



Barley Country

Alberta's Barley Information Source

NOVEMBER 2011

Established 1991

APP changes: The first of many for Western Canadian grain farmers

BY ANNE-MARIE
BRUZGA LUCHAK

On Oct. 18, 2011, the *Marketing Freedom for Grain Farmers Act* was tabled in Parliament, taking Western Canadian farmers one step closer to an open market system.

"The Canadian Wheat Board (CWB) monopoly, born in a different time to meet different needs, has cast a chill on key parts of the grain sector in Western Canada in today's realities," Ritz said. "The six-decade-old CWB monopoly is yesterday's solution to yesterday's problems. The fact is, today's farmers are entrepreneurs; they're proving over and over again that they can and will do better if they have control over their farm and over their own business bottom line."

The tabling of the bill in the House of Commons came just weeks after Agriculture and Agri-Food Canada (AAFC) announced that the Advance Payment Programs (APP) for wheat, durum and barley would now be administered through the Canadian Canola Growers Association (CCGA) instead of the CWB.

A not-for-profit based in Winnipeg, the CCGA is already preparing for the increased number of applications. Rick White, general manager of the CCGA, says they're planning to hire 15-18 new staff

members to handle the higher volume.

"This is a fairly substantial expansion to our business and we have to maintain good customer service through all this," says White, adding that CCGA already issues the APP for commodities including canola, oats and pulse.

Minister Ritz says the move will ensure that all

“The fact is, today's farmers are entrepreneurs; they're proving over and over again that they can and will do better if they have control over their farm and over their own business bottom line.”

wheat, durum and barley farmers have access to the APP without disruption, especially given the CCGA's excellent track record at issuing cash advances. He also believes it's "the right thing to do."

"The Wheat Board has somehow always claimed that they ran the APP—they did not," says Ritz. "[The CWB] was simply the administrator and they served at the pleasure of the government. Having seen and watched what they've done in the last little while, it just seemed appropriate to move the cash advance and not have it held ransom."

Farmers applying for advance payments with the CCGA will notice many similarities to the way the program was administered under the CWB. For those who qualify, the first \$100,000 of the advance remains interest free, and any portion above \$100,000 (up to a limit of \$400,000) will be interest bearing. There will, however, be a few key differences.



Photo: Michael Interisano

LEGISLATION IS TABLED: Gerry Ritz, minister for Agriculture and Agri-Food Canada, makes the announcement at the Sawyer family farm on Oct. 17, 2011 that legislation will be tabled the next day to introduce a multi-desk marketing system for Western Canadian grain farmers.

No instant advance at elevators

According to Dave Gallant, manager of farmer programs for the CWB, one major difference under the CWB's administration was that farmers could go to an elevator and immediately receive a portion of their advance.

"The CWB, through its business relationship with the grain companies, was able to have an agreement with the grain companies which allowed farmers to apply at the elevator and receive up to \$100,000 at the elevator," says Gallant. "CCGA requires their forms to be filled out and sent to CCGA for processing prior to any money being issued by CCGA for the advance."

White acknowledges the instant advance was an advantage of the CWB structure.

"Right now, they get their first \$100,000 from the elevator and the elevator will cut them a cheque right there if they're eligible for that amount," says White. "But again, I don't think the Wheat Board could do that in a post-monopoly situation because I don't think the grain companies are going to have those accounts with the CWB—they'll be competitors."

A three per cent holdback

Under the CCGA, farmers applying for the APP will notice a three per cent holdback of their funds. This holdback will work much like a deposit and will be repaid to farmers when they pay back their advance. Under the CWB, however, there was no holdback.

"The intent of the three per cent holdback by CCGA (and other APP

administrators) is to offset the administrator's risk if the farmer went into default on the advance. Put another way, if the farmer defaulted, the three per cent holdback would automatically be applied to the defaulted advance," explains Gallant. "It does not necessarily relate to the default rate of the administrator."

As a not-for-profit, White says the holdback is necessary to mitigate the CCGA's risk. He says the government's guarantee that underwrites the advances is not 100 per cent, but is based on the organization's historical defaults. For the CCGA, their default rate runs between two to three per cent and they simply can't afford to cash flow that gap.

"If a farmer applies for an advance of \$100,000 because they want an interest-free advance, the cheque we give them back is \$97,000," says White. "We hold back the three per cent and then, if that farmer ever defaults, we've got that three per cent in our pocket to offset the loss we would incur. When the farmer pays back their advance, they get their holdback returned."

APP Continued, page 4 »

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EDITOR'S MESSAGE

Barley Country working for you

BY ANNE-MARIE BRUZGA LUCHAK

“ We are always thrilled to hear from barley growers and readers ... We want to make *Barley Country* work for you.”

This issue of *Barley Country* is very special: not only does it feature a thank you to all of the Alberta Barley Commission's directors and delegates from the past 20 years, it's also the first edition to be produced within the Commission's offices in recent memory.

Since taking on the position of communications manager—and, as of this issue, *Barley Country* editor—I've had the pleasure of talking to the Board, delegates and readers about the kinds of stories they want to see in the paper. This issue is, in part, a reflection of the feedback I've received so far.

On the next page, we feature our Chairman's Message with Matt Sawyer as well as an update from our Acting General Manager, Lisa Skierka. As well, Richard Phillips, executive director of the Grain Growers of Canada (GGC), gives us a state-of-the-union address about the federal lobbying priorities for the GGC.

Speaking of federal politics, you've already noticed our update about the Canadian Wheat Board (CWB) legislation as well as the Advance Payments Plan (APP). As news related to the multi-desk system seems to change on a weekly basis, please visit www.albertabarley.com for the latest information.

In this issue, as well as on our website, you will also find information about all the upcoming regional meetings around the province, as well as the annual general meeting in Banff. Please take the time to read the 2010–11 annual report pullout in advance of these meetings.

With what looks to be a record harvest, *Barley Country* contributor Lee Hart walks us through a malt market update and demystifies the world of malt contracts. We also turn our attention to feed. As 80 per cent of Alberta barley is grown for feed, we feature a story by Madeleine Baerg that overviews the upcoming feed summit in December. Caitlin Crawshaw also examines how technology is being ramped up on feedlots with the use of Near Infrared Spectroscopy (NIRS). We also hear from former *Barley Country* editor Terry Bullick, who writes about the proposed Alberta All-Wheat Commission.

Our new Communications Assistant, Kailen Renelle Krawec, writes an interesting producer profile on Greg Arthur from Fawcett, who shares his positive attitude as well as his favourite kind of feed barley. Long-time Policy & Research Coordinator Darcy Kirtzinger delivers research highlights from an internationally renowned malt conference he attended in Australia on behalf of the Commission. Sarah

Sutton's story on social media lists some handy applications you can use with your



Anne-Marie Bruzga Luchak

smartphones in the field. New contributor Maeve O'Rourke profiles services offered through a new joint ag office in Lloydminster, and also shares information about the 2011–12 Brewing and Malting Barley Research Institute (BMBRI) research grants.

On a final note, taking *Barley Country*

“in house” is just one of the exciting communications changes you will see in coming months. We are already working on a redesign of *Barley Country* for January 2012, as well as mapping out a new producer website for the spring—one that will be easier for you to navigate and easier for us to share the latest in agricultural news.

We are always thrilled to hear from barley growers and readers, so please don't hesitate to call me at (403) 219-6260 or email aluchak@albertabarley.com with your feedback, questions and story ideas. We want to make *Barley Country* work for you.

Anne-Marie Bruzga Luchak is the new communications manager for the Alberta Barley Commission.



Record malt harvest 5



Apps and smartphones 6



Meet the Arthurs 11



The future of feed 12

IN THIS ISSUE

Chairman's Message: Change is in the air this fall 3

General Manager's Message: Focusing on priorities 3

Lloydminster's joint ag office 4

Malt market update 5

Apps and smartphones can change the way you farm 6

Getting serious about malt 7

Be part of the "grassroots" 8

BMBRI grant recipients 8

2010–11 Annual Report ... see insert

NIRS captures feed info 9

Barley update from down under 9

Grain Growers set key policy points for the upcoming year 10

Balancing two careers and a love of the land 11

The future of Alberta feed 12

All-Wheat Commission 12

20th anniversary photo spread and thank you 14

News and events 16

Key contacts 16



Alberta is Barley Country.

This province grows more barley than any other, and Alberta's output typically accounts for half of Canada's annual crop. Barley production for feed, malt and food is an important economic activity in Alberta.

See past issues of *Barley Country* at www.albertabarley.com

Barley Country is published four times per year by the Alberta Barley Commission to inform producers about new technology and developments affecting barley production, and to promote new markets for Alberta barley growers.

Barley Country is circulated to more than 24,000 producers, agronomists, researchers and grain industry representatives. It is printed in Calgary, Alberta on recycled paper using canola-based inks.

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CHAIRMAN'S MESSAGE

Change is in the air this fall

BY MATT SAWYER

Harvest is over and the good news is in—many Alberta farmers had high yields and good harvest conditions, making 2011 a record-breaking year. Just a short year ago, the news was different, with bad weather inhibiting harvest so that the news was bleak for many of us.

The cyclical nature of farming makes all of us into gamblers, despite our best efforts to plan and manage for every eventuality. Like life, farming is full of ups and downs, which is what makes it so worthwhile when you do succeed.

This fall, change is in the air as the federal government tabled legislation on Oct. 18, 2011 to allow Western Canadian farmers the freedom to market their own grain. While these proposed changes continue to evolve, please be assured that the Alberta Barley Commission will continue to work with government and industry to ensure we get the best information out to farmers.

Part of this process is making sure that we work with the federal government and are part of the planning process. We can either resist change or work to ensure our members' priorities are being represented to government. However, the writing is on the wall—Stephen Harper's Conservative government has shown that they are moving forward to change the existing system. Commission directors and staff will work hard over the coming months to ensure our members are kept informed of how these changes will affect them.

Another recent change is that the Canadian government's Advance Payments Program (APP) for wheat, durum and barley will be administered by the Canadian Canola Growers Association (CCGA) starting with winter wheat this fall. The APP was created to provide farmers with advance payments to improve cash flow and has been administered by the CWB to-date. The CCGA has extensive

experience administering APPs for other crops, so it was a natural fit when the



Matt Sawyer

government decided to move the program. The CCGA will begin administering spring advances on barley in April 2012.

Transportation is another priority for barley growers, as is increasing the demand for barley and its profitability.

The Grain Growers of Canada (GGC) has kept on top of the transportation issue for Alberta's barley growers and will continue to do so. In order to grow demand, the Commission will keep supporting research and innovation, while also building relationships across industry and government to ensure barley is a viable commodity for Alberta's farmers.

Matt Sawyer is the chairman of the Alberta Barley Commission and a farmer near Acme.

“We can either resist change or work to ensure our members' priorities are being represented to government.”

GENERAL MANAGER'S MESSAGE

Focusing on priorities

BY LISA SKIERKA

Responsible. Motivated. Passionate. These words sum-up the Alberta Barley Commission's staff and our commitment to achieving the strategic priorities outlined by the Board of Directors.

Over the past few months, we've worked to develop a team environment focused on meeting the Commission's vision statement, which is: "A vibrant and innovative industry that unlocks the entire potential of barley." Part of meeting this vision is working with barley growers to understand their priorities. Darcy Kirtzinger, the Commission's policy & research coordinator, has been instrumental in facilitating introductions for new staff with people throughout the industry. Thank you, Darcy, for your efforts.

One change you'll notice when you call our main office number—(403) 291-9111 or (800) 265-911—is that your call now goes directly to Office Coordinator Tania Galanis. This small change is one way we will be more available to answer producer questions. If Tania is unavailable, simply choose from the list of options or leave a message and she'll get back to you.

You may have already noticed a few changes to *Barley Country*. This is just the start of the work Communications

Manager Anne-Marie Bruzga Luchak and Communications Assistant Kailen Renelle Krawec will be doing.

Linda Whitworth, marketing & events manager, is working out the final details for this fall's slate of meetings, which include a feed industry meeting on Dec. 9, 2011, just after the annual general meeting in Banff. Linda has also started attending consumer events, such as City Slickers in Stony Plain in September.

Accounting Manager Syeda Khuram has been busy working with the auditors while also implementing new accounting software and procedures. Syeda has been ably assisted by our new part-time accounting assistant, Mike Watson. Mike, who has a Bachelor of Commerce in Finance from the University of Calgary, will be working on check-off refund requests and buyer remittances.

Ellen Bryan and Taryn Dickson round out our team. Ellen works part-time as the Commission's stakeholder relations coordinator and will be working on everything from governance to policy development. Taryn is a project coordinator who works jointly for the Brewing and Malting Barley Research Institute (BMBRI) and the Commission on projects that include the Elite Barley program, which recognizes excel-

lence in malting barely production. Taryn works out of Winnipeg.

In September, I took on the position of acting general manager. With direction from the Board, I am committed to increasing accountability while working to fulfill the Commission's mandate, which is: "To coordinate and sponsor research, facilitate with market and product development, enable technology transfer,



Lisa Skierka

and ensure Alberta's barley producers' best interests are represented in policy development."

In the coming months, I will continue to work closely with the Board as I develop partnerships and relationships throughout the barley industry to better facilitate the interests of Alberta's barley growers.

On behalf of the other staff and myself, I look forward to seeing (and meeting) many of you at the upcoming regional meetings and the annual general meeting.

Lisa Skierka is the Alberta Barley Commission's acting general manager. She was raised on a ranch in Southern Alberta and has extensive work experience in not-for-profits, agriculture, communications and government relations.

“Over the past few months, we've worked to develop a team environment focused on meeting the Commission's vision statement ...”



FarmTech 2012



The Alberta Barley Commission proudly presents

“The Potential Future of GMO Barley”

with Dr. Charles P. “Max” Moehs

Wed., Jan. 25, 2012 at FarmTech in Edmonton

see www.farmtechconference.com for location and time

Dr. “Max” Moehs

GOVERNMENT

Lloydminster's joint ag office



Photo courtesy of Sherrilyn Phelps

ON THE BORDER: Anne Kirk, research manager from WARC (on left), and Sherrilyn Phelps (on right) pose at a WARC event. Phelps will be available to help farmers answer questions about crop production at the Lloydminster ag office.

BY MAEVE O'ROURKE

“Connecting producers with the resources they need is our daily job and that is what this project is all about.”

APP program changes

Continued, from page 1

Interest rates will be different

There will also be a difference in how interest will be calculated. Under the CWB, interest was calculated using the average of the prime rate for the five major banks, set at the beginning of each month, calculated daily and compounded monthly. With the CCGA, the rate on the interest-bearing portion is the Canadian Imperial Bank of Commerce prime lending rate, calculated daily and compounded monthly.

Changes to user fees

The CWB did not charge any fee for advances under \$100,000, although the grain companies did charge a fee of \$100 (\$75 until this fall) for doing the paperwork on the CWB advances. For advances over \$100,000, there was a fee of \$100 charged for doing credit checks. Essentially, advances of over \$100,000 would be charged a combined total of \$200 in fees.

Under the CCGA, the initial administration fee is \$150 with an additional \$75 fee if the producer later applies for an advance on additional commodities in the same APP production period.

information on the grain market and to discuss what they should consider in respect to money and Canadian Wheat Board (CWB) pricing options,” says Neil Blue, market specialist with AARD.

Blue says his expertise could help producers understand pricing and delivery functions for cattle, hogs and grain (including canola, wheat, barley, peas and oats).

This winter, Blue will offer courses on the function and application of grain market contracts in Lloydminster, as well as in central and southern Alberta. This basic level, four-day classroom course will use a computerized grain-marketing simulator as a learning tool. The program will help producers practice with basis, futures, options, contracts and strategies for grain marketing.

Help with crop production

Sherrilyn Phelps, regional crop specialist with the Saskatchewan Ministry of Agriculture, is based out of North Battleford and provides expertise on issues pertaining to crop production. Working with the new office in Lloydminster, Phelps supports industry agronomists as well as producers. A large part of her role is technology transfer and extension of information.

“Connecting people together is what we do,” says Phelps. “We find out what information is lacking and work with researchers and agronomists to bring back valuable information to growers.”

“Since opening, we have had an increasing number of calls. We have even had a few producers into the new Lloydminster office and a few plants brought in for disease identification.”

On behalf of the Saskatchewan Ministry of Agriculture, Phelps also works closely with Western Applied Research Corporation (WARC), a producer-based, not-for-profit organization located at the Scott

Research Farm near Scott, Saskatchewan. Phelps helps develop ideas for projects and gets the results back to producers.

“We appreciate the support from Alberta producers that often attend our Scott Field Day or the winter extension events,” says Phelps.

Upcoming events for the region include: the Crop Visions and Cattlemen Corral held from Jan. 17–18, 2012 in Lloydminster and the annual Crop Opportunity and Scott Research Update held on Mar. 8, 2012 in Battleford.

For more information about WARC or the Crop Opportunity and Scott Research Update, please visit www.warc.ca.

Maeve O'Rourke is a Calgary-based writer and a new *Barley Country* contributor.

Help is a phone call away

The joint satellite office in Lloydminster serves producers on both sides of the Alberta–Saskatchewan border.

For assistance with marketing information for grains, oilseeds and livestock markets, book an appointment with AARD Marketing Specialist Neil Blue by phoning (780) 853-8240.

To book an appointment pertaining to crops, livestock, forages and farm business management, contact specialists from the Saskatchewan Ministry of Agriculture at (306) 446-7962.

The Lloydminster satellite agriculture office is located at: Suite 107, 5303–50 Avenue. The Alberta specialist is available on Tuesdays from 9:00 a.m. to 4:00 p.m. Saskatchewan Agriculture specialists are available from 9:00 a.m. to 5:00 p.m. on Thursdays.

Forty per cent of farmers used to apply for advances through both the CWB and the CCGA.

White believes the move to administer advance payments under the CCGA will particularly benefit the 40 per cent of farmers who used to apply for advances through both the CWB and the CCGA. The new process will allow these producers to put all of their commodities on the same application form.

“I think it's really important for farmers to understand they could probably get all their cash advance needs from us with one application form and one administration fee,” says White. “It's going to save them a lot of time and money because there's lots of them that have been coming to us and going to the Wheat Board to get topped up.”

The quickest way to get your advance payment through the CCGA

White is confident that farmers will be pleased with the various ways they can apply for their APP. Options include phoning the CCGA's toll-free number to have a representative assist in filling out the form, a 24-hour online application system, fax or mail, through a local elevator, and

in person. The fastest way, however, is by phone.

“If they're really wanting their money quickly,” explains White, “the best way to do it is to place a phone call application to make sure they do it right. If they do it right and set-up an electronic funds transfer, we can have the money to the farmer's account electronically very quickly.”

The CCGA started administering advanced payments for winter wheat this fall. On Apr. 1, 2012, they will begin issuing advances for wheat, durum and barley crops in British Columbia, Alberta, Saskatchewan and Manitoba. (See next page for AAFC timeline.)

For APP information

More information about the APP cash advance program can be found on the AAFC website at: www.agr.gc.ca.

Farmers can also visit the CCGA website at: www.ccca.ca or call the CCGA toll free number: (866) 745-2256.

MARKET

Malt market update

BY LEE HART

With an exceptional yield and quality year in Alberta, the colour may have faded a bit, but the bloom certainly isn't off the malt barley market, say industry analysts.

The Alberta (Western Canada) crop in 2011 was high yielding and of good quality, the Australian crop is looking good, but it hasn't been harvested yet. Argentina looks like it's coming along as a new world malt barley market supplier, but on the other hand Europe, which is a big malt barley player, had a reduced crop in 2011.

Generally, the production and supply situation for 2011 is looking quite good, but that has to be balanced against the fact that world supplies at the beginning of the year were extremely tight due to poor production in 2010 by the big three producers: Canada, Australia and Europe.

"I think the Canadian price for malt barley is a bit high compared to the world price, so there will be some adjustment there," says Bob Green with Central Ag Marketing Ltd., based in Airdrie, who has been marketing malt and feed barley for more than 30 years.

"I think we will see some price pressure through December and January and into the new year, but it won't be that much."

Exceptional crop

Green says Alberta's 2011 malt barley story is "absolutely amazing."

"I have never seen anything like it in 30 years," he says. "The quality this year is exceptional. The plump is high, the protein is low, the moisture is low and the germination is high—this is a maltster's dream.

"It is just the opposite of what we saw last year. Farmers this year have high yield, high prices, high quality, and we even have high beef prices, too. When was the last time we saw high grain prices and high beef prices at the same time? It is absolutely amazing."

While all those factors have created a large supply of quality malt barley, which

might suggest a price drop, Green says Canada is part of a world market and there is global demand for malting barley. He says while Canadian malting companies will likely meet their contract requirements with brewers through barley supplied under production contracts, those with barley that meets malting specs but don't have a contract shouldn't be discouraged.

"I believe the line elevator companies are very active in developing world markets, so I think we will see some last minute, current export sales that will use a lot of this barley that isn't produced under contract," he says.

Remain profitable

Charlie Pearson, long-time Alberta Agriculture market analyst, is confident malt barley will hold its own.

"We have a crop in good condition, there was good movement off the combine as maltsters were looking for supplies right away, and we have good prices," says Pearson. "The Australian crop is yet to be harvested, so there may be some pressure ahead, but I believe malt barley will remain a very profitable crop."

Pearson notes malt barley was priced in the \$5.50 to \$6.00 per bushel range in mid-October, and it is an unknown if it will remain at \$6.00 through 2012.

"Right now, Alberta is producing about 60 per cent of the malt barley crop in Western Canada," he says. "We have seen a drop in production, but most of that has



Photo: Deb Marchand

A HARVEST TO REMEMBER: The 2011 malt barley story is "absolutely amazing," says Bob Green with Central Ag Marketing Ltd. This is a complete turn-around from the 2010 malt harvest.

been in Saskatchewan and Manitoba. I think we will continue to see good production in Alberta. I don't see a lot of change ahead. Malt barley has been one of the top three crops in terms of profitability. It is an open question as far as where the price will settle out in 2012, but I believe it will hold up in profitability."

Don't count on feed

Another long-time market observer and farm management consultant, Gary Pike of Pike Management Group in Calgary, has concerns about the barley feed market. He cautions against growing malt barley on spec and relying on the feed market as a backup plan.

"Malt barley has been very good," says Pike. "But I would say unless you are in a strong malt barley area, have lots of experience in growing it, and consistently take off a crop that meets malt specifications, I would stay away from it."

Lee Hart is a long-time agricultural writer based in Calgary.

“I have never seen anything like it in 30 years. The quality this year is exceptional.”

Marketing Freedom for Grain Farmers Act Timeline

The following is a timeline for the introduction of the *Marketing Freedom for Grain Farmers Act*.

Oct. 18, 2011 to Royal Assent

- Agriculture Minister Gerry Ritz introduces the *Marketing Freedom for Grain Farmers Act* in the House of Commons.

- To provide market certainty and avoid disruption, the government intends to move the legislation forward quickly.

Royal Assent to Aug. 1, 2012

- *Canadian Wheat Board (CWB) Act* would be amended.

- CEO is appointed to the CWB.

- CWB board of directors is streamlined, consisting of five

government-appointed directors. The new board will prepare to operate the voluntary CWB and develop a business plan for privatization.

- Forward contracting could begin immediately, allowing farmers and grain buyers to buy and sell wheat and barley for delivery after Aug. 1, 2012.

- The new Act begins on a date to be chosen (expected Aug. 1, 2012).

Aug. 1, 2012 to Aug. 1, 2017

- *Canadian Wheat Board (CWB) Act* would be repealed.

- Farmers would have the choice on how to market their crops.

- A new interim act would establish a voluntary CWB, offering pooling options to farmers.

- This new body could last up to five years and the government would provide borrowing and initial payment guarantees over the transition period.

- A voluntary check-off would continue to support research and market development.

- The interim CWB would have up to four years (until Aug. 1, 2016) to submit a commercialization plan to the Minister of Agriculture for consideration.

Aug. 1, 2017

- The interim body is either privatized or dissolved.

- The interim act will be repealed.

This information is courtesy of Agriculture and Agri-Food Canada: www.agr.gc.ca.

TECHNOLOGY

Apps & smartphones can change the way you farm

“It’s ironic that some guys have no problem jumping on a brand new combine and learning how to use it, but ask them how to browse the internet on a smartphone and they freeze up.”

With increased smartphone use comes increased opportunities for agricultural producers to tap into various forms of social media.



A NEW WAY OF TALKING SHOP: Greg Stamp, region one director (left), discusses the latest apps with Vice-Chairman and Region Three Director Trevor Petersen (right). Unlocking the power of your smartphone could increase your efficiency in the field.

BY SARAH SUTTON

We’re becoming a generation of “thumb-sliders.” Even my two-year-old daughter knows how to slide her tiny thumb across the screen of my husband’s iPhone to unlock it.

In fact, she may be further ahead in her social media education than many adults. While social media may seem distant or intimidating, its prevalence and influence is undeniable, with more than one billion Facebook and Twitter users worldwide.

The best way to learn more about social media, including Facebook, Twitter, e-newsletters, blogs and mobile applications, is trial and error, says Rick Taillieu, grower relations and extension coordinator for the Alberta Canola Producers Commission.

“It’s ironic that some guys have no problem jumping on a brand new combine and learning how to use it, but ask them how to browse the internet on a smartphone and they freeze up,” says Taillieu.

One way to learn more about social media is by attending conferences that include social media sessions, such as the upcoming Farming Smarter, Precision Ag 2.0 and FarmTech events (see “News and Events” on page 16 for more information). In addition, you can access countless tutorials online with a simple Google search, such as “How to use Social Media.”

Not only is social media a means of personal and professional communication, it is also a way to stay up-to-date on the agricultural industry.

Producers can also gather information about the newest technologies and products by signing up for e-newsletters, such as Alberta Agriculture and Rural Development’s (AARD’s) *Ropin’ The Web This Week*, delivered every Monday via email.

Gerard Vaillancourt, director of information management with AARD, says *Ropin’ The Web* is “an effective way of making people aware of what’s on the provincial agriculture website.”

Ropin’ the Web has about 6,000 subscribers and includes crop and research updates, agricultural events, industry information and weather reports. It also includes audio excerpts from the popular radio show, “Call of the Land.”

In addition, more agricultural producers than ever are toting around smartphones, whether iPhone, Blackberry or Android. According to Taillieu, now they just need to learn how to use them.

“Three years ago, you’d go to a grower meeting and maybe one out of 10 guys had a smartphone. Now nine out of 10 have one, but probably only five of them know how to really use them,” he says, adding that you can always ask your kids or a company rep to show you a few tricks.

While social media may seem like a lot to keep up with, smartphones can help you manage your media. For example, you can use them to download farm-specific applications (apps) as well as mobile-ready websites right to your phone.

Greg Stamp—a seed grower near Enchant and region one director with the Alberta Barley Commission—says his iPhone is a valuable, time-saving business tool.

“Sometimes I would be almost taking a laptop computer with me so I’d be able to check on things,” explains Stamp. “Now, whenever I need to check on anything, or even access files that are on my computer, they are also on my phone.”

One app Stamp uses is a compass that helps him set service stops on his pivots; another one converts units so it’s just a quick check to switch from gallons to litres or from tonnes to pounds.

Other apps Stamp recommends are: a speedometer (which accurately measures the speed of a machine or vehicle based on GPS), WeatherBug (which provides live, local weather), a flashlight, a phone finder, and a timer (which he has used to measure how fast seed is coming out of bins).

“A lot of the information that I’m using, I’m finding from applications. It’s making my life easier,” explains Stamp. “From

knowing that a speedometer on a tractor is actually out, to what exact speed I’m seeding at, all the way to the weather.”

By getting real-time information, Stamp can also make fast decisions in the field.

“I can just decide whether to spray another tank or have the water truck come out,” says Stamp. “Or I can choose to go a couple more hours that night because I just checked the weather. All of a sudden it’s changed and we can finish this field so we can clean out the next morning.”

With increased smartphone use comes increased opportunities for farmers to tap into various forms of social media. Of course, there are days when you won’t have time to check out the latest “tweets” or smartphone apps, but even checking once a day for 10 minutes can increase awareness about what’s going on in the agricultural world. So, go on, give it a try.

Sarah Sutton is a Lethbridge-based writer and a new *Barley Country* contributor.

Getting Started

Ropin’ The Web This Week

If you have an email address, you can sign up for *Ropin’ The Web This Week* at: www.rtw.ca/enews. Each week, an email newsletter will appear in your inbox full of information.

How to get Greg Stamp’s favourite apps

Before downloading an app, check with your service provider to see if you have a “data plan.” This allows you to download apps onto your phone.

While Stamp has an iPhone, all smartphones are connected to online app stores that you can browse in order to find apps. Simply search for apps by title or category. Please note, sometimes a fee is associated with downloading or purchasing an app. To understand how this process works with your phone, check with your service provider.

MARKET

Getting serious about malt

BY LEE HART

Get serious if you want to be a malting barley supplier in Western Canada. Triflers and dabblers in the production of this high-quality grain with definite quality specifications can still trifle and dabble, but it is those who pay close attention to good agronomics and secure contracting opportunities who will have the most consistent success in moving malt barley at a decent price most years.

That's the message from two Canadian malting companies faced with the pleasant problem this fall of trying to find a market for a large supply of high-quality malting barley. While it's not always the case, the 2011 growing season wasn't just a good year for malting barley in Western Canada—it was exceptional.

But it was the opposite story just a year ago, as 30 or more days of wet weather during harvest produced once of the poorest crops in memory. These boom or bust, feast or famine supply extremes are difficult for malting companies to manage. They have contracts to fill with brewers whether it is a good supply year or not.

With a strong market pull from competing crops such as wheat, canola and pulse crops, and a dramatic decline in barley production in the past 10 years, malting companies have focused on developing relationships and partnering with serious growers through production contracts. Maltsters will still consider "walk-in" samples, but it is the growers with production contracts, who have applied good production practices, who will have first dibs at supplying the market.

Contracts come first

"Our first obligation is to producers with production contracts," says Kevin Sich, manager of the grain department with Rahr Malting, based in the Central Alberta community of Alix. "Some [non-contract] people are disappointed, especially in a year like this, but most of our contract holders have been with us for years, and we feel it is only fair to process their samples and accept their grain first, and then if we still have contracts to fill we will look at other samples after that."

Rahr issues their production contracts early in the calendar year—usually January and February—and then begins processing samples from that growing season in October. Contracting opportunities are distributed across the province from the Peace River region to Southern Alberta to better manage supply risk for the company.

"We are always interested in looking at samples from non-contract growers," says Sich. "But even if they have an excellent quality sample, I will still put them in a

'hold' file in the database until all contract samples have been processed."

Usually by Nov. 1, Sich has processed samples from all contract holders and then looks at supply needs.

"We usually try to line up the next 12 months of supply," he says. "So if I get to Nov. 1 and determine I am 100 cars short of barley, then I go into the database and open the hold file. I start calling non-contract producers to see if they still have barley available and if they do then we can talk."

Always interested

It is a similar situation with Canada Malting based in Calgary, says Bob Chappell, director of grain, North America.

"We are always interested in talking to growers, but it is our repeat customers with contracts that we look after first," he says. "There is always some 'walk-in' business—producers who don't have contracts who bring in samples—but the amount we buy depends on the year.

"In a year like 2011, which is one of the best for malting barley in 30 years, a lot of our contract customers have perfect quality, so we will probably buy very little from 'walk in' producers. This year we are blessed, but we are always open for business and glad to talk to people."

Canada Malting will be offering production contracts for the 2012 growing season towards the end of the 2011 calendar year. Chappell expects most contracts for the coming year will be re-issued to existing contract holders who have supplied the company for years and have a 75 to 80 per cent success rate in achieving malt quality.

Market signals

Both companies say the key to maintaining reliable malting barley production is to offer competitive prices.

"We no longer have a 13-million-tonne crop to spoil us," says Chappell. "And farmers are looking at their options. But I don't think anyone is interested in a canola/snow/canola rotation—farmers want to keep a cereal crop in rotation. Our approach is to concentrate on growers who have good success growing malting barley, and keep pricing as attractive as possible, which I believe the industry has done."

At Rahr Malting, Sich agrees the key to maintaining malting barley supply is to "send a market signal."



Photo: Deb Marchand

CONTRACTS ARE KEY: Malsters always give preference to their contract holders, so it's best to talk to malting companies well in advance of seeding. The 2011 crop will be a year farmers will be telling their grandchildren about.

"We need to keep prices up and let producers know as they are doing their planning what the price for the coming year will be," he says. "If we have a market with \$12 canola and a producer asks, 'what is the price of barley,' and I say, 'I don't know yet,' that isn't what he wants to hear. So in that December/January/February time frame, we need to send a clear market signal of the price we are offering for the coming year. And I believe producers are responding to that, our contracts for 2011 were all full within 10 days."

Sich says with a five to 10 per cent turnover of contract growers each year, new, serious producers are always being considered.

"There are a number of casual growers out there, perhaps, that could be described as cowboy growers, who have cattle and may decide to put in a couple quarters of malting barley and if it doesn't make malt, they will use it for feed," he says. "We are always interested in looking at good quality malting barley, but we are most interested in growers who apply good agronomics specifically with malting barley in mind."

The company also offers agronomic workshops with advice on how to produce malting barley.

"The first thing any grower needs to do is call us and see what variety or type of barley we are buying," says Sich. "We don't want farmers growing some hot new variety if the market isn't there. Call us and find out what variety we want."

Also included in the agronomic advice is early seeding. Sich says 80 per cent of the barley seeded before May 15 achieves malt barley acceptance. "Time and again we see if farmers are harvesting barley before the end of August, it is usually malt barley quality." Proper fertility and proper weed control are also important.

If there can be a positive definition of a perfect storm, the 2011 malt barley crop was it. The yield was high, the quality was great, and prices are strong.



EMBRACING THE FUTURE

Western Barley Growers Association

35th Annual Convention

February 15, 16 & 17, 2012

Deerfoot Inn & Casino - Calgary, Alberta

With "Farmers' Freedom" August 2012 - There will be topics and discussions you will not want to miss!



GOVERNANCE

Be part of the “grassroots”

BY ANNE-MARIE
BRUZGA LUCHAK

“Everybody plays a part and, as delegates, we pass our ideas onto the Board.”

This November and December, the Alberta Barley Commission will be hosting its regional meetings and annual general meeting (AGM). Producers are encouraged to attend the regionals and the AGM to discuss important changes to the grain marketing system in Western Canada, as well as hear from industry experts, policy insiders and end-users.

Regional meetings: Consider running for a delegate position

While regional meetings give farmers a chance to hear from top-notch speakers, they also serve a democratic purpose: the election of Commission delegates as well as director and director-at-large positions. This year, there are numerous delegate positions open for nomination, offering farmers the opportunity to get involved and have their voices heard.

Kevin Bender—Alberta Barley Commission delegate for region three and president of the Western Canadian Wheat

Growers—believes delegate positions offer a great learning opportunity, giving farmers a feel for the barley industry.

“Everybody plays a part and, as delegates, we pass our ideas onto the Board,” says Bender. “I know at the AGM, we have brainstorming sessions and get together with the Board. We talk about ideas we’ve got, things we like, things we don’t like, and how we can make barley farmers more profitable.”

Glenn Logan, Commission director-at-large for region one, thinks everyone should serve a term as a delegate.

“I think it’s a real opportunity for delegates to be involved in the decision-making process and help guide the Board in the direction the barley industry should be taking,” says Logan. “I’d like to encourage everybody that hasn’t done it to at least do it for one term and get the experience of working on a strong team.”



Glenn Logan

Eligible producers interested in filling a delegate position can be nominated from the floor at their regional meeting. Please see “News and Events” on page 16 for

more information about voting at the regional meetings and well as how to put forth a resolution. All producers are encouraged to register for the meetings ahead of time.

Annual general meeting: A chance to review and renew

This year’s AGM will be held at the Banff Park Lodge. While Dec. 7 will feature sessions for delegates and directors only, all members are invited to attend on Dec. 8. Packed

with a terrific set of speakers, barley growers will get the chance to learn about malting barley contracts, international trade, the federal government’s plans for Western Canadian wheat and barley growers, and market trends and opportunities, while also developing a better understanding of barley end-users. For more information about hotel bookings, please check out “News and Events” on page 16.

RESEARCH

BMBRI grant recipients

BY MAEVE O’ROURKE

Canada’s Brewing and Malting Barley Research Institute (BMBRI) has announced new research funding to help promote the maintenance and expansion of barley acres in Canada.

“We recognize that barley acreage has fallen over the past several years, and our members want to contribute to research that will make the crop a better choice for prairie grain growers, while at the same time improving malting and brewing quality,” says BMBRI president and CEO Michael Brophy.

The BMBRI board of directors approved research grants totaling \$92,000 for projects in 2011–12 related to the improvement of malting barley varieties, barley production and processing quality.

Five malting barley-related research projects were approved for funding, two being awarded to Alberta researchers and institutions.

Dr. Pat Juskiw, a barley breeder at the Alberta Agriculture and Rural Development Field Crop Development Centre, received a grant for her project, “Detection of partial

resistance in barley to *Fusarium Head Blight* using multiple assays.”

“As the fungus *Fusarium graminearum* is not found in Lacombe County, we do not want to spread this disease to the field,” explains Juskiw. “As such, we are currently dependent upon national and international nurseries for screening. While these nurseries are invaluable for assessment of our breeding material, we are limited in the number of lines we can enter into them.”

According to Juskiw, recent studies show this disease is moving north in Alberta, becoming an issue for producers who want to grow cereal varieties with Fusarium Head Blight (FHB) resistance.

“This research was initiated to determine if we could discover a means for rapid evaluation of FHB resistance,” says Juskiw. “These methods could then be used for evaluating early generation material where thousands of lines need to be screened.”

By screening germinating seeds and seedlings, as well as the proteins that both the fungus and plant produce through their interaction with each other, researchers will better understand how FHB works.

This could lead to the ability to combine various genes in order to develop barley with stronger FHB resistance.

Dr. John O’Donovan, a research scientist at the Agriculture and Agri-Food Canada Lacombe Research Centre, is entering his second year of research for “Improvement of malting barley quality characteristics through production of more homogeneous seed that results in better endosperm modification.”

One of O’Donovan’s projects compared the response of several new malting barley varieties against the commonly used AC Metcalfe to increasing rates of nitrogen.

“Increasing nitrogen increases yield and kernel weight, but also increases protein and negatively affects nearly all other aspects of malting barley quality, including reductions in fine extract levels—which are very important to maltsters,” he says.

O’Donovan is hopeful this study will help producers better understand nitrogen management for malting barley.

For more information on the 2011–12 research grant recipients, as well as BMBRI’s programs and services, go to www.bmbri.ca.

Recent studies show that *Fusarium Head Blight* is moving north in Alberta.

Join us for the Alberta Barley Commission’s
20TH ANNUAL GENERAL MEETING


December 8, 2011 in Banff, Alberta

Connect and learn with Alberta’s barley community.

To register early, call 1-800-265-9111

Annual Report
2010 • 2011





Chairman's Message



They say that the only constant in life is change, and change is at the heart of an evolving organization. Over the past fiscal year—from August 1, 2010 to July 31, 2011—your Board has worked diligently to represent the interests of barley growers.

During the past year, the Board became aware of a number of irregularities in the expense accounting of senior management and took steps to determine the nature and extent of these irregularities. As a result and as you are aware, the Board terminated the services of the CEO and retained the accounting firm of MNP to conduct a forensic review of the Board's finances covering the past several years. The current financial statements reflect some of the conclusions of the audit and these matters will be discussed at the upcoming regional meetings and at the annual general meeting.

Although we had a change in management in July, the Alberta Barley Commission's leadership has remained constant, as have our priorities. We remain committed to producer services, market development and policy development, as reflected

in our budget. Our main projects, programs and research expenditures will continue to be in these areas. Over the coming year, however, we will be adding marketing and events, nutrition and communications to our priorities.

We also remain committed to focusing on the issues in agriculture—making sure we are asking the right questions in order to be proactive within our industry. Priorities for the coming year include addressing issues in transportation and trade, while also working to increase the demand for barley and its profitability.

Over the past year, Alberta's barley growers have faced some trying times. For many, the fall 2010 harvest was long, drawn-out and disappointing overall. Crop quality and yield were down at a time when the world market could have used a strong Canadian barley crop. As I write this message, things are looking up for the 2011 harvest.

One substantial change in the last fiscal year was the election of a majority Conservative government to the House of Commons in May 2011. Although Prime Minister Stephen Harper has long promised change to the single-desk marketing system in Western Canada, this was the first time since being elected Prime Minister in 2006 that he had the majority needed to make that change happen. Your Board is committed to ensuring barley growers have access to up-to-date information throughout these changing times.

This year also marked the Commission's 20th anniversary. A

grassroots organization only reaches a milestone like that through the commitment of the many people who believed, and keep believing, in Alberta's barley industry. Thank you to all of those involved in making the Commission a success in the past, present and future.

In closing, I would like to thank my fellow Board members for their integrity, dedication and leadership. An organization like ours is only as strong as its Board and you can be assured that you have a committed team who will continue to guide the

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Priorities for the coming year include addressing issues in transportation and trade, while also working to increase the demand for barley and its profitability.

organization in a positive direction.

We are also fortunate enough to work with a group of committed staff members who have a real passion for agriculture. I have no doubt you will see many exciting changes in how we deliver our services and programs. Likewise, our relationships with our delegates and members—as well as government, research and industry stakeholders—will continue to make us stronger as we move forward.

Matt Sawyer
Chairman

Long-Term Strategic Priorities:

- Ensure the long-term sustainability of the barley industry and the Alberta Barley Commission.
- Leverage partnerships with like-minded stakeholders to optimize opportunities and impact issues.
- Develop ways for producers and industry to capture more value from barley.

Short-Term Strategic Priorities:

- Execute a communication and extension plan addressing the Commission's core business areas.
- Continue to develop and execute actions to lead to an increase in demand for barley.
- Collaborate with the feeding industry to support their survival and growth.
- Identify and act on key research priorities.

Priority Research Areas:

- Agronomy and Production
- Feed
- Malt
- Food & nutrition
- Bio-products



General Manager's Message



Good governance is the basis of a strong organization led by an effective Board of Directors. Over the past months, I've been fortunate to see good governance in action as the Alberta Barley Commission's Board of Directors confronted change head-on with a focus on leadership and accountability.

Despite the challenges experienced by the Commission in the 2010–11

year, the organization maintained its commitments to policy development, producer services and market development, as well as to ongoing research projects and growing Alberta's barley industry. Some of the highlights of the past year are outlined in this annual report.

As the Commission's acting general manager, I have developed a strong staff team to work on the organization's priorities with a renewed sense of purpose. This team's focus is internal to our day-to-day work while also being external to our members, government and industry. One of our goals is to maintain clear and open communication in order to increase our understanding of what is important to barley growers and industry partners.

The Commission is working to create an open dialogue with our members throughout the year. We want to hear from you at the regional meetings and the annual general meeting, but also at farm events, consumer trade shows, and perhaps

even through social media. More than that, we would love for you to stop by the next time you're in Calgary and see the kind of work we are doing for farmers. Our office is open from 8:00 a.m. to 4:00 p.m. weekdays, with someone on-staff available to greet you (and provide a cup of coffee) throughout the day. Our staff members are also available by phone and email.

We are now already four months into the new fiscal year. At last April's strategic planning session, the Board outlined new priorities while also emphasizing their commitment to ongoing projects. Please know that, throughout the coming year, your staff and Board will be working to make these priorities a reality. We will keep you up-to-date on our progress.

Lisa Skierka
General Manager

Annual Report Statistics

In 2010–11, the Alberta Barley Commission had revenues of \$2,230,760, compared to \$1,535,810 in 2009–10. Our main source of revenue, producer check-off dollars, increased to \$2,395,480 in 2010–11, less \$186,863 in refunds. In 2009–10, the check-off revenue was \$1,654,214, less \$141,665 in refunds.

This means refund requests this year were at 7.8 per cent, down from 8.6 per cent in 2009–10. This is within the norm of seven to nine per cent.

Overall, the Commission is financially sound, with assets (including cash, restricted cash, short-term investments, long-term investments, accounts receivable, prepaid expenses and capital assets) of \$2,954,083 and liabilities (including accounts payable and accruals, grant commitments and deferred revenue) of \$1,797,621. The Commission's net assets are at \$1,156,462 as of July 31, 2011.

Producer Services

Communications

Barley Country

The *Barley Country* newsletter remains a cornerstone in the communications efforts between the Alberta Barley Commission and our members. With a circulation of 24,000, our newsletter is published four times per year and remains the strongest tool for sharing information with barley growers. This includes research findings, market developments, policy developments and events.

Between the Rows: Director to Delegate Newsletter

In early 2010, the Commission implemented the *Between the Rows* newsletter to improve communication between the directors and delegates. It was published six times in this fiscal year, with each edition tailored to our regions. As communications initiatives for the Commission have moved in-house, this publication will be reinvented in the coming year.

Website

The Commission's website acts as our main hub for detailed information regarding our actions and projects. It's also a valuable tool on which we can publish immediate press releases and the latest news between issues of *Barley Country*. The website is updated regularly and allows us to keep members, partners and the general public informed. It is an integral part of our overall communications plan to increase the flow of information to our members.

Elite Barley

Elite Barley is an industry-led program that honours the best malt barley producers in Canada. The nominees selected for the 2010–11 Elite Barley program shared their best practices in a report to empower other barley growers with the knowledge they need to succeed. The ultimate goal of the program is to encourage the expansion of malting barley production in Canada. The Commission is a member of the program's steering committee along with the Brewing and Malting Barley Research Institute (BMBRI). In this fiscal year, the Commission contributed significant staff time to coordinate and develop the program.



Photo: Lori Loree

2010–11 BOARD OF DIRECTORS: (left to right) Region Six Director Ron Heck; Region One Director-at-Large Glenn Logan; Region Five Director Albert Wagner; Region One Director Greg Stamp; Vice-Chairman and Region Three Director Trevor Petersen; Region Four Director Bernie Klammer; Region Three Director-at-Large Mike Ammeter; Chairman and Region Two Director Matt Sawyer; and Region Five Director-at-Large Richard Mueller.

Marketing and Events

Regional & Annual General Meetings

Regional meetings occurred in late November and early December 2010, followed by the annual general meeting (AGM) in Banff from Dec. 9–10, 2010.

Regional meeting attendance remained good in 2010—with a total of 249 attendees—which demonstrated the success of our ongoing partnerships with the Alberta Canola Producers Commission and the Alberta Pulse Growers to organize joint meetings where possible.

At the AGM, over 100 attendees were provided with information from speakers including futurist Bob Treadway, who urged listeners to think through possible future scenarios in order to be better prepared.

Two resolutions were brought forward by the Resolutions Committee at the AGM—both originated in Region four and both were passed. The first concerned lobbying the industry to pay a premium to producers who deliver their grain in a drier-than-industry standard condition. The second was for the Commission to review the per diems and compensation for directors and delegates.

Health Claim

The Alberta Barley Commission's application for a generic health claim regarding "*Barley Beta-glucan Soluble Fibre and Reduction of Blood Cholesterol, a Risk Factor in Cardiovascular Disease*" is in the final stages of review. Health Canada has indicated it is a top priority and final reviews should be complete in early fiscal year end 2012. Upon finalization of the wording, marketing efforts to inform the public of the health benefits of consuming barley will begin immediately.

Dr. Nancy Ames, a research scientist with Agriculture and Agri-Food Canada in Winnipeg, authored the health claim and will continue researching the health benefits of barley for human consumption.

Classroom Agriculture Program

The Classroom Agriculture Program (CAP) has been around since 1985. The Commission participates on the steering committee, which directs the activities of the program. Steering committee members include the Alberta Beef Producers, the Alberta Egg Producers, the Alberta Pulse Growers and the Alberta Canola Producers Commission, among others.

CAP, with the endorsement of

Alberta's Minister of Education, provides agricultural speakers to Grade 4 classrooms throughout the province. The Commission provides staff with time to do presentations in the Calgary area, and also encourages barley growers to get involved in their local region.

Since CAP's inception, 550,000 students have had the opportunity to listen to information describing where their food comes from.

FarmTech 2010

As a founding member of the FarmTech Conference, the Commission was represented by Region Three Director and Vice-Chairman Trevor Petersen and Policy and Research Coordinator Darcy Kirtzinger on the planning committee.

Former Commission Chairman Doug Robertson (2006 and 2008) was the FarmTech 2010 Foundation chairman. The Commission also hosted a "Barley Breakfast" and sponsored speaker Brad Vannan, president and CEO of Ice Canada Futures Inc.

Other Events

The Commission was also represented at Agri-Trade Exposition in Red Deer (November 2010), Aggie Days in Calgary (April 2011) and Lacombe Field Day (July 2011).



Market Development

Shochu Barley

The Alberta Barley Commission has completed its support of the Shochu Barley Commercialization phase one joint research project with the Agriculture and Food Council of Alberta and Rahr Malting Canada Ltd. The Commission committed \$36,500 to the first phase of the project, which had a duration of four years.

The long-term goal of the project is to commercialize and further develop a 60,000-tonne per year Canadian shochu barley value chain market in Japan. The first phase focused on identifying and developing new varieties of barley that would meet the pearling specifications for shochu, developing a value chain with farmers who can supply this premium-priced barley market, and developing a marketing plan to target farmers in key geographic regions best suited to match the new market expansion opportunity.

Phase two is now underway. It focuses on testing preferred shochu varieties and working with barley breeders to evaluate targets for quality, yield, disease resistance and



Photo: Alberta Barley Commission archives

BARLEY PRODUCTS: Shochu barley, pictured with other barley-based products, like flour and barley rice extender.

agronomy. The Commission has committed \$60,000 over five years to this phase. The research will also evaluate improved genetic lines in co-op trials and test improved lines for alcohol yield and shochu suitability.

Joined CAFTA

The Commission joined the Canadian Agri-Food Trade Alliance

(CAFTA) in early 2011. CAFTA is a coalition of national and regional organizations that have joined together in support of a more open and fair international trading environment for agriculture and agri-food.

CAFTA's trade priorities include the currently stalled World Trade Organization (WTO) negotiations, as well as bi-lateral trade agreements between Canada and governments

in the European Union, South Korea and Japan, to name a few.

Commission Chairman Matt Sawyer attended the eighth round of negotiations for the Canada-European Comprehensive and Economic Trade Agreement in Brussels, Belgium in July 2011. The trip included meeting politicians from across Europe and talking to them about Canadian agriculture.

Policy Development

Grain Growers of Canada

As a member of the Grain Growers of Canada (GGC), the Alberta Barley Commission receives the benefits of a collective producer lobbying voice at the federal level. The GGC represents the interest of grain farmers in national policy development and promotes a competitive agricultural trading environment.

GGC priorities in fiscal year end 2011 included research and innovation, trade and market access, farm safety, transportation, marketing and business risk management.

Investigation of National and Joint Initiatives

In the last fiscal year, the possibili-

ties of forming a national barley organization and a provincial all-grains commission were investigated. Discussions on these initiatives have been carried forward.

Creation of Risk/Threat Analysis

Measures to look at the future landscape of the barley industry were introduced in the 2010-11 strategic plan. The creation of a risk/threat process was investigated.

The scenarios that were reviewed include: grass-fed beef popularity eclipsing grain-fed beef; the Canadian dollar surpassing the value of the American dollar; and the potential effect of genetically modified (GM) barley on markets and exports.

Nutrient Beneficial Management Practices (BMP) Evaluation Project

The Commission sits on the steering committee for the Nutrient Beneficial Management Practices (BMPs) evaluation project. The six-year project (2007-12) aims to evaluate the environmental and economic effectiveness of different BMPs within selected Alberta agricultural watersheds.

The research focuses on the reduction of agricultural impacts on the environment, effective use of manure within crop production, and determining the source of nutrient loss in soil. It also compares water quality in two different types of agricultural watersheds.

Collection of Check-off Dollars

The Commission investigated the feasibility of joining the Agriculture Council of Saskatchewan's Levy Central program to facilitate collection of check-off dollars. The Alberta Winter Wheat Producers Commission (AWWPC) already adopted the program in the spring of 2011 and is the organization's ninth member.

Discussions are ongoing as to the viability of moving the administration of the Commission's check-off to Levy Central. Benefits include their knowledgeable staff, an automated tracking system and the ability for buyers of multiple commodities to deal with one organization and remit reports/payments to one address.



Non-Feed Research and Development



FIELD CROP DEVELOPMENT CENTRE: Lacombe remains one of the Alberta Barley Commission's largest research priorities. The annual Field Day provides a chance to learn about the research being done at the centre.

Research Highlights (non-feed)

Agriculture and Agri-Food Canada: Developing Innovative Agri-Products

The Alberta Barley Commission contributed \$300,000 to the Western Grain Research Foundation's Developing Innovative Agri-Products (DIAP) research. The goal of this research is to develop barley cultivars with improved performance, disease resistance and enhanced quality traits suitable for Western Canada.

In addition, this program seeks to develop integrated disease, weed, crop and production strategies that will reduce the cost of inputs while improving crop health and quality.

2010 Barley Regional Variety Trials (ARECA)

In partnership with Agricultural Research and Extension Council of Alberta (ARECA), the Commission provided \$17,000 towards the 2010

barley regional variety trials. These trials demonstrate whether new varieties will outperform established varieties. The study collects and publishes agronomic and yield information of current and newly registered barley varieties to assist producers in making the optimum variety selection for their growing conditions. These tests are conducted annually to produce reliable long-term data.

Lacombe Core Funding (Tripartite Agreement)

Through its breeding program, the Lacombe Field Crop Development Centre seeks to develop high-yielding, disease resistant barley cultivars adapted to the diverse production environments of Alberta. It also seeks to develop cultivars with specific qualities that meet the specialized needs of local and international markets. The Commission provides core funding (\$195,000 in 2010) as part of a tripartite agreement with the Government of Canada and the Government of Alberta.

Commercialization of Food Barley Prototypes

This extensive pilot-scale research project examined barley product prototypes and processes with improved functional and nutritional properties.

The Commission put \$35,000 into funding this three-year project, which concluded in April 2011. The research focused on producing food products for North American consumers that used barley flour with an enhanced nutritional profile for use in baked goods, pasta and noodle prototypes.

In addition, the Leduc-based Alberta Food Processing Development Centre (AFPDC) developed cookie, cracker, snack-food and nutrition bar prototypes. The project also led to a new website, www.canadianfoodbarley.ca, which provides the public with information about Canadian food barley. The website is jointly managed by

the Canadian International Grains Institute (CIGI) and the AFPDC.

Barley Protein Extraction

Dr. Lingyun Chen, the cereal scientist chair at the University of Alberta, conducts research that is industry focused. The Commission provided \$300,000 over five years (2006–11) to fund Chen's research on barley protein extraction. Her research seeks an increased understanding of barley protein, including how best to extract it and its nutritional properties, as well as its potential uses in functional food production, manufacturing and cosmetic applications.

Evaluation and Adaptation of Controlled Traffic Farming in Alberta

In partnership with the Alberta Crop Industry Development Fund (ACIDF), the Commission contrib-

Through its breeding program, the Lacombe Field Crop Development Centre seeks to develop high-yielding, disease resistant barley cultivars....

uted \$10,000 to a project assessing the effectiveness of controlled traffic farming in Alberta compared to traditional methods. In controlled traffic farming systems, traffic lanes are established where all machinery travels each year, which minimizes crop disturbance and localizes soil compaction. Test sites will be thoroughly mapped and agronomic measurements will be taken. Sites will be studied for up to five years to produce long-term data.

Feed Research and Development

Feed Research Highlights

Inaugural Feed Summit Planning

In conjunction with industry partners, the Alberta Barley Commission began planning a feed summit to bring together representatives from the barley, cattle and pork groups, as well as researchers, university staff and representatives from the Alberta Livestock and Meat Agency (ALMA) and the Alberta Crop Industry Development Fund (ACIDF).

With representation from across the industry, discussion will focus on ways to bridge gaps and capture

cross-sector opportunities. The feed summit takes place on Dec. 9, 2011, the day after the Commission's annual general meeting.

Alberta Crop Industry Development Fund (ACIDF) Feed Initiative

Working with the Alberta Crop Industry Development Fund's (ACIDF's) feeding initiative, the Commission is a partner in funding research that will increase the competitiveness of feed grain production in Alberta. This research works towards more efficient use of feed grains, lower cost feeding methods, increasing feed value (through technologies that allow feed quality and

attributes to be easily determined), and investment in innovative breeding dedicated to higher-yielding feed grain cultivars.

Dealer Licensing

One of the short-term goals listed for the 2010–11 fiscal year was to collaborate with the feeding industry to support its survival and growth. Since nearly 80 per cent of barley grown in Alberta is a feed variety, it is critical that this market remains viable for the entire value chain.

This past fiscal year, the Commission ran an awareness campaign to remind barley dealers to renew their

licenses. Barley growers should look for the license when they sell their barley.





Alberta Barley Commission

Financial Statements, July 31, 2011

Independent Auditors' Report

To the Members of Alberta Barley Commission:

We have audited the accompanying financial statements of Alberta Barley Commission, which comprise the statement of financial position as at July 31, 2011, and the statements of operations and changes in net assets and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian generally accepted accounting principles, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditors' Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statement.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our qualified audit opinion.

Basis for Qualified Opinion

In common with many similar organizations, the Commission derives revenue through "check-off" fees received from barley producers, the completeness of which could not be satisfactorily verified during our audit. Accordingly, our verification of these revenues was limited to the amounts recorded in the Commission's records and we were unable to determine whether any adjustments might be necessary to check-off revenues, excess of revenues over expenses, assets and net assets.

As disclosed in Note 14 to the financial statements, we have been unable to obtain sufficient and appropriate audit evidence for \$158,494 of expenses classified as travel expenses in other items on the statement of operations. As part of our audit, we also audited the adjustment described in Note 14 that was applied to amend the July 31, 2010 financial statements. We were not engaged to audit, review, or apply other procedures to the July 31, 2010 financial statements of the Commission other than with respect to the adjustments and, accordingly, we do not express an opinion or any other form of assurance on the July 31, 2010 financial statements as a whole.

Qualified Opinion

In our opinion, except for the possible effects of the matter described in the Basis for Qualified Opinion paragraphs, the financial statements present fairly, in all material respects, the financial position of the Alberta Barley Commission as at July 31, 2011 and the results of its operations and cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

Other Matters

The financial statements as at and for the year ended July 31, 2010, were audited by another firm of public accountants who expressed a qualified opinion on those statements before the amendments disclosed in Note 14 in their report dated September 7, 2010.

MNP LLP
Chartered Accountants

Calgary, Alberta
October 24, 2011

Management's Responsibility

To the Members of Alberta Barley Commission:

Management is responsible for the preparation and presentation of the accompanying financial statements, including responsibility for significant accounting judgments and estimates in accordance with Canadian generally accepted accounting principles and ensuring that all information in the annual report is consistent with the statements. This responsibility includes selecting appropriate accounting principles and methods, and making decisions affecting the measurement of transactions in which objective judgment is required.

In discharging its responsibilities for the integrity and fairness of the financial statements, management designs and maintains the necessary accounting systems and related internal controls to provide reasonable assurance that transactions are authorized, assets are safeguarded and financial records are properly maintained to provide reliable information for the preparation of financial statements.

The Board of Directors is composed entirely of Directors who are neither management nor employees of the Commission. The Board is responsible for overseeing management in the performance of its financial reporting responsibilities, and for approving the financial information included in the annual report. The Board fulfils these responsibilities by reviewing the financial information prepared by management and discussing relevant matters with management. The Board is also responsible for recommending the appointment of the Commission's external auditors.

MNP LLP, an independent firm of Chartered Accountants, is appointed by the members to audit the financial statements and report directly to them; their report follows. The external auditors have full and free access to, and meet periodically and separately with, both the Board and management to discuss their audit findings.

October 24, 2011



Matt Sawyer
Chairman and Region 2 Director



Trevor Petersen
Vice-Chairman and Region 3 Director

Statement of Financial Position

As at July 31, 2011

	2011 \$	2010 \$
ASSETS		
Current		
Cash	689,305	323,446
Restricted cash (Note 3)	87,747	97,469
Short-term investments (Note 4)	413,364	751,338
Accounts receivable (Note 5)	110,453	217,739
Prepaid expenses (Note 6)	41,012	14,209
	1,341,881	1,404,201
Capital assets (Note 7)	68,902	18,834
Long-term investments (Note 4)	1,530,816	975,480
	2,941,599	2,398,515
LIABILITIES		
Current		
Accounts payable and accruals	122,788	74,908
Grant commitments (Note 8)	690,027	469,745
Deferred revenue (Note 9)	1,041,251	926,039
	1,854,066	1,470,692
NET ASSETS	1,087,533	927,823
	2,941,599	2,398,515

Approved on behalf of the Board



Matt Sawyer
Chairman and Region 2 Director



Trevor Petersen
Vice-Chairman and Region 3 Director

Statement of Operations and Changes in Net Assets

For the year ended July 31, 2011

	2011	2010
	\$	\$
Revenue		
Check-off fee revenue (Note 9)	2,395,480	1,654,214
Check-off refunds	(186,863)	(141,665)
Newsletter advertising	9,643	17,333
Sponsorships	12,500	5,928
	<u>2,230,760</u>	<u>1,535,810</u>
Program expenses		
Producer services	886,716	432,547
Market development	113,677	178,421
Policy development	28,759	91,797
Donations and grants	1,000	2,500
	<u>1,030,152</u>	<u>705,265</u>
Excess of revenue over program expenses	<u>1,200,608</u>	<u>830,545</u>
General and administrative expenses		
Salaries, benefits and contractors	665,274	530,541
Office	87,906	33,539
Directors fees and expenses	76,933	54,969
Rent	34,164	33,062
Professional fees	22,526	9,130
Telephone	16,457	9,685
Meetings and conventions	13,858	5,676
Membership fees	11,747	12,382
Repairs and maintenance	8,371	3,024
Insurance	5,328	5,295
Amortization	4,786	6,078
Travel	924	1,094
Bank charges	1,173	1,467
Advertising	250	1,156
Training and education	135	1,230
	<u>949,832</u>	<u>708,328</u>
Excess of revenues over expenses before other items	<u>250,776</u>	<u>122,217</u>
Other items		
Interest income	61,362	23,530
Travel expenses (Note 14)	(158,494)	(85,269)
Excess of revenues over expenses	<u>153,644</u>	<u>60,478</u>
Net assets, beginning of year	<u>927,823</u>	<u>834,623</u>
Change in unrealized gains and losses on available-for-sale securities	<u>6,066</u>	<u>32,722</u>
Net assets, end of year	<u>1,087,533</u>	<u>927,823</u>

Statement of Cash Flows

For the year ended July 31, 2011

	2011	2010
	\$	\$
Cash provided by (used for) the following activities		
Operating		
Cash received from customers	2,453,258	1,768,664
Program expenses paid	(1,892,332)	(1,575,291)
Interest received	61,362	23,530
	<u>622,288</u>	<u>216,903</u>
Investing		
Purchase of capital assets	(54,855)	(9,732)
Proceeds on maturity of investments	631,144	(122,874)
Purchase of investments	(842,440)	-
	<u>(266,151)</u>	<u>(132,606)</u>
Increase in cash resources	<u>356,137</u>	<u>84,297</u>
Cash resources, beginning of year	<u>420,915</u>	<u>336,618</u>
Cash resources, end of year	<u>777,052</u>	<u>420,915</u>
Cash resources are composed of:		
Cash	689,305	323,446
Restricted cash	87,747	97,469
	<u>777,052</u>	<u>420,915</u>

The accompanying notes are an integral part of these financial statements.

Notes to the Financial Statements

For the year ended July 31, 2011

1. Nature of the Commission

The Alberta Barley Commission ("the Commission") is a non-profit, producer funded commission formed on August 1, 1991 under the Province of Alberta's Marketing for Agricultural Products Act.

The Commission's mandate is to give Alberta barley producers an organization for developing new markets and products for barley and for influencing the direction of research dedicated to barley production.

The Commission is a non-profit organization and is a exempt from tax under the *Income Tax Act*.

2. Significant accounting policies

The financial statements have been prepared in accordance with Canadian generally accepted accounting principles as issued by the Accounting Standards Board in Canada and include the following significant accounting policies:

Revenue recognition

The Commission follows the deferral method of accounting for contributions. Restricted contributions are recognized as revenue in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Restricted investment income is recognized as revenue in the year in which the related expenses are incurred. Unrestricted investment income is recognized as revenue when earned. Externally restricted capital contributions are recognized as revenue as the related asset is amortized. Donations and contributions in-kind are recorded at fair value when such value can reasonably be determined.

Financial instruments

Held for trading:

The Commission has classified cash and restricted cash as held for trading. Any financial instrument whose fair value can be reliably measured may be designated as held for trading on initial recognition or adoption of CICA 3855 *Financial Instruments – Recognition and Measurement*, even if that instrument would not otherwise satisfy the definition of held for trading.

Held for trading financial instruments are subsequently measured at their fair value. Gains and losses arising from changes in fair value are recognized immediately in the statement of revenues and expenses.

Available-for-sale:

The Commission has classified short-term and long-term investments as available-for-sale. These assets are initially recognized at their fair value. Any gain or loss arising as a result of the difference between the carrying amount and fair value is recognized in net assets. Fair value is determined by published price quotations in an active market. Transactions to purchase or sell these items are recorded on the trade date.

Available-for-sale financial assets are subsequently measured at their fair value without any deduction for transactions costs incurred on sale or other disposal. Gains and losses arising from changes in fair value are recognized in net assets, until the financial asset is sold or otherwise derecognized. Upon derecognition, the cumulative gain or loss previously recognized in net assets is transferred to excess of revenues over expenses.

Loans and receivables:

The Commission has classified accounts receivable as loans and receivables. This asset was initially recognized at its fair value.

Loans and receivables are subsequently measured at their amortized cost, using the effective interest method. Under this method, estimated future cash receipts are exactly discounted over the asset's expected life, or other appropriate period, to its net carrying value. Amortized cost is the amount at which the financial asset is measured at initial recognition less principal repayments, plus or minus the cumulative amortization using the effective interest method of any difference between that initial amount and the maturity amount, and less any reduction for impairment or uncollectability. Gains and losses arising from changes in fair value are recognized in excess of revenues over expenses upon derecognition or impairment.

Other financial liabilities:

The Commission has classified accounts payable and accruals as other financial liabilities. These liabilities are initially recognized at their fair value.

Other financial liabilities are subsequently measured at amortized cost using the effective interest method. Under this method, estimated future cash payments are exactly discounted over the liability's expected life, or other appropriate period, to its net carrying value. Amortized cost is the amount at which the financial liability is measured at initial recognition less principal repayments, and plus or minus the cumulative amortization using the effective interest method of any difference between that initial amount and the maturity amount. Gains and losses arising from changes in fair value are recognized in excess of revenues over expenses upon derecognition or impairment.

(continued on next page)



Notes to the Financial Statements

For the year ended July 31, 2011

(continued from previous page)

Capital assets

Capital assets are recorded at cost. The cost for contributed capital assets is considered to be fair value at the date of contribution.

Amortization is provided using the declining balance method at rates intended to amortize the cost of assets over their estimated useful lives.

	Rate
Computer equipment	20 %
Furniture and fixtures	20 %
Promotional equipment	33 %

Measurement uncertainty

The preparation of financial statements in conformity with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements, and the reported amounts of revenues and expenses during the reporting period.

Accounts receivable are stated after evaluation as to their collectability and an appropriate allowance for doubtful accounts is provided where considered necessary. Amortization is based on the estimated useful lives of capital assets.

These estimates and assumptions are reviewed periodically and, as adjustments become necessary they are reported in excess of revenues and expenses in the periods in which they become known.

Recent Accounting Pronouncements

Canadian accounting standards for not-for-profit organizations

In October 2010, the Accounting Standards Board ("AcSB") approved the accounting standards for private sector not-for-profit organizations ("NFPOs") to be included in Part III of the CICA Handbook-Accounting ("Handbook"). Part III will comprise:

- The existing "4400 series" of standards dealing with the unique circumstances of NFPOs, currently in Part V of the Handbook; and
- The new accounting standards for private enterprises in Part II of the Handbook, to the extent that they would apply to NFPOs.

Effective for fiscal years beginning on or after January 1, 2012, private sector NFPOs will have the option to adopt either Part III of the Handbook or International Financial Reporting Standards ("IFRS"). The Commission has not yet determined which set of standards it will apply. Earlier adoption is permitted. The Commission does not expect the implementation of these standards to have a material effect on its financial statements.

3. Restricted cash

The Shochu Barley Commercialization project is funded by the Alberta Barley Commission, Agriculture Food Council of Alberta, Agriculture Council of Saskatchewan and others. The purpose of this project is to develop a value chain with key farmers to supply this premium barley market with "Grown in Alberta" Shochu barley which consistently meets Shochu specifications for the end-user.

As the funds received by the Commission were solely for this project, any funds not spent are segregated and reported as deferred income. When the appropriate expenditure is made, the corresponding amount is taken out of deferred revenue and recognized as revenue in the same period in which the expense is made.

The remaining funds for this project are held in a separate bank account and the use of this cash is considered to be restricted in that it can only be used for this project.

4. Investments

Investments include corporate bonds with yields to maturity between 3.74% and 6.70% and maturity dates between December 2, 2011 and December 31, 2051. Investments are stated at their market value. It is the intention of the Board to hold all investments until maturity. Investments maturing within the next fiscal year have been reclassified as short-term investments.

5. Accounts receivable

	2011	2010
Check-off fees receivable	86,111	203,953
Trade accounts receivable	-	11,420
GST receivable	24,342	2,366
	110,453	217,739

6. Prepaid expenses

	2011	2010
Memberships and deposits	36,138	9,410
Rent	3,210	3,210
Insurance	1,664	1,589
	41,012	14,209

7. Capital assets

	Cost	Accumulated amortization	2011 Net book value	2010 Net book value
Computer equipment	75,682	39,360	36,322	15,764
Furniture and fixtures	55,212	23,690	31,522	2,287
Promotional equipment	10,044	8,986	1,058	783
	140,938	72,036	68,902	18,834

8. Grant commitments

When funding for a research grant is approved by the Commission, the full amount is recorded as an expense in operating expenses and accrued as a liability. Expenditures related to grants are then charged as a reduction to the grant liability. The amount shown as grants payable is the amount of funding allotted to various programs that is yet to be spent. The funds to cover these liabilities are in the Commission's cash, short-term investments and long-term investments accounts.

9. Deferred revenue

The Commission receives revenues in the form of check-off per tonne when barley is delivered. The buyer of the barley then remits this check-off fee to the Commission. As the Commission relies only on the buyers' remittances, it makes it difficult for the Commission to accurately determine its revenue until collected.

To estimate check-off fees receivable, the Commission examines the remittances received early in the next year and determines which remittances are for barley purchased in the current year. This amount is then recorded as check-off fees receivable.

As there is no reliable cost effective method of reasonably determining the amounts of additional remittances receivable, they are not recorded in these statements.

Check-off fees received are recorded as deferred revenue until the charge is no longer eligible to be refunded to the producer after the six month period of eligibility. Accordingly, these statements recognize as income only those fees received not eligible for refund. Fees that are still eligible for refund are recorded as deferred revenue.

10. Lease commitments

The Commission has entered into various lease agreements with estimated minimum annual payments as follows:

2012	39,776
2013	40,769
2014	23,666
	104,211

11. Financial instruments

The Commission as part of its operations carries a number of financial instruments. It is management's opinion that the Commission is not exposed to significant interest rate, currency or credit risks arising from these financial instruments except as otherwise disclosed.

12. Capital management

The Commission defines capital as net assets. The Commission receives the majority of its operating funds from buyers of barley in Alberta.

The Commission manages its capital structure and makes adjustments to it, based on the funds available to the Commission, in order to support its ongoing programs and operations.

The Commission is not subject to debt covenants or any other capital requirements with respect to operating revenues. The Commission is not subject to any externally imposed capital requirements, except for the requirement to restricted cash related to the Shochu Barley Commercialization project as disclosed in Note 3.

13. Income taxes

The Commission is exempt from income taxes under the section 149(1)(l) of the *Income Tax Act* (the "Act"). In order to maintain its status the Commission must meet certain requirements within the Act. In the opinion of management, these requirements have been met.

14. Correction of prior period error

Travel expenses of \$158,494 (2010 - \$85,269) have been classified as other items on the statement of operations and changes in net assets. Of these amounts, \$54,578 (2010 - \$63,825) is lacking in sufficient supporting documentation as to its nature and business rationale and the remaining amounts of \$103,916 (2010 - \$21,444) are currently under review as to their nature and business rationale.

RESEARCH

NIRS captures feed info

BY CAITLIN CRAWSHAW

For generations, bushel weight has been the standard method of determining the feed value of grains, but a new research project could make this practice obsolete.

This summer, a three-year pilot project supported by a half-dozen organizations placed 12 Near Infrared Spectroscopy (NIRS) machines at provincial feedlots. In less than 30 seconds, NIRS assesses the quality of barley and other grains, in terms of both energy content and the ratios of fibre, protein, starch and other constituents.

Grains are not created equal and feedlot operators need to buy the right grain to feed their animals as economically as possible.

"If you can manage the energy going in and out of an animal, you should be able to manage performance and feed efficiency," explains Rob Hand, manager of feeding initiatives at the Alberta Crop Industry Development Fund (ACIDF), which administered \$750,000 towards the cost of the machines on behalf of the Alberta Livestock and Meat Agency (ALMA).

In the past, many feedlots sent grain samples to laboratories for analysis, but it could take weeks to get the data back. As a result, they often fed the grain to their cattle and found out later if the grain had the characteristics they wanted.

"They weren't able to use the information in real time," explains Tim McAllister, principal research scientist with Agriculture and Agri-Food Canada in Lethbridge. Now, NIRS allows grain to be analyzed right away, enabling feedlots to make

immediate decisions about the grain they're buying.

All of this boosts the bottom line of the beef industry, which contends with narrow profit margins, explains Mary-Lou Swift, a feed quality research scientist with Alberta Agriculture and Rural Development (AARD).

"It's all about knowledge and competitiveness, and having tools to give you real-time knowledge to

make you more competitive," she says.

NIRS is a "push button machine" that feedlot workers can use without special scientific training, but the principles it employs are complex. On the simplest level, NIRS operates much like x-rays and radio waves, sending out a burst of energy—in this case light—and measuring how much or how little is absorbed by the material in question. Every tiny grain has its own chemical fingerprint that can be predicted by how the light is absorbed.

However, NIRS data provides only a prediction of the chemical content of a grain, and so results must be cross-referenced with a data set produced by chemical tests in a lab. This "wet chemistry" is the only 100 per cent accurate way to know what's inside a grain. As a result, accurate reference sets are critical for operating NIRS.

NIRS isn't brand-new technology, but



Photo: Deb Marchand

SMALL BUT MIGHTY: The NIRS machine can be used to give instant nutritional information about feed grains, including barley.

it's only recently that the price has come down far enough for it to be an option for feedlots (most machines are about \$70,000 each). It's also now possible for feedlots and agricultural organizations to create networks and share information easily online (including important reference sets), avoiding research duplication efforts.

For Swift, NIRS is just another way in which the beef industry is forging a path in a tough economic market.

"These people are early adopters," she says.

ACIDF still has funding available to farms, feeders, processors and other businesses that want to adopt NIRS technology. For more information, contact Rob Hand by email at rob@acidf.ca or by phone at (403) 872-8262.

Caitlin Crawshaw is an Edmonton-based writer and a new *Barley Country* contributor.

A new pilot project helps feedlot operators use Near Infrared Spectroscopy (NIRS) to assess the value of grains like barley.

RESEARCH UPDATE

Barley update from down under

BY DARCY KIRTZINGER

One of the world's largest producers of barley, Australia, recently played host to the internationally renowned Australian Barley Technical Symposium (ABTS). Held in Adelaide from September 18–21, the theme of the 15th annual ABTS was "Barley for Business."

ABTS overview

New advances in barley genetics, genomics, plant physiology, quality and agronomy were highlighted in presentations by internationally recognized researchers, and also by some of the next generation of young scientists and students. Discussions ranged from future directions for barley research in Australia and the world to changes in barley production, marketing, malting and brewing.

Breeding changes in the Australian barley industry

From the outset, Organizing Committee Chair Dr. Jason Eglinton emphasized that,

"public breeding programs are changing in Australia and all over the world."

In recent years, industry consolidation, privatization of plant breeding and corporate investment in research has marked a radical shift from the old system of public breeding in Australia. The move to commercial breeding and the de-regulation of cereal marketing has required significant realignment in the industry to allow barley breeding interests to generate sustainable profits. Underscoring this shift are end-point royalties, public-private partnerships and new regional investment.

The industry is adapting to this new reality. Private breeding companies use a corporate approach to develop and deliver barley varieties with significant improvements to the growers and downstream industries. Under this model, if a variety doesn't have uptake from the marketplace, it cannot compete and is soon forgotten.

Concerns have been raised, however, that ever-increasing demands for yield gains cannot be made at the expense of things like disease resistance or sound agronomy.

Shifting away from breeding feed

Another significant shift in the Australian barley breeding landscape is a move away from feed breeding programs. Some programs now only focus on malt varieties, while programs

focused on feed face an uncertain future.

Based in Warwick, Queensland's provincial feed barley program is partnering with government organizations to develop and implement sustainable business and investment models for potential suitors. As in Canada, the biggest competitor for Australian barley is other crops; therefore, barley acres and barley investment will likely shift as other crops gain or lose market share.

Continued, page 11 >>



Darcy Kirtzinger

Privatization, along with de-regulation, has changed the Australian breeding industry.

REPORT

Grain Growers set key policy points for the upcoming year

BY RICHARD PHILLIPS

On Sept. 19, 2011, Parliament resumed with what has already been a busy session with plenty of legislation.

The federal government has acted quickly to implement many of its long-standing campaign promises on gun control, wheat and barley marketing, and tough-on-crime legislation. The government will likely continue to use the tools it has at its disposal, like closure to ensure quick passage of its bills, while we can anticipate the opposition will try to use filibusters or other tools to slow progress. Old time politics at its best!

Looking forward: Priority files for 2011-12

Every summer the Finance Department puts out a call for submissions on the next Federal Budget and the Grain Growers, in consultation with its members like the Alberta Winter Wheat Producers Commission (AWWPC), creates a priority list of what we would like to see for agriculture. A copy is available at www.ggc-pgc.ca.

The Grain Growers will reinforce the following priorities when we testify at the Finance Committee and in meetings with Members of Parliament.

Research and innovation

Grain Growers and Western Grains Research Foundation (WGRF) are co-chairing the Grains Innovation Roundtable research committee, which is focusing on wheat research funding models right now. Trying to prioritize between end-point royalties, UPOV 91, certified seed tax credits, research check-offs, public sector ownership, private sector investment, and farm-saved seed is very challenging.

With changes to check-off models, we will be buying a couple of years for Manitoba and Saskatchewan to look at Commission models and further discussions on the value of a prairie or national barley council of some form. Unless the producers, public and private breeders find some middle ground on research funding models, we will continue to see a shortage of investment in cereal grains.

The Grain Growers convinced the Senate Ag Committee to do a study on research and innovation in agriculture last spring. We have followed up with them this fall, and they will start their work in October using the template prepared by the Grain Growers.

In our submission to the Federal Finance Committee, we suggested a change in how Agriculture and Agri-Food Canada (AAFC) is funded. Currently, if AAFC discovers a trait, or develops a variety, the royalties flow back into the general AAFC budget, which then allows the federal government to reduce its commitment. We have suggested that we lock in AAFC funding this year at its current level, adjust for inflation going forward, but that all new royalty streams from AAFC innovation go back into the breeding programs. This approach will increase the public research being



Photo courtesy of Grain Growers of Canada

THE FINE ART OF NEGOTIATING: Steve Verhuel (left), Canada's top European Union negotiator, talks trade with Richard Phillips, executive director of the Grain Growers of Canada (GGC). Pushing for more trade agreements is just one of the key policy points the GGC will be lobbying the government about this year.

done in Canada at stations like Lethbridge, at no additional cost.

Rail service review

While we were very happy with the recommendations of the Rail Service Panel and the government's commitment to implementation, things have been very quiet since the election. Past experience in dealing with railways has shown us they are masters at stalling progress until momentum is lost. Therefore, the Grain Growers publicly called on the new transport minister to come out and clearly state that rail service will be one of the highest priorities in his department this fall and winter.

As a result, Transport Canada has met with us twice in the last couple weeks to ensure we understand that this is one of their highest priorities internally. An announcement on a facilitator to help draft model service level agreements is expected in early October. The Grain Growers will continue to work on Rail Service with Pulse Canada and the Canadian Canola Growers this winter. This will likely involve one or more political campaigns in Ottawa.

Farm safety nets

The Grain Growers had AAFC in for a half-day overview and brainstorming session on how to improve the existing suite of programs. There was a lot of discussion on raising the cap for AgriInvest. However, with a fixed pot of money going in from the federal government and provinces, adding more coverage and farmers on the top end then decreases the federal government contribution rate from 1.5 per cent to about 1.2 per cent. Given there are only about 1,500 farmers pushing the cap today in Canada, it was generally agreed to leave the program coverage levels at their current cap.

We also had a good look at AgriStability. To be quicker in response time would mean moving away from individual records and our sense is that farmers don't want to go back to area averages. Another option is to base the current year off of last year's individual numbers, basically

having a one-year lag in coverage. Again, we didn't have a lot of comfort with that suggestion. We then focused on how to improve the cash advance portion of AgriStability, recognizing that overpayments can be a real headache to collect. AAFC took note of several suggestions and promised to review them internally as to feasibility.

AAFC also gave an overview of AgriInsurance, AgriRecovery and a snapshot of the European Union's Common Agricultural Policy and the United States' farm support programs. It was very informative, and we all came away with a better appreciation of how difficult it is to meet everyone's needs in a national program.

Trade and market access

Canada-Columbia is now in effect, giving us a leg up on the U.S. wheat and pulse exporters. The Canada-EU trade talks continue to move along at a really good pace, with a deal hopefully in place in 2012. The Canada-EU deal holds a lot of potential for beef and pork access, two of the biggest markets domestically for barley. Canada-India and Canada-Japan continue in various stages of progress.

Along with beef and pork producers, we will be pushing hard to get the Canada-South Korea talks re-started, as South Korea is also a big market for our exports.

Finally, we would like to thank Matt Sawyer, Trevor Peterson and Lisa Skierka for their timely and valuable contributions to the Grain Growers of Canada on a wide range of policy issues.

Richard Phillips is executive director of the Grain Growers of Canada.

“The federal government has acted quickly to implement many of its long-standing campaign promises on gun control, wheat and barley marketing, and tough-on-crime legislation.”

“The Canada-EU trade talks continue to move along at a really good pace, with a deal hopefully in place in 2012.”

Upcoming meetings

The next Grain Growers of Canada meeting and annual general meeting takes place in Winnipeg on Nov. 28-29, 2011. This will be slightly overlapped by the GrowCanada Conference from Nov. 29 to Dec. 1, 2011. For more information, please visit: www.ggc-pgc.ca.

PROFILE

Balancing two careers and a love of the land

BY KAILEN RENELLE KRAWEC

It's an early morning autumn day in Fawcett, Alberta, and while most producers are headed into their fields for harvest, Greg Arthur is driving away from his 1,300-acre farm.

Imagine finding not just one career you love, but two, and then working them simultaneously. As a production superintendent for an oil and gas company, this is precisely what Arthur does.

"Actually, it doesn't bother me at all, I've always worked quite a ways from home," says Arthur of his long commute to work. "[The drive] takes me about one hour and 10 minutes each way."

Very practical about balancing two careers, Arthur has done so since 1983.

"A lot of people say they have to work off of the farm to keep it going, but I don't necessarily think that way," he says. "I like what I do off the farm just as much."

Growing up on a hobby farm in Ontario, Arthur spent his teenage years working on tobacco farms while attending school. He moved to Alberta in 1977 and purchased his first quarter section by 1979. He married his wife, Alice, a registered nurse working for the new Primary Care Network in Westlock, in 1980.

Although they originally started in the hog business, they've moved through different blends of mixed farming to grains only. Arthur explains their transition.

"What made us get out of the hog business? The high interest rates and the low prices," says Arthur, adding that they also had cattle before settling on grains. "Grains work for us. I don't have to be here everyday to feed cattle."

This year, the Arthurs grew roughly 550 acres of canola, 500 of wheat and 200 of barley. Greg diversifies the crops to limit his risk, but also to spread out the seeding and harvesting schedule.

"In fall, my time can be limited because I'm working all the time," he says. "With barley, we can get going on that, whereas wheat or canola may not be ready."

“When you look out across the field and you see the grain when it's ripe and getting ready to swath—it's just a really beautiful feeling.”

and it stands well," he explains. "It's a nice barley and works well for straight combining, too."

This year, the Arthurs sold most of their barley on Canadian Wheat Board (CWB) contracts, but still managed to send a

couple of truckloads to a local feed market. Arthur concedes they're in a fortunate position.

"We play the market a little bit, but we've got quite a few feedlots within a 50-mile radius," he explains.

When it comes to technology and innovation, the Arthurs try to keep up-to-date. This year they purchased a new gain cart, which they believe increased time productivity by 15–20 per cent. The cart allows Arthur to "unload on the go" and

holds 850 bushels. They also moved to all-hopper bins to cut down on drying time, and are looking to put remote control on their second truck.

"You want to be on the leading edge of technology, but not the bleeding edge," Arthur explains.

The Arthurs get support from their three children—Michelle, 29, Andrea, 26, and Tyler, 23—who help out when needed.

"We've been very lucky that way," says Alice Arthur, who still works part-time as a nurse. "It's actually probably not a fair deal to them sometimes, but it's very nice to know they'll be here for us."

When not working, Greg Arthur enjoys snowmobiling, camping and traveling with Alice. They both enjoy spending time with family and spoiling their two granddaughters, Ahloura and Victoria.

"There's lots of ups and downs in farming—that's the way it is," reflects Alice Arthur. "But it's neat when you look out across the field and you see the grain when it's ripe and getting ready to swath—it's just a really beautiful feeling."

Kailen Renelle Krawec is the Alberta Barley Commission's new communications assistant.



A LOVE OF THE LAND AND FAMILY: Greg and Alice Arthur after harvest with their two granddaughters, Ahloura and Victoria (left to right).

Photo: Kevin Berger

Australian barley

Continued, from page 9

Australian barley breeding accreditation

Barley accreditation in Australia is handled by the Malting and Brewing Industry Barley Technical Committee (MBIBTC), much like the Prairie Recommending Committee for Oats and Barley (PRCOB) does here in Canada. In Canada, the PRCOB tests and evaluates barley and oat cultivars, whereas Australia's committee is comprised of technical malting and brewing experts from Australia's major malting and brewing companies.

In contrast to Canada's PRCOB, there are no breeders on Australia's committee. This

means industry competitors in Australia judge whether or not their competition's variety is accredited. To date, there have not been any conflicts and the system appears to be working.

Among the MBIBTC's other roles is the technical evaluation of new malting barley varieties to examine their suitability for malting and brewing in Australia and abroad—not unlike the Canadian Malting Barley Technical Centre (CMBTC).

Facing the future

In Australia, breeding programs continue to evolve and develop barley varieties

suitable to their own unique agro/climatic conditions to meet end-user requirements in an ever-changing marketplace.

The Australian Barley Technical Symposium (ABTS) provides a forum for barley researchers to get together and share their research as well as new market trends in Australia and the world. For more information on the 2011 ABTS, please visit www.fcconventions.com.au/ABTS2011/.

Darcy Kirtzinger is the policy and research coordinator for the Alberta Barley Commission. He was recently in Adelaide on behalf of the Commission.

INDUSTRY NEWS

The future of Alberta feed

BY MADELEINE BAERG

On Dec. 9, 2011, Western Canadian feed barley growers and end users will meet to discuss marketing, research and profitability, with the aim of identifying an action plan to strengthen the entire industry.

Held in Banff and developed by a committee of industry stakeholders, the event will bring together representatives from the barley, cattle and pork groups, as well as researchers, university staff, and representatives from the Alberta Livestock and Meat Agency (ALMA) and the Alberta Crop Industry Development Fund (ACIDF). Discussions will focus on ways to capture cross-sector opportunities.

While growers and feed users have held meetings in the past, the goal this time is for participants to create a concrete list of deliverables and due dates.

"We're not just there for a cup of coffee and a nice chat," says Bryan Walton, CEO of the Alberta Cattle Feeders' Association. "We'll be looking for how synergies can emerge. We'll take a long look at the horizon, and ask where we're going, how we get there and who's in charge."

The summit will address the factors of changing market realities, increasing costs, focused risk management and competitive pricing.

"When you look at the interface between the livestock and grain industries, it stretches across quite a large spectrum



MAKING MORE MARGIN: Planning for success through the grain-livestock value chain. Photo: Deb Marchand

of the industry," explains Don Macyk, summit chair, who farms with his son, Timothy, and business partner, Troy Kaup, northeast of Edmonton. "You've got everything from feed grain pricing to research and development for animal health, to distribution, to competition of other on-farm investments. Both sides recognize that the interests are common."

The summit participants will focus on compatibility rather than competition—another sign of the changing times.

"Historically, it's been the grain industry versus the livestock industry," explains Macyk. "There's an increasing understanding that one can't succeed without the other. We'll succeed together or we'll fail together."

The summit's main priority will be to develop concrete strategies to improve the margins for all parts of the industry. At its heart, the goal is to ensure that—whether you're a barley grower, a cattleman or a feedlot operator—your business has the

opportunity to make more money and enjoy greater viability.

"We're asking, how does the pork guy improve his market with good feeds, while at the same time, the barley guy improves his margins with better prices. That's our common goal—we all want to make more margin," says Darcy Fitzgerald, executive director of Alberta Pork.

Other objectives for the summit include improving productivity, increasing research investment and discussing the possibility of creating a Feed Grains Secretariat.

While the specific outcomes of the summit will depend on the participants' consensus at the meeting, one thing is certain: discussion won't be enough.

"[We want] firm, finalized decisions that work for everyone," says Fitzgerald.

A long-time *Barley Country* contributor, Madeleine Baerg is a born and raised farm girl now based out of Calgary.

“Historically, it's been the grain industry versus the livestock industry. There's an increasing understanding that one can't succeed without the other.”

INDUSTRY NEWS

All-Wheat Commission

BY TERRY BULLICK

A group of Alberta wheat producers is working to launch an all-wheat commission in the province.

While current discussions about Western Canadian wheat are inevitably linked to changes to the single-desk system, the proposed commission would not replace any responsibilities or activities of the Canadian Wheat Board (CWB) or the Western Grains Research Foundation (WGRF).

"We're responding to a gap in Alberta's crop sector and the need for greater investment in research for plant breeding and agronomics in wheat," says Kent Erickson, co-chair of the all-wheat commission steering committee.

"Wheat production has been losing acres in Alberta even though worldwide demand for wheat is growing," says Lynn Jacobson, Erickson's co-chair. "One of the main purposes of the commission would be to ensure wheat production is competitive, preferred and profitable."

In 2008, the Alberta Winter Wheat Producers Commission (AWWPC) resolved to examine producer interest in an all-wheat commission. After market research found 58 per cent support for an all-wheat commission, the steering committee was formed in December 2010.

"We will meet with wheat producers in the coming months to present our plans, gauge their support and respond to their feedback, then seek approval from the

Minister of Alberta Agriculture and Rural Development," says Erickson.

Jacobson, also chair of the Alberta Soft White Wheat Producers Commission, says the plan is to have an all-wheat commission up and running by Aug. 1, 2012.

While Alberta has some two-dozen agricultural producer groups, it lacks a commission to represent the vast majority of wheat producers. Collectively, winter wheat and soft white wheat account for just five per cent of the wheat grown in the province each year. Wheat, however, is one of the province's major crops, accounting for about 7.6 million tonnes of production on about 6.6 million acres. Some 85 per cent of wheat produced in Alberta is Canadian Western Red Spring (CWRS) and Canadian Western Amber Durum (CWAD).

"It's crucial for Alberta producers to be competitive if wheat is going to remain a profitable and preferred crop," says Erickson.

The new commission would contribute to wheat's competitiveness by representing the interests of Alberta producers across all wheat classes. As well, the commission would improve the demand, agronomic competitiveness and profitability of Alberta-produced wheat while contributing to policy development and advocacy.

The proposed commission is closely modelled after other provincial commissions. Producers would make up the organization's membership and would

elect directors and delegates to oversee the commission's strategic plans. A CEO and staff would carry out those plans.

The proposed commission would be funded through refundable check-off dollars—in this case a proposed 70 cents per tonne. This new check-off would replace the one that members of the province's existing wheat commissions currently pay.

"Our strategic plan conservatively forecasts revenues of about \$3.5 million within three years of start-up," says Jacobson. "We estimate \$3 million a year would be directly invested in strategic priorities."

In early November, the steering committee will announce a series of producer meetings and workshops for this winter.

To learn more about the proposed all-wheat commission, please contact: Kent Erickson at (780) 842-8490 or tefarm@mcnet.ca; or Lynn Jacobson at (403) 739-2153 or ljacob@shockware.com.

Steering Committee members:

- Co-chair Kent Erickson of Irma
- Co-chair Lynn Jacobson of Vauxhall
- Peter Pepneck of Vauxhall
- Terry Young of Lacombe
- Greg Porozni of Vegreville
- Ron Heck of Fairview
- Ron Nerland of Morrin

The former editor of *Barley Country*, Communications Consultant Terry Bullick is a member of the secretariat for an all-wheat commission in Alberta.

“One of the main purposes of the commission would be to ensure wheat production is competitive, preferred and profitable.”

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20 Years of Grassroots Democracy



This year marks the 20th anniversary of the Alberta Barley Commission. To celebrate this milestone, we would like to recognize all of the committed, leadership-oriented, community-involved barley growers who have graciously given their time and expertise to sit as directors and delegates over the years. Without the hard work and dedication of these people, this organization would not exist.



1. Baked designer goods from the 2007 Alberta Barley Baking Contest.
2. Harvest of golden barley in Cremona, September 2011.
3. Ruth Gorr speaking at the annual general meeting in 1993.
4. Summer 1994 Board meeting at Tim Harvie's farm.

Thank you to everyone involved in making the Alberta Barley Commission a success:

- Bryan Adam (Region 5)** – Delegate '02, '03, '04, '05, '06, '07, '08, '09, '10, '11
- Mike Ammeter (Region 3)** – Delegate '99, '00, '01, '02, '03, '04, '05, '06, '07, '08, '09, '10, Director-at-Large '11
- Ed Armstrong (Region 5)** – Delegate '99, '00, Director '01, '02, '03, '04, '05
- Kevin Bender (Region 3)** – Delegate '05, '06, '07, '08, '09, '10, '11
- Brad Berger (Region 1)** – Delegate '05, '06, '07, '08, '09, '10, '11
- Trent Bolokowski (Region 1)** – Delegate '07, '08, '09, '10
- Eugene Boyko (Region 5)** – Director '93, '94, '95, '96, '97, '98, '99, '00, Delegate '01
- Eugene Brown (Region 2)** – Delegate '99, '00, '01, '02, '03, '04, '05, '06, '07, '08, '09, '10
- Jamie Christie (Region 2)** – Delegate '11
- Wade Christie (Region 2)** – Delegate '08, '09, '10, '11
- Blair Claeys (Region 1)** – Delegate '99, '00, '01, '02, '03, '04, '05
- Ken Coles (Region 1)** – Delegate '09, '10, '11
- Earl Collier (Region 3)** – Delegate '99, '00, '01, '02, '03, '04
- Leo Cote (Region 4)** – Delegate '99, '00, '01, '02, '03, '04, '05, '06
- Don Cox (Region 6)** – Director '91, '92, '93, '94, '95, '96, '97, '00, '01, '02, '03, '04, '05, '06, Delegate '99
- Brad Dahl (Region 1)** – Delegate '03, '04, '05, '06
- Dirk Drost (Region 3)** – Delegate '09, '10
- David Eaton (Region 2)** – Delegate '99, '00, '01, '02, '03,

- '04, '05, '06, '07, '08, '09, '10, '11
- Gordon Frank (Region 5)** – Delegate '99, '00, '01, '02
- Dale Fodness (Region 4)** – Director '99, '00, '01, '02, '03, '04, Delegate '05, '06, '07, '08, '09
- Ruth Gorr (Region 2)** – Director '91, '92, '93, '94, '95, '96
- Brian Grant (Region 6)** – Delegate '99, '00, '01
- Keith Guay (Region 5)** – Delegate '02, '03, '04
- Wayne Hagemann (Region 3)** – Director-at-Large '99, '00, '01, '02, Director '03, '04, Delegate '05, '06, '07, '08
- Alex Hamilton (Region 2)** – Director-at-Large '97, '98, '99, '00, '01, '02, Delegate '03, '04, '05, '06, '07
- Tim Harvie (Region 2)** – Director-at-Large '91, '92, '93, '94, '95, '96, Chairman '91, '92, '93, '94, '95, '96, Ex-Officio '97, '98
- Harold Haugen (Region 3)** – Delegate '09, '10, '11
- Ron Heck (Region 6)** – Delegate '05, '06, Director '07, '08, '09, '10, '11
- Darrel Hennig (Region 5)** – Delegate '06, '07, '08, '09, '10, '11
- Warren Hilz (Region 2)** – Delegate '99, '00, '01, '02, '03, '04, '05, '06, '07, '08, '09, '10
- Charels Ingles (Region 5)** – Delegate '99, '00, '01
- Joe Jeffray (Region 2)** – Delegate '99, '00, '01, '02
- Tom Jackson (Region 5)** – Delegate '99, '00, '01, '02, '03, '04, '05, '06, '07, '08, '09, '10
- Bernie Klammer (Region 4)** – Delegate '05, '06, '07, '08, '09, '10, Director '11
- B.J. Knott (Region 1)** – Director '91, '92
- Brian Kriz (Region 3)** – Director-at-Large '91, '92, '93, '94, '95, '96, '02, '03, '04, Vice-Chairman '91, '92, '93, '94, '95, '96, Chairman '97, '98, '03, '04, Ex-Officio '99, '00, '01

- Colin Kure (Region 3)** – Delegate '99, '00
- Cody Kurek (Region 4)** – Delegate '07, '08, '09, '10
- Jason Lenz (Region 3)** – Delegate '10, '11
- Charlie Leskiw (Region 4)** – Director '91, '92, '93, '94, '95, '96, '97, '98, Delegate '00, '01, '02, '03, '04, '05, '06, '07, '08, '09, '10, '11
- Terry Leskiw (Region 4)** – Delegate '99
- Robert Little (Region 6)** – Director '98, '99, Delegate '00
- Glenn Logan (Region 1)** – Director '96, '00, '01, '02, Vice-Chairman '97, '98, Chairman '99, Delegate, '03, '04, '05, '06, '07, '08, Director-at-Large '09, '10, '11
- Lee Markert (Region 2)** – Delegate '09, '10, '11
- Murray Marsh (Region 2)** – Delegate '06, '07
- Derwin Massey (Region 3)** – Director '91, '92, '93, '94, '95, '96
- Rod McDermand (Region 3)** – Delegate '01, '02
- Brian McGonigal (Region 4)** – Delegate '10, '11
- Bernie McWilliam (Region 2)** – Delegate '03, '04, '05, '06, '07, '08, '09, '10, '11
- Bruce Meashaw (Region 6)** – Delegate, '09, '10
- Ted Menzies (Region 1)** – Delegate '99, '00, '01, '02, Director-at-Large '03, '04
- Leo Meyer (Region 6)** – Delegate '99, '00, '01, '02, '03, '04, Director-at-Large '05, '06, '07, '08, '09, '10, Vice-Chairman '10
- Leo Meyer, Jr. (Region 6)** – Delegate '07, '08
- Gary Mihailoff (Region 6)** – Delegate '07, '08, '09, '10
- Doug Miller (Region 2)** – Delegate '99, '00, '01, '02, '09, '10, '11, Director '03, '04, '05, '06, '07, '08
- Don Mueller (Region 2)** – Delegate '09, '10, '11
- Fred Mueller (Region 3)** – Delegate '99, '00



- 5. Eugene Boyko at the Edmonton Women's Show in 1995.
- 6. Board of Directors, 2006.
- 7. Ribbon cutting at the opening ceremony for the James H. Helm Cereal Research Centre in June 1998. (From left to right) Minister of Agriculture Ed Stelmach, Minister of Alberta Public Works, Supply and Services Stan Woloshy and Dr. James Helm.
- 8. Charlie Leskiw at a region 4 meeting in 1994.
- 9. The inaugural issue of *Barley Country*, spring 1992.
- 10. Board of Directors, 2001.
- 11. Wayne Hagemann (left) and Doug Robertson (right) at the 2003 annual general meeting in Red Deer.
- 12. Long-time member Glenn Logan in 1999.

Richard Mueller (Region 5) – Delegate '07, '08, '09, Director-at-Large '10, '11
Glenn Muller (Region 2) – Delegate '03, '04, '05
Marvin Nakonechny (Region 5) – Director-at-Large '93, '94, '95, '96, '97, '98, '99, '00
Jeff Nielsen (Region 2) – Delegate '06, '07, '08
Jesper Nielsen (Region 3) – Delegate '99, '00, '01, '02, '03, '04, '08, '09, '10, '11 Director '05, '06, '07
Richard Nordstrom (Region 4) – Director-at-Large '01, '02, '03
Norm Olsen (Region 3) – Delegate '01, '02, '03, '04, '05, '06
Gerard Oosterhuis (Region 1) – Delegate '03, '04, '05, '06, '07, '08, '09, '10
Andrew Otto (Region 1) – Delegate '08, '09
Brian Otto (Region 1) – Delegate '99, '00, '01, '02, '09, '10, '11, Director '03, '04, '05, '06, '07, '08
Ed Persely (Region 4) – Delegate '99, '00, '01, '02, '03, '04, '05, '06, '07, '08, '09, '10, '11
Trevor Petersen (Region 3) – Delegate '03, '04, '05, '06 '07, Director '08, '09, '10, '11, Vice-Chairman '11
Harald Pfeiffer (Region 5) – Delegate '03, '04
Ron Pittman (Region 1)– Director '93, '94, '95, Delegate '99, '00, '01, '02
Mary Ann Predy (Region 3) – Delegate '99, '00, '01
Fred Randle (Region 2) – Delegate '99, '00, '01, '02
Doug Robertson (Region 2) – Director-at-Large '03, '04, '05, '07, '08, Chairman '06, '08, Delegate '09, '10, '11
Dan Ropchan (Region 6) – Delegate '02, '03, '04, '05, '06, '07, '08, '09, '10, '11
Mike Rudakewich (Region 6) – Delegate '11

Ken Sackett (Region 2) – Director '97, '98, '99, Chairmen '00, '01, '02
Albert Schatzke (Region 5) – Director '91, '92
Brian Scobie (Region 2) – Delegate '99, '00, '01, '02, '03, '04
Dave Solverson (Region 4) – Delegate '11
Greg Stamp (Region 1) – Delegate '08, Director '09, '10, '11
Richard Stamp (Region 1) – Delegate '99, '00, '01, '02, '03, '04, '05, '06, '07
Glenn Sawyer (Region 2) – Delegate '99, '00, '01, '02, '03, '04, '05
Matt Sawyer (Region 2) – Delegate '05, '06, '07, '08, Director '09, '10, '11, Chairman '10, '11
Don Taylor (Region 1) – Delegate '99, '00, '01, '02
Richard Thiessen (Region 2) – Director-at-Large '91
Dave Tindal (Region 3) – Delegate '99, '00, '01, '02, '03, '04, '05, '06, '07, '08
Charles Turcotte (Region 6) – Delegate '11
Terry Unruh (Region 1) – Delegate '11
Albert Wagner (Region 5) – Delegate '99, '00, '01, '02, '03, '04, '05, '06, '07, Director '08, '09, '10, '11, Vice-Chairman '09
Mel Watchorn (Region 6) – Delegate '01, '02, '03, '04
Bernie Wickenheiser (Region 1) – Delegate '10, '11
John Wozniak, Jr. (Region 4) – Director '05, '06, '07, '08, '09, '10, Delegate '11
Terry Young (Region 3) – Director '97, '98, Vice-Chairman '99, '00, '01, '08, Delegate '02, '03, '04, '11, Director-at-Large '05, '06, '07, '08, '09, Chairman '07, '09



News & Events

Alberta Barley Commission 2011 regional meetings

The Alberta Barley Commission's regional meetings are one of your best opportunities to learn about and share information specific to growing barley where you farm. Each meeting features presentations and discussions from leading producers, researchers, agronomists and industry experts. As well, we're continuing the tradition of combining our regional meetings with other crop commissions, where possible, so you can take in two producer group meetings at once.

As of Nov. 1, the following members were acclaimed into the following Board positions: Greg Stamp, region one director; Glenn Logan, director-at-large; and Matt Sawyer, region two director. There are still delegate positions available in each region and those interested can be nominated from the floor at regional meetings.

Voting for delegate positions will take place at the respective regional meetings. An election will take place only if there are more nominees than available delegate positions, and votes will be tabulated at the respective regional meetings.

Please check the Commission website at www.albertabarley.com for a detailed listing of speakers and times.

Region 1 NEW LOCATION

Nov. 24, 2011 in Brooks: Heritage Inn Hotel and Convention Centre. Three delegate positions are open for election. Joint meeting with the Alberta Canola Producers Commission.

Region 2 NEW LOCATION

Dec. 1, 2011 in Rosebud: Rosebud Centre. Two delegate positions are open for election. Joint meeting with the Alberta Canola Producers Commission.

Region 3

Nov. 23, 2011 in Lacombe: Lacombe Memorial Hall. Five delegate positions are open for election. Joint meeting with the Alberta Pulse Growers Commission and the Alberta Canola Producers Commission.

Region 4

Nov. 24, 2011 in Vegreville: Alberta Innovates Technology Futures Meeting Room. Two delegate positions are open for election.

Region 5

Dec. 2, 2011 in Westlock: Westlock Community Hall. Three delegate positions are open for election. Joint meeting with Alberta Canola Producers Commission.

Region 6

Nov. 29, 2011 in Falher: ACFA Hall. One delegate position is open for election. Joint meeting with Alberta Pulse Growers Commission.

Resolutions

Eligible producers may present a resolution to the Alberta Barley Commission's Board of Directors for consideration and action. Resolutions are formal written statements accompanied with a proposed solution to a problem. They are to be clear, specific, brief and based on fact.

Producers may raise resolutions at any time of the year but they are to be presented to a director at a regional meeting. They are then submitted to the Commission's Resolutions Committee for consideration. Once reviewed by the Resolutions Committee, resolutions may be presented at the annual general meeting (AGM) for consideration, where they are passed or defeated by a simple majority of votes. Resolutions passed at a regional meeting may not be modified at the AGM.

The Commission's Resolutions Committee consists of two directors, one delegate and one staff member, and is responsible for preparing all resolutions for presentation at the AGM, including amalgamating and/or withdrawing resolutions when necessary.

For more information, please contact Lisa Skierka, the Commission's general manager, at lskierka@albertabarley.com.

Alberta Barley Commission 2011 annual general meeting and feed summit Dec. 7-9, 2011

Don't miss Alberta's barley event of the year, a gathering of producers, industry experts and researchers from far and wide at the Banff Park Lodge.

Dec. 7 features sessions for delegates and directors. On Dec. 8, all members are welcome to participate in the business meeting. This will be followed by speakers discussing changes to the grain marketing system, trade and malt barley, including Brant Randles, president and CEO of Louis Dreyfus. As well, a feed summit on Dec. 9 will bring together members of the barley, pork and beef industries.

For hotel bookings at the Banff Park Lodge, call

(403) 762-4433 or toll free (800) 661-9266. For online bookings, visit www.banffparklodge.com and select "Reservations" and "Make a Conference Reservation." The group ID is 16066 and the password is 823. Advance reservations for the AGM must be made by Nov. 14.

For more information, contact Marketing and Events Manager Linda Whitworth at (403) 219-6261.

Agri-Trade Nov. 9-12, 2011

Agri-Trade 2011 is one of Western Canada's finest agricultural equipment expositions. If you are attending, please stop by and visit the Alberta Barley Commission booth. For more information, go to www.agri-trade.com.

Advanced Agronomy Conference 2011 Nov. 23-24, 2011

The Advanced Agronomy Conference will be held at the Executive Royal Inn in Nisku and is aimed at crop advisers, farmers, industry partners and anyone interested in learning the latest crop production ideas and techniques. Explore the latest research in Western Canada and on Alberta farms plus much more. For more information, call Jacqueline at (780) 416-6046.

Agri-Trend Farm Forum Event Nov. 29-Dec. 1, 2011

Agri-Trend's Farm Forum Event brings together Canada's largest agricultural consulting network, together with farmers and industry leaders in Saskatchewan. The theme of this year's Agri-Trend is Farming 3.0: Linking Man and Machine for Maximum Potential. For more information, visit www.thefarmforumevent.com.

GrowCanada Conference 2011 Nov. 29-Dec. 1, 2011

This year's GrowCanada conference will explore how innovation in agriculture drives economic growth, how it helps us adapt and thrive in the face of major change and how this ultimately benefits consumers. For more information, go to www.growcanadacommunity.ca/2011 or email timmerk@croplife.ca.

2011 Farming Smarter Conference & Tradeshow Dec. 6-7, 2011

The Farming Smarter Conference & Tradeshow, formerly known as the SACA conference, will be held in Lethbridge. The main theme for this event will be "Weathering Agriculture Together" with sub-themes focused on business and marketing, technology and innovation, managing community diseases, and growing stewardship. For more information, go to www.farmingsmarter.com/events, or contact Janis Procyk at (403) 381-5118 or by email at Janis@farmingsmarter.com.

FarmTech 2012 Jan. 24-26, 2012

Western Canada's premier crop production and farm management conference will be held at the EXPO Centre (Northlands) in Edmonton. Please stop by the Alberta Barley Commission's booth if you're planning on attending. For more information, visit www.farmtechconference.com.

Western Barley Growers Association Annual Conference Feb. 15-17, 2012

This year's WBGA conference will be held jointly with the Master Brewers Association of the Americas (MBAA) at the Deerfoot Casino in Calgary. The WBGA and MBAA have put together a prestigious event featuring world-class speakers and an exciting, timely agenda. For more information and registration, go to www.wbga.org.

Precision Ag 2.0: The Next Generation Feb. 22-23, 2012

The Agricultural Research and Extension Council of Alberta (ARECA) is hosting "Precision Ag 2.0: The Next Generation" Conference on Feb. 22-23, 2012 in Calgary at the Deerfoot Inn & Casino.

As GPS and GIS is now everywhere, the next level is to understand how we can use this and other technologies to make a profit and grow the industry. Topics covered will include increased profitability, land stewardship, protecting the environment, optimizing agricultural inputs, data management, on-farm research and more.

The conference will be two full days and feature: over 30 speakers, current information on practices and technologies being adopted by farmers in Western Canada and abroad, 35 tradeshow booths, and will cover topics for all skill levels and experience.

For more information and registration, call ARECA at (780) 416-6046 or visit www.precision-ag.ca.

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