



news release

for immediate release ...

Highlights from the Alberta Barley Commission AGM

December 13, 2010 (Calgary, Alberta) – The Alberta Barley Commission’s 19th annual general meeting on Dec. 10 brought together directors and delegates from across the province.

“This yearly event gives barley growers the chance to discuss issues and priorities that affect our industry,” says Matt Sawyer of Acme (Region 2), who was reappointed board Chair for a second year. The Commission’s new Vice-Chair is Trevor Petersen of Penhold (Region 3).

“As agriculture grows and changes, we are determined to meet the challenges of the future,” says Sawyer. “One of our strategies for doing this is to examine scenarios that could affect our industry.”

On-hand to delve into these scenarios was futurist Bob Treadway whose keynote presentation examined the “what-ifs” of the barley industry. These scenarios include the creation of a single buying cooperative for 80 per cent of the feed market, the impact of the rise of the Balkan region on grain production and export, and how China may impact the industry under various scenarios.

“We want to be as informed as possible in order to make the best strategic decisions and plans going forward,” explains Commission CEO Mike Leslie. “And, more importantly, we want to learn how to use scenario planning techniques in our strategic planning process and our day-to-day actions.”

New directors Bernie Klammer (Region 4) and Mike Ammeter (director-at-large, Region 3) were welcomed at the AGM and will assist the Commission with strategic planning in the coming months.

“Change is an important part of the board process,” says Sawyer. “We welcome our new directors and look forward to working with them in the years ahead.”

Sawyer also recognized the contributions of outgoing directors Leo Meyer and John Wozniak, Jr.

“Leo and John’s experience will be missed around the board table,” says Sawyer. “Their dedication and commitment to the industry has been significant.”

Canada’s only barley commission, the Alberta Barley Commission is a not-for-profit organization directed, funded, 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.

**For more information or to arrange an interview, please contact
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- 30 -

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