

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.

A handwritten signature in black ink, appearing to be "K. Erickson".

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.

BARLEY REPORT

PULLOUT →



**Alberta
Barley**

CHAIRMAN'S MESSAGE



**Matt Sawyer
Chairman**

I've been thinking a lot lately about our "agriculture" story.

As a farmer and chairman of Alberta Barley, I am very familiar with the positive role that agriculture plays in our lives.

First and foremost, grain farmers provide Canadians with the food on their tables. Whether it is through cereal grains that make their way onto dinner plates, or feed for livestock, farmers are involved at every step.

We also provide the world-class grains and meat products that help

to fuel our export markets around the world. Our reputation as a quality exporter begins on the farm, and I am very proud of that.

As many of you know, agriculture is not the most popular word in some circles. The way farming is portrayed to the general public can sometimes make it seem like we are the "bad guys."

This is despite the fact that we are feeding a hungry world, and doing it with record demands and growing pressures from an ever-increasing global population.

In times like this, I feel that we are partially responsible for the way that agriculture is presented. After all, we have such an amazing story to tell, yet sometimes we leave it to others to do the talking.

As the food market shifts more to-

wards the "eat local" movement, people everywhere are becoming more and more conscious of where their food comes from. This is a good thing. Canadians should know how important it is to have quality food products from a reliable and sustainable source. Canadians should also know that it is our local farmers who are providing these homegrown products.

It is up to us to share our story and the important role that Canadian agriculture plays in all of our lives.

Where is the best place to start this conversation?

I can't think of a better place than at the dinner table with your family and friends. Take a second to think about how your food got there, and whom you have to thank for it.

We should be proud of our agriculture story, so start spreading the news.

Until next time,



GENERAL MANAGER'S MESSAGE



Lisa Skierka
General Manager

Alberta Barley has a philosophy that farmers speak on farmers' issues.

Our organization has really bought into this concept because you know our industry better than anyone else, and the story of farming is yours to tell.

When we participate in consumer events and trade shows, we get a ton of questions that show people's hunger to know more about agriculture.

In our foodie world, the mark of a true expert is knowing the story of food, from farm to plate. And no one tells that story better than farmers.

This is why so many urban restaurants publish menus with the names of the farms their products come from, and why huge grocery store chains feature farmers in their television commercials. Regular people want to feel like they know farmers—and farming.

Although I can provide colourful details about growing up on a ranch in southern Alberta, and I can also talk up John Deere tractors to anyone who is willing to listen, I live in the city now and really can't tell the full story of farming, because I'm not a farmer. Like my neighbours, I go to farmers markets and grocery stores to buy my food, and I pay a lot of attention to where it comes from. I try to buy tomatoes and peppers from Medicine Hat greenhouses, and eggs from

Alberta egg farms, and beef from the butcher down the street. Yet, unlike my neighbours, I don't imagine the chicken at the farmers market is any better than the chicken in the grocery store (so often they're from the same farms), or that the organic berries at my local health food store are any better than the same brand sold at a bigger store. I try to self-educate and buy local where it makes sense, while also being practical.

And I can self-educate because I'm lucky enough to work in agriculture. Since most other people in Alberta can't say the same, it's our job at Alberta Barley to help you tell your story.

Thank you for helping us spread the word about responsible, sustainable, forward-thinking farming.

MARKET DEVELOPMENT UPDATE



Linda Whitworth
Market Development Manager

Promoting the GoBarley Campaign

Alberta Barley's market development team is actively encouraging everyone to GoBarley.

Funded and managed by Alberta Barley, our GoBarley campaign is a

first-of-its kind initiative to promote the use of Canadian barley. It is a multifaceted, consumer-focused campaign aimed at educating the consumer market about the benefits of barley.

After a year on the ground, GoBarley is starting to grab the attention of not only the barley industry, but also the agricultural industry in general. In fact, the Barley Council of Canada (BCC) recently announced its full support of GoBarley—a significant endorsement of our hard work and Canada-wide focus.

"GoBarley is exactly what the Canadian barley industry needs. Together, the Barley Council of Canada and GoBarley are working to strengthen the national presence of food barley," said Brett Campbell, executive director of the BCC.

GoBarley's campaign strategy is focused on three key areas: the national

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THE BENEFITS OF BARLEY

Barley lowers cholesterol

Did you know?

Consuming at least three grams a day of beta-glucan, a soluble fibre found in barley, can reduce cholesterol and improve overall health.

Which variety is best?

CDC Fibar, CDC Rattan and Falcon are recognized as the most popular barley varieties that are high in beta-glucan and meet Health Canada's official health claim.

RESEARCH UPDATE



**Garson
Law
Research
Manager**

Shochu Project Wraps Up

We've always believed that malting barley is for more than just beer.

Now, we've taken a step forward with that hypothesis, thanks to our recently completed shochu project. This collaboration has demonstrated that certain Canadian barley varieties are suitable for the Japanese shochu market.

Shochu is a clear, distilled, alcoholic beverage popular in Japan. The market for this beverage has grown in recent years—not only in Japan, but here in North America as well.

Japan is the second-largest importer of Canadian barley, and although Canadian barley represents 40 per cent of Japan's malt imports, Japanese shochu is produced primarily with Australian varieties.

The Shochu project was initiated to determine optimal Canadian barley varieties for shochu production, in order to increase malt quality and malt demand in foreign markets like Japan.

This study, completed in December 2013, was conducted in collaboration with a Japanese shochu company, the Brewing and Malting Barley Research Institute, the Agriculture and Food



Rie Sadohar (Sanwa Shurui Co. Ltd), Garson Law (Alberta Barley), Darcy Driedger (AARD), Richard Mueller (Alberta Barley), Matt Sawyer (Alberta Barley), Masahiko Shimoda, Jyotato Saho, Yasuo Hisatsugu, Hideharu Takashita and Yasuhiro Kajiwara (Sanwa Shurui Co Ltd.) in Usa, Japan.

Council of Alberta, the University of Alberta, Alberta Agriculture and Rural Development, Canada Malting Co. Ltd. and the Canadian Wheat Board.

Currently, the specific chemical characteristics that make a particular variety of barley suitable for shochu production are unknown. In order to identify varieties suitable for traditional shochu production, our study used collaborative trials.

Alberta Barley worked on this project as part of a \$1-million, five-year effort. As part of our findings, we successfully identified three varieties of barley that are suitable for shochu production. Most notably, Canmore, a variety from the Field Crop Development Centre in Lacombe, exhibited excellent pearling quality, hardness and starch content. These are valuable characteristics necessary to produce quality sho-

chu. Samples were then sent to our partner in Japan for fermentation tests.

Results indicated that the Canmore variety was comparable to the varieties currently being used for shochu production in Japan. In fact, Canmore is now being actively developed and marketed for general production by Canterra Seeds. While suitable for quality shochu production, the other two varieties tested during these trials are not being actively produced for commercial use.

Due to the limited size of this study, we were unable to determine the chemical factors in malting barley necessary to produce quality shochu. But given the success of this project, future research, on a larger scale, could determine these factors and identify regional differences in barley production across Canada.



Market Development Manager Linda Whitworth joins Ted Henley, Co-Host of Breakfast Television Calgary, to talk up "Canada's homegrown superfood."

GoBarley, continued from page 2

consumer campaign, the AgriMarketing Program and *GoBarley* branding.

GoBarley: A National Consumer Campaign

As a national campaign, *GoBarley* is working to engage consumers in a conversation about the benefits of barley, thereby growing consumer demand.

As part of this national campaign, in 2013 *GoBarley* successfully completed a cross-country media tour. This led to *GoBarley* winning the 2013 Canadian Agri-Marketing Association (CAMA) award for Media Relations. Our followup was a coast-to-coast media campaign, celebrating our cookbook, *Go Barley: Modern Recipes for an Ancient Grain*, in April 2014.

AgriMarketing Program

In late 2013, Alberta Barley was awarded funding from the AgriMarketing Program (AMP), which allocates funds towards building up the Canadian food barley industry.

With the AMP funding, Alberta Barley's market development department has put together a series of technical papers that talk up the health benefits of our homegrown superfood.

These papers, which are available online at GoBarley.com, are geared towards registered dietitians and

nutritionists so they can provide their clients with information about the health benefits of barley.

Another of our goals under the AMP is to increase our exposure in key international food barley markets. In order to expand our reach, these fact sheets (and supplementary materials) have been translated into Japanese, Korean, Spanish and French, which ties in with the Government of Canada's strong trade agenda.

GoBarley Branding

We are also in the process of trademarking the *GoBarley* brand for licensing and certification purposes.

The *GoBarley* certification mark will let consumers know that the product contains high-quality Canadian barley. As we work towards this goal, our vision is to have all Canadian products that are made with barley feature the *GoBarley* brand logo, including meat products from livestock finished on barley.

In a step towards future licensing, *GoBarley* has established contracts with farmers to increase the production of hullless barley for research and product development. We are working to foster relationships between producers and the food industry, and these temporary contracts serve as a stepping stone towards industry growth.

MEET THE STAFF



Linda Whitworth
Market Development Manager

Linda Whitworth is the market development manager for Alberta Barley. She has been with Alberta Barley since May 2011.

Linda is also the host of "Linda in the Kitchen" on www.gobarley.com, which profiles many of the recipes featured in her new cookbook (co-authored with Pat Inglis), *Go Barley: Modern Recipes for an Ancient Grain*. Now available in your local bookstore, *Go Barley* is a national bestseller with more than 10,000 copies sold since its release in April 2014.

Linda was born in Regina, SK, but her family moved to Calgary when she was four years old. Her interest in food and science led her to the University of Alberta, where she earned her bachelor of science in home economics.

After graduation, Linda worked in the food and retail management industries. She moved into marketing and promotions for agriculture commissions in Nova Scotia before returning to Calgary in 2006. Now, she has become known as the "queen of barley" in her work promoting barley as a healthy and delicious grain in Canada and abroad.