

2010-11 SASKATCHEWAN AGRICULTURE

STUDENT SCHOLARSHIP PROGRAM

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The future of agriculture in Saskatchewan lies within its people. This has been true in the past and remains true today and into the future. People associated with agriculture have a love for the land and an excitement about growing products and enhancing the industry from every perspective. The diversity of careers in the agriculture industry today and in the next ten years is growing and changing quickly which is attractive to a younger generation.

Agriculture in today's day and age no longer strictly means farming. The many facets of farming have caused numerous specialized professions to be created. As farmers become more efficient with their time, money, and assets they are looking towards specialists for their services. Independent Agronomists provide very valuable services to crop producers. The information and advice given on soil fertility, variety selection, disease and pest management and continuing through to harvest with advice on desiccation timing assists producers a great deal. This information helps to maximize production and efficiency while minimizing the environmental footprint left behind for future generations to deal with. Marketing and business management professionals are now playing a much more pivotal role in a farm's daily operation. World grain and livestock information is now readily available instantly to everyone thanks to technology such as internet and mobile phones. In order to extract the necessary

information relevant to your farm, professional marketing and management services have become essential to the success of the family farm. With technology playing a larger and more important role in farming than ever before, experts in the implementation and maintenance of advanced systems such as GPS, auto-steer and variable rate technology are indispensable to the farming community. Many of these careers employ young people who grew up on the farm and have been specially trained to provide these services. As more farms are using the services of these specialists, our rural communities are strengthened as many of these people have returned to rural areas after receiving their education.

The future of farming in Saskatchewan not only lies in the hands of the farmers themselves but now also in the hands of the specialists who aid them in maximizing the farm's potential. As the farmers and experts work together in the coming years, the potential for success will be quickly realized. The resilience of Saskatchewan's farmers is legendary and with the use of resources such as specialists, agriculture will once again become one of the corner posts of the provincial economy.