

MEDIA RELEASE



Launch of *Conservation Conversations* Video

Regina, SK – November 17, 2015

The Saskatchewan Prairie Conservation Action Plan (SK PCAP) is pleased to launch an online video highlighting the important role that ranching plays in conserving Saskatchewan's valuable grassland resources. The video, titled *Conservation Conversations*, features two Saskatchewan ranchers and captures their perspectives on agriculture and sustainability. The video also illustrates key components of SK PCAP's awareness initiatives.

"Our goal with this video is to create awareness among the public about the importance of prairie ecosystems, and the valuable role that ranching and agriculture plays for habitat and species conservation in our province," says Kayla Balderson Burak, Manager of SK PCAP. "Native prairie education and awareness is a major area of focus for us," Balderson Burak explains. "The creation of this video highlighting ranching culture and prairie stewardship really brings to light the sustainability of working landscapes that are well cared for," she says.

"Healthy, functioning rangelands are the foundation for long-term risk management in ranching," says Ross MacDonald, a southeast Saskatchewan rancher who is profiled in *Conservation Conversations*. "Projects like this provide an opportunity for those of us who make our living off of native prairie to tell our story and contribute our perspective of the overall journey of long-term environmental health and food production," MacDonald explains.

The video, which premiered Monday evening at a private reception held in Saskatchewan's Provincial Legislature, is available to the public through a variety of online and social media platforms. The video will also be running at the SK PCAP display in the Family Ag Pavilion during Canadian Western Agribition November 23-28, 2015.

Since 1998, the Saskatchewan Prairie Conservation Action Plan Partnership has brought together native prairie stakeholder groups, including organizations representing producers, industry, provincial & federal governments, non-government organizations and research and educational institutions under a common vision for prairie conservation in Saskatchewan.

To watch the video, please visit this [link](#) or copy and paste <https://youtu.be/DW09aOrW8EE> into your web browser.

For more information, contact:

Kayla Balderson Burak, SK PCAP Manager - (306) 352-0472; E-mail: pcap@sasktel.net

Website: www.pcap-sk.org Twitter: @SaskPCAP Facebook.com/SKPCAP

#ConservationConvo

Media Interview Contact:

Ross MacDonald, Rancher, 306-815-7798

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