

WHEAT REPORT



CHAIRMAN'S MESSAGE



Kent Erickson
Chairman

With food being the theme for this issue of *GrainsWest*, it only seems fitting to promote the Alberta Wheat Commission's (AWC) partnership with the organization that is actively promoting all the healthy grains that I grow along with other Canadian wheat farmers.

The AWC is one of many industry partners that have provided financial support to launch the Healthy Grains Institute (HGI), a not-for-profit organization whose mission is to inform and enhance Canadians' knowledge and understanding of whole grains

and to counter the "wheat belly" movement.

Launched in November 2012 and guided by an independent advisory council, the HGI continues to help Canadians better understand the health benefits of whole grains—from weight management to chronic disease prevention. It also works to dispel the grain myth that "gluten-free equals healthy" by contributing to the conversation and providing relevant and science-based information for both consumers and health professionals.

Through both proactive and reactive media, the HGI has been successful in generating positive media coverage and delivering a counter-narrative to the many allegations made about wheat in popular diet books, while communicating the health benefits of whole grains. The HGI has generated over 100 media articles, and garnered a lot of atten-

tion on its social media networks and website.

It has also been active with many health professional associations, such as the Canadian Diabetes Association, Dietitians of Canada, the Heart and Stroke Foundation and the Alzheimer Society of Canada, providing them with a number of resources on the benefits of whole grains and their positive contribution to the diet of Canadians.

I hope many of you had the chance to listen to Christine Lowry from the HGI speak at FarmTech 2014 about its public outreach efforts to promote whole grains and dispel grain myths that have been created by popular diet books like *Grain Brain* and *Wheat Belly*. As a stakeholder in this industry, the Alberta Wheat Commission has a great deal to gain by working with the HGI and reaching consumers with important information on healthy, whole grains produced by Canadian wheat farmers.

Visit www.healthygrains.ca to learn more about the HGI.

GENERAL MANAGER'S MESSAGE



Tom Steve
**General
Manager**

Despite spending most of my life in Saskatchewan, I have always considered myself to be part Albertan. Maybe it is the fact that I was born in Claresholm or perhaps the politics, but I have always had a bit of an Alberta streak in me.

During the course of my working career, I have had the privilege of working closely with Alberta farm-

ers and farm leaders. As a grower relations co-ordinator with United Grain Growers and Agricore United, my territory included a large part of east-central Alberta from Provost, north to Bonnyville, west to Vegreville and all stations in between.

More recently, I led the grower relations program at Viterra, which put me in touch with producers throughout the province. Over the years, I have established many longstanding relationships, and I look forward to renewing them in my role as general manager of the Alberta Wheat Commission (AWC).

It is not often you get the chance to make history, and that is what appealed to me about the opportunity to lead the team at the AWC. Deregulation of wheat marketing has opened a once-in-a-lifetime window of opportunity for the industry to chart a new course. To be successful, there will need to be strong collaboration

among the new provincial commissions in Alberta, Saskatchewan and Manitoba—and all stakeholders in the wheat value chain will have to be involved, including our new national organization, Cereals Canada.

Having worked with farmers in all three provinces in my various industry roles, and with the wheat and barley commissions in Saskatchewan, I hope to be able to leverage my past relationships to help write a new success story for Canadian wheat.

My goal as your general manager is to ensure that the AWC not only delivers measurable benefits to farmers, but that we are accountable to you and that you support the programs we are funding on your behalf.

I look forward to the journey that lies ahead.

WHEAT WORLD

**GROWTH.
INNOVATION.
RESULTS.**

Follow the Alberta Wheat Commission on **Twitter** (@albertawheat) and **Facebook** (Alberta Wheat Commission).



REGIONAL MEETINGS

The Alberta Wheat Commission will be hosting a number of Regional Meetings this fall. These meetings are a great way to get up-to-date industry information, as well as to network with producers from your area. Registration is at 8:30 a.m., and all meetings begin at 9:00 a.m. We hope to see you there!

2014 Regional Meeting Dates

- Wednesday, November 12** – Westlock, AB, Location TBD
- Thursday, November 13** – Grand Prairie, AB, Location TBD
- Monday, November 17** – Camrose, AB, Location TBD
- Wednesday, November 19** – Three Hills, AB, Location TBD
- Thursday, November 20** – Bow Island, AB, Location TBD
- Tuesday, November 25** – Lacombe, AB, Location TBD

Visit www.albertawheat.com to find updated meeting agendas and more information about our speakers. Registration for the meetings is free.

SPOTLIGHT ON RESEARCH



Lauren Comin
**Research
Manager**

Canada's Food Guide—considered the go-to source for dietitian- and doctor-endorsed healthy eating advice in Canada—recommends that Canadians choose whole grains for at least half of their recommended servings of grain products. But what exactly is the difference between a whole grain and any other type of grain?

According to Health Canada, whole grains contain all three parts of a grain kernel—the bran layers, the endosperm and the germ.

For most of us, ensuring that we are selecting whole-grain options requires a conscious effort. This means reading labels carefully, interpreting food labelling lingo, and learning about less-common food products like wheat berries, bulgur and freekeh.

It is important to always read ingredient listings carefully if you are not preparing your own grain products from scratch. The front of a bag of bread, for instance, may claim its contents are “100 per cent whole wheat” and tout various health benefits. While certainly a more nutritious option compared to bread made of refined white flour, whole wheat is not the same as whole grain. When whole-wheat flour is processed, some bran is added back to the starchy endosperm, which, on its own, makes

up white flour. Most of the germ, and even part of the bran, is lost. Make sure that the ingredients specifically list “whole grain” as the primary ingredient.

When you are baking and cooking at home, it is important to know the difference between the various grain products in the marketplace. While most producers know wheat by its class designation, it is rare to find those terms used in grocery stores.

There are also many different types of flours out there for cooking and baking, and each has its own important features and purposes.

What's in Your Flour?

- **All-purpose flour:** The most commonly available flour, it is composed solely of the endosperm, a mixture of high- and low-protein wheat, and can be applied to nearly all applications.
- **Best-for-bread flour:** Similar to all-purpose in terms of appearance, it has a higher protein (gluten) content desired for yeast-leavened bread.
- **Self-rising flour:** Similar to all-purpose in terms of appearance, it contains a leavening agent (baking powder) and extra salt, and is best applied to recipes that call for a chemical leavener (like baking soda).
- **Unbleached flour:** Identical to all-purpose flour in all aspects except it does not include a bleaching agent (like azodicarbonamide). It also has a yellow hue rather than being white in colour.
- **Cake/pastry flour:** A fine textured flour, it contains lower levels of protein compared to all-purpose, producing a more tender and softer product. Cake flour will have lower levels of protein than pastry flour.
- **Whole-wheat flour:** After the endosperm is milled, a percentage of bran is added back in.

Canada's Food Guide Servings-Per-Day Recommendations for Grain Products

Children 2–3	3 servings
Children 4–8	4 servings
Children 9–13	6 servings
Teens 14–18 (Females)	6 servings
Teens 14–18 (Males)	7 servings
Adults 19–50 (Females)	6–7 servings
Adults 19–50 (Males)	8 servings
Adults 51+ (Females)	6 servings
Adults 51+ (Males)	7 servings

Examples of one serving: bread (one slice); bagel (one bagel); flat breads (half of a pita or tortilla); cooked rice, quinoa or bulgur (1/2 cup/125 mL); cold cereal (1 oz/30 g); hot cereal (3/4 cup/175 mL); cooked pasta or couscous (1/2 cup/125 mL)
www.healthcanada.gc.ca/foodguide

Tips for Using Grain Products:

- Whole-grain flours tend to have a shorter shelf life than refined flours because they contain the germ (oil). Try storing your whole-grain flours in the freezer and keep them up to six months.
- If a whole-grain product, like flour or wheat berries, smells stale, musty or oily, it is likely unusable and should be discarded.
- To be considered a source of fibre, a food product must have at least two grams of fibre per serving. A high-fibre food must have at least four grams of fibre per serving.

MARKET CENTS



Jeff Jackson
**Markets
Manager**

The Alberta Wheat Commission (AWC) is always on the lookout for opportunities to leverage grower dollars to bring value to the wheat industry. A recent example is our five-year commitment to sponsor a new Brewmaster program at Olds College.

The Brewmaster and Brewery Operations Management program is intended to meet the demand for more technical skills in the brewing industry. Prospective students must demonstrate their interest and affinity in one or more areas of expertise in the brewing industry, ranging from science and engineering to marketing and sales. The Brewmaster program is an intensive two-year diploma program that teaches brewing, technical, sensory, analytical, business, entrepreneurial and marketing skills. The curriculum integrates theory with hands-on practice, and includes on-campus and on-site practical applications as core components of the program. Students gain experience and knowledge about brewing, as well as learn business strategies for the brewing industry using the extensive resources, equipment and facilities.



Brewing program students at Olds College Garret Haynes (left), Jim Lague (centre back) and Ian Cameron (right).

With the rising popularity of craft beer houses and products, graduates of this program will fill an identified niche for skilled brewery personnel and management staff. The program at Olds College is providing the technical skills required to brew beer and create a more business-focused approach directly related to the brewing industry. The program has seen a lot of interest—there are 26 students enrolled in the inaugural cohort, and a waiting list for the fall 2014 program.

With this growing trend toward craft brewing, it is inevitable that brewers will use a significant ratio of wheat in their recipes. In addition, the AWC recognizes the value this program can bring not only to Alberta growers, but to the economy as a whole. We are proud to partner with Olds College on this exciting new initiative.

The AWC will continue to support this program and other value-added industries in Alberta that can increase domestic use of Alberta-grown wheat. We believe initiatives like these bring value to producers by creating new market opportunities and reducing our reliance on export markets. We look forward to seeking out new ways to invest grower dollars to increase domestic demand for Alberta wheat.

MEET THE AWC STAFF



Lauren Comin
Research Manager

Lauren Comin joined the AWC team in May 2013 as the Research Manager. Lauren completed her PhD in bioresource and food engineering at the University of Alberta (U of A), and has a strong background in food science and end-use demand. Lauren then worked as a post-doctoral fellow at the U of A in crop value-added processing. She has also worked in quality control in the ingredient industry, as well as in product development for restaurants, grocery stores and the food service industry.

Since she started, Lauren has been instrumental in working with the Board to develop strategic priorities for the research program—namely, investing in research targeted at genetic and agronomic improvements, and developing future farm leaders. This spring, under Lauren's direction, AWC invested \$1.5 million into 10 research projects focusing on agronomic management and breeding/genetics. Projects were funded with industry partners through the Agriculture Funding Consortium.

Lauren also runs the AWC grower education program, and sits on the boards of the Healthy Grains Institute and the Classroom Agriculture Program.