



news release

for immediate release ...

Barley growers focus on the future

December 8, 2010 (Calgary, Alberta) – The Alberta Barley Commission will be looking to the future at their 19th annual general meeting on December 10, 2010 at the Banff Park Lodge. The meeting runs from 8:00 a.m. to 3:00 p.m. Event speakers include:

Keynote Speaker

Bob Treadway, Consulting Futurist, TrendTalk

Topic: A look into the future of barley in Alberta

Speakers

Robert McCaig, Managing Director and Director of Brewing, Canadian Malting Barley Technical Centre

Topic: CMBTC – 10 years after: A discussion of the evolution of CMBTC, what they have done for barley producers in the past, and where they are heading in the future

Sharon McKinnon, Policy Program Coordinator, Crop Sector Working Group

Topic: Agriculture and the environment: A discussion of how environmental initiatives are affecting the agriculture sector

Doug Walkey, Executive Director, Alberta Crop Industry Development Fund

Topic: Partnership update: ALMA, ACIDF and Alberta Beef

Charlie Pearson, Provincial Crops Market Analyst, Alberta Livestock and Rural Development

Topic: Survey Results - The Adoption of Transgenic Barley in Alberta

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

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
Mike Leslie, CEO, Alberta Barley Commission, at 403-281-4802.**

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