
The Saskatchewan Fruit Growers' Association (SFGA)

The association is a voluntary, non-profit organization whose members are interested in developing a strong and vibrant fruit industry in Saskatchewan. All affairs of the Association are governed by its constitution and an elected five-member board of directors who have active member status.

Vision

“A grower-directed association dedicated to the production and marketing of premium quality fruits. Working with industry to meet customer needs.”

Membership Benefits

Depending on the specific membership category members will receive:

- * the Prairie Fruit Journal
- * the SFGA's Member Guide
- * bulk purchasing discounts on plant orders
- * reduced registration fees for workshops and conferences
- * space in the Member Guide for advertising

Objectives

The SFGA's objective is to meet the production and marketing needs of individuals producing fruit crops such as saskatoon berries, strawberries, raspberries, cherries, currants, apples and other not so common crops such as sea buckthorn and lingonberry. To meet these needs the Association is dedicated to the following objectives:

*** Research Orientated**

- Communicate research and industry developments to the grower
- Identify grower priorities for research

*** Market Orientated**

- Proactive promotion into new markets
- Provide information on the mechanics of market entry
- Research and identify potential markets

*** Prairie-wide Cooperation**

- Increase participation in the association
- Increase inter-provincial cooperation to reduce competition

*** Premium Quality Products**

- Educate the consumer about Saskatchewan fruit
- Develop quality and grading standards and regulations
- Provide growers with recommended methods of field management

*** Industry Representative**

- Increase cooperation of all industry stakeholders
- Advise government and research organizations concerning the needs of growers

Member Involvement

Association members are encouraged to participate in the following:

- * annual meeting
 - * field days
 - * workshops
 - * conferences
 - * committees
 - * marketing projects
 - * research trials
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The Prairie Fruit Journal

The Prairie Fruit Journal is a cooperative effort by the Fruit Growers' Society of Alberta, the Manitoba Fruit Growers Society, and the Saskatchewan Fruit Growers' Association to provide our members with a publication that contains current and relevant information required to produce and market fruit successfully.

Topics in the newsletter include:

- * research updates and results
- * production techniques
- * board of director contacts
- * new crop information
- * upcoming events
- * equipment for sale
- * grower profiles
- * relevant horticulture publications
- * information on funding agencies
- * upcoming horticulture conferences
- * chemical safety

Membership Categories

The association is for *all* people who are interested in growing fruit on the prairies. In this regard, the association has developed three membership categories. One of these categories will suit the level of involvement you would like to maintain in the association. All members receive 'member' website access privileges and reduced registration fees at SFGA workshops and conferences.

Active Member

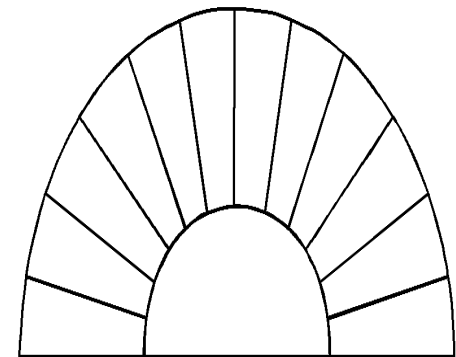
Active members will receive the *Prairie Fruit Journal*, the SFGA Member Guide, discounts on bulk plant orders, listing in the annual U-Pick brochure and website U-Pick map, website listing of fruit or fruit-related products for sale, and the right to vote. Eligibility for active membership requires that the interested party be engaged in growing at least one acre of fruit with the intent of selling the fruit commercially or through U-Pick.

Affiliate Member

Affiliate members will receive the *Prairie Fruit Journal* and are not able to vote in SFGA matters. The only requirement for affiliate membership is that you have an *interest* in growing fruit and that you do not have more than one acre of fruit planted.

Associate Member

Associate members will receive the *Prairie Fruit Journal*, the SFGA Member Guide, and space in the Member Guide for a one-page advertisement. As well, they will have the option to sit on strategic committees, but are not able to vote. Associate membership is intended for individuals or business entities that plan to sell products or services to the rest of the membership.



SASKATCHEWAN
FRUIT
GROWERS
ASSOCIATION

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