

NSGA ANNUAL GENERAL MEETING 2017 Tuesday March 21, 2017 Dave & Buster's 120 Interchange Way, Concord ON	
8:30 am	Registration
9:00 am	Price Simulation Games – Greg Thomas, Pricing Solutions
12:00 pm	Lunch
1:00 pm	Ontario Turfgrass Symposium – Eric Lyons, OTS Chair
1:15 pm	Asparagus Farmers of Ontario – Ken Wall, Chair
2:00 pm	Marketing Board Proposal, Greg Skotnicki, NSGA President
3:30 pm	NSGA AGM
Please Register by March 17, Cost \$125.00	

Greg Thomas, Pricing Solutions

Greg Thomas from the Nov 23 Price Workshop joins us to delve further into price strategy and the effect on market share. Greg has two new price simulation games for you to participate in that will provide real-time insight into the practice of sod pricing in Ontario. Greg has a background in the farming community in cattle and apples and holds an M.Sc., in Agricultural Economics & Business from the University of Guelph. He has worked for Ontario Pork and has 15 years of experience in numerous pricing research, analytics and strategy development projects for leading Agri-Businesses.

Eric Lyons, OTS, Chair

The Ontario Turfgrass Symposium committee is arranging a strategic planning session. Eric Lyons, OTS committee Chair and Director of the Guelph Turfgrass Institute will make a presentation on the importance of OTS to the Turfgrass community and how you can participate in planning its future.

Ken Wall, Asparagus Farmers of ON, Chair

Ken will share his marketing board experience. Ken grew up on his family's farm on the north shore of Lake Erie. Ken has a Diploma in Agriculture from Ridgeway College, and a law degree from UBC. Ken is the CEO of The Shore Group of Companies including Sandy Shore Farms Ltd., Shore Fresh Packers Ltd. and ShoreQuip Ltd. Ken is also actively involved in the grower community and is currently the chair of the Asparagus Farmers of Ontario and Fox Seeds Inc.

Greg Skotnicki, NSGA, President

Over the past two years the NSGA has had several meetings and opportunities to gather grower feedback on the draft proposal to form a sod marketing board to fund a major sod marketing campaign in Ontario. The NSGA is now preparing to finalize the proposal to the Ontario Farm Products Marketing Commission based on grower input.