

Media Release

Barley growers examine challenges ahead at AGM

December 7, 2009 (Calgary, Alberta) — Poor growing conditions, falling prices, declining yields and slumping demand. For Alberta's 16,000-plus barley growers, the 2008/2009 crop year presented many challenges.

The effects of those challenges—as well as the ongoing opportunities associated with barley—will be the focus of the Alberta Barley Commission's 18th annual general meeting on Dec. 11, 2009, at the Banff Park Lodge in Banff. The meeting runs from 8 a.m. to 3 p.m. Event speakers include:

- **Rob Bruns**, head NAFTA cereal seeds, Syngenta, keynote speaker on challenges and potential for private investors in barley breeding in Canada
- **Dr. David Bressler**, assistant professor of Bio/Food Engineering with the University of Alberta, on barley as a biofuel and a bioproduct
- **Jay Burrows**, general manager of Commodity Trading at Western Feedlots Ltd, on how his company procures, buys and grades feed barley, and how producers can sell their barley for maximum return
- **Michael Brophy**, president and CEO of the Brewing and Malting Barley Research Institute and **Bob Sutton**, vice president of logistics/sales for Rahr Malting, on capturing more value from the malt value chain
- **Terry Young**, Commission chairman, and **Mike Leslie**, Commission CEO, on delivering value to Alberta's barley producers.

All Alberta barley producers and industry partners are encouraged to attend this free event. For further annual general meeting information, visit www.albertabarley.com or call 1.800.265.9111.

Canada's only barley commission, the Alberta Barley Commission (www.albertabarley.com) is a not-for-profit corporation organized, funded, directed and controlled by the province's 17,000 barley producers. The Commission coordinates and sponsors research, market development, technology-transfer and policy development on behalf of its producers.

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