in Saskatchewan. Our organization will also provide new, exciting opportunities for its members through innovative program delivery and strategic partnerships to help shape the future of agriculture in Saskatchewan. The mission for Simply Agriculture Solutions remains *'to advance and promote the Saskatchewan agriculture industry by providing education, beneficial programming and opportunities for producers via positive partnerships and collaborations'*. Simply Agriculture Solutions continues to administer the Environmental Farm Plan (EFP) and the Agriculture Plastics Recycling Pilot programs.

"The Simply Agriculture Solutions Board and staff are thrilled about the next evolution of our organization," says Executive Director Tamara Weir-Shields. "Simply Agriculture Solutions already has a number of innovative initiatives under development in our project pipeline that we look forward to implementing to benefit our members".

Simply Agriculture Solutions will also continue to operate as a non-profit, membership driven organization. Previously, in order to be directly involved in PCAB, a producer was required to be appointed by their Rural Municipality (RM) to participate on a regional Agriculture, Development and Diversification (ADD) Board. Under the new Simply Agriculture Solutions membership structure, ADD boards are still eligible for membership and the structure will remain based on regional grassroots representation of the province. However, the new membership structure will also enable individual producers, agriculture interest groups and businesses to become members of Simply Agriculture Solutions to help shape the future of agricultural programming in Saskatchewan.

For more information contact:

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**About the Provincial Council of Agriculture Development and Diversification ADD Boards for Saskatchewan Inc. (PCAB):** PCAB was developed in 1988 and was a result of restructuring the Agriculture Extension Boards (since 1946). Most producers will recognize PCAB as the delivery agent for the Saskatchewan Environmental Farm Plan (EFP) Program since 2005, the Agricultural Plastics Recycling Pilot since 2011, and the Farm Stewardship Program in Growing Forward 2009-2013. Less recent programs included Provincial Pest Control/ Fieldworker Policy, Farm Input Price Survey, Minor Use Research Registration, Watershed Awareness Initiative and West Nile Virus Education to Saskatchewan. For more information, please visit [www.saskpcab.com](http://www.saskpcab.com).

**About Simply Agriculture Solutions:** Effective April 1, 2014, Simply Agriculture Solutions will replace the existing PCAB organization. For continued program and membership details, please contact Simply Agriculture Solutions head office at 1-877-298-7222, your local Board member or visit our new website launching soon at [www.simplyag.ca](http://www.simplyag.ca).