

NEXT LEVEL FARMING

Learn the latest in technology, research and farm management techniques with AWC this November.

Farmers can participate in next-level learning that focuses on innovative tools, techniques and ag industry research by attending Next Level Farming, hosted by the Alberta Wheat Commission (AWC), Alberta Barley and the Alberta Pulse Growers.

Throughout November, these one-day, conference-style events will be held in several locations across the province and will feature the latest in agricultural technology and research in conjunction with regional commission updates.

“AWC’s mission is to increase the profitability of our producers. Next Level Farming offers farmers a new opportunity to stay ahead of the curve on the latest farm management tips and tools,” said Tom Steve, AWC general manager.

The events’ keynote speaker from DOT Technologies will discuss the company’s pioneering development of the autonomous tractor. Pulse Canada’s Gord Kurbis will present insights on trade issues including NAFTA renegotiation. As well, Joy Agnew of the Prairie Agricultural Machinery Institute will pass on grain storage tips.

“AWC is consistently evolving and refining its extension events to provide producers the tools they need to take their farming to the next level and boost their bottom line,” said Steve.

Free registration and further details on speakers and content for Next Level Farming can be found on albertawheat.com, albertabarley.com and pulse.ab.ca. Share event details with friends and family so all Alberta farmers can take their farming to the next level and become agricultural leaders.

NEXT LEVEL FARMING

DATES & LOCATIONS

- **AWC Region 2:** Wednesday, Nov. 15
Acme Memorial Centre
- **AWC Region 3:** Thursday, Nov. 16
Lacombe Memorial Centre
- **AWC Region 5:** Tuesday, Nov. 21
Pomeroy Hotel, Grande Prairie
- **AWC Region 5:** Wednesday, Nov. 22
Westlock & District Community Hall
- **AWC Region 4:** Thursday, Nov. 23
Carena Complex in Viking
- **AWC Region 1:** Wednesday, Dec. 6
Lethbridge Exhibition Park



Voting at Next Level Farming is one way to have an impact on the future of your crop commissions.



AWC tools that help grow producers' bottom lines



The Alberta Wheat Commission (AWC) is driving long-term profitability for wheat by developing and investing in tools and extension efforts to benefit producers' bottom lines. AWC makes it a priority to provide learning opportunities to ensure our members have access to agronomic, marketing and farm management information. Learn more about some of the tools and learning opportunities that farmers can leverage to add profitability at the farm gate.



Market Insider

AWC provides a weekly market analysis newsletter written by FarmLead CEO and Yale University economics graduate, Brennan Turner. Market Insider comments on commodity markets and ties the information back to producers' bottom lines. Subscribe for Market Insider at albertawheat.com to receive our weekly emails.

Making the Grade

Making the Grade is a pre-harvest, hands-on course designed to help farmers achieve top grade at harvest and learn grading techniques. Making the Grade is co-hosted with Alberta Barley, Alberta Canola and Alberta Pulse Growers.

Hedging Edge

Hosted in collaboration with Alberta Canola (ACPC), Hedging Edge is a two-day course designed to educate farmers on using hedging to better manage marketing risks.



Visit pdqinfo.ca to use AWC's online tool aimed at improving price transparency for farmers in Canada.

PDQ reports pricing for three classes of wheat, as well as canola and yellow peas, through regional price averages across nine zones covering Western Canada. Additionally, PDQ provides basis levels, futures market closing prices, average wheat grade and protein spreads, local weather and foreign exchange rates.



Held in July, WheatStalk was the event to attend this summer. Created to explore all things wheat and bring together farmers, industry and researchers; WheatStalk took on a rock-n-roll theme complete with a live band. Participants had fun rocking out while learning the latest agronomic techniques and research. WheatStalk was held at both the Farming Smarter and AAFC's Lethbridge facilities with sponsorship provided by AWC, Western Winter Wheat Initiative and Ducks Unlimited.



○ Fusarium head blight (FHB) Risk Tool

Alberta's wheat farmers can now add a Fusarium Head Blight (FHB) risk tool to their agronomy toolbox, improving their ability to make timely, informed decisions related to FHB disease management. This mobile friendly risk tool enables farmers to view hourly updates on FHB disease severity for their location based on a seven-day history of rain, temperature and humidity.



The risk tool was developed in a partnership between the Alberta Wheat Commission and Alberta Climate Information Service (ACIS) with expert support from researchers based at Agriculture and Forestry (AF) and Agriculture and Agri-Food Canada (AAFC). You can find the FHB tool on Agriculture Alberta's website under Alberta Climate Information Service (ACIS).

○ Cereals Specialist

Alberta's cereal growers are benefiting from knowledge and extension efforts from Agriculture and Forestry's cereals specialist, Clair Langlois. Farmers can find Clair at industry meetings and events province-wide and look for his regular contributions in Wheat's Up, AWC's quarterly newsletter, as well as our new agronomy-focused e-newsletter, Wheat Watch.

○ Wheat Watch

AWC has recently launched a new agronomy-focused newsletter. Branded as Wheat Watch, this e-newsletter will take a theme-based approach to each issue, covering challenges farmers might be facing throughout the growing season. Wheat Watch will feature articles written by agronomy experts, links to existing resources and video interviews.



Subscribe to AWC's mailing list

Stay up to date on the latest news and advancements in the wheat industry. Whether you're a consumer or producer we have something for everyone. Sign up today at albertawheat.com



AWC makes it a priority to provide learning opportunities to ensure our members have access to agronomic, marketing and farm management information.

Alberta Wheat
COMMISSION

albertawheat.com | @albertawheat



Take an active role in leading the wheat industry forward



Alberta Wheat Commission (AWC) has two director and three regional representative positions open in regions 2 and 4 this year.

The Alberta Wheat Commission's board of directors and regional representatives are an elected group of farmers who represent grower interests in each of our five regions across Alberta. Our board and regional reps work closely with our management team throughout the year to lead AWC initiatives with the end goal of increasing long-term profitability for Alberta's wheat farmers. These positions are a great way to take an active role in leading the wheat industry forward.

AWC is encouraging growers who are interested in taking on these roles to fill out the nomination package that was mailed to regions 2 and 4 in September. Nomination packages are also available on albertawheat.com. Nominations must be received at the AWC office by Oct. 31, 2017, at 4 p.m.

Elections will take place at the region 2 meeting on Nov. 15 in Acme and the region 4 meeting on Nov. 23 in Viking.

We encourage farmers interested in these positions to visit albertawheat.com to learn more about each of these roles.



Visit albertawheat.com or call our office at **403-717-3711** for more information on our election process.

CHAIR'S MESSAGE

Reflecting on a year of transitions



As the 2017 crop year draws to a close, we can reflect on a year of transitions. Harvest 2016 was difficult on the majority of farmers across the province, leading to a harvest that lasted more than seven months. It was a year of challenges and disappointments, but also one of strength and resiliency.

Following a delayed seeding season, many farmers across Alberta remained optimistic about the growing season to come. There were many fields planted later than normal, which adds to the risk of having their malting barley accepted as malt. Many acres of feed barley were also planted in less than ideal conditions with hopes that it would mature and be harvested in good condition.

With the year behind us, farmers once again overcame some of the weather challenges we were faced with. After extremely dry conditions

in the south and severe storms in July, we can be thankful for many things. Malting barley prices remain profitable, feed barley prices improved over the course of the year and demand for both our malt and feed barley is increasing in international markets that have shown a renewed interest in our high-quality product.

There are plenty of things to celebrate this winter, and more good news to look forward to. At Next Level Farming events (formerly branded as regional meetings), Alberta Barley, Alberta Pulse Growers and the Alberta Wheat Commission will focus on what lies ahead: how markets are doing, the future of trade and new technology that will change how we farm.

In December, the inaugural Prairie Barley Summit hosted by Alberta Barley will cover the topic of transitions, focusing on transitions we all have to deal with: changing policies, succes-

sion planning and market trends. All farmers across the Prairies are welcome to attend. For more information and to register, go to albertabarley.com/events.

While I hope the upcoming year will be more predictable than the last, I also know we will be prepared for whatever comes our way thanks to our commitment to helping each other and the work Alberta Barley does on our behalf.

Alberta Barley will be present at many events throughout the year, and I hope many of you will visit the directors, delegates and staff in attendance.





OUT AND ABOUT WITH ALBERTA BARLEY

Each year, Alberta Barley staff members attend more than 20 agricultural events across the province. At some of these, we connect with farmers, and while visiting school and consumer functions, we connect with kids and adults on the importance of barley to Alberta. Here's a look at a few of the places we've been since December of last year.



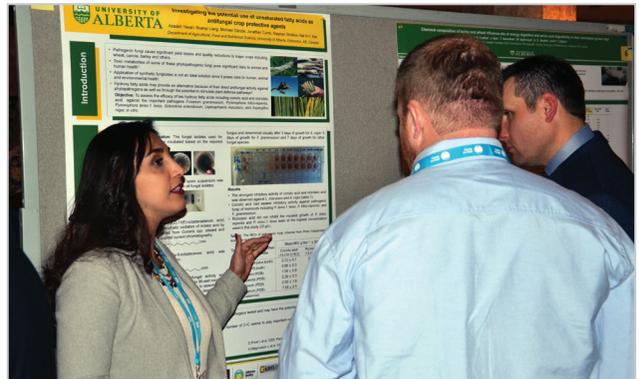
Ag Expo, March 1-3, 2017: Alberta Barley staff and directors connected with Lethbridge-area farmers. Pictured: Former Marketing and events lead Teresa Falk and Alberta Barley vice-chair David Bishop.



Aggie Days Calgary, April 5-9, 2017: More than 4,000 kids attended one of our biggest educational events of the year to learn about Alberta's rich agricultural sector and the importance of barley.



Aggie Days Lethbridge, April 25-26, 2017: The sister event to Aggie Days Calgary, this was another fun and educational gathering at which children gained an appreciation for farm life and how our crop is crucial to the livestock sector.



AGM 2016 poster session, Dec. 7-8, 2016: Held at the Alberta Barley annual general meeting, at this event, farmers and researchers discussed new and exciting research developments in a fun and interactive setting.



Edmonton Craft Beer Festival panel, June 2-3, 2017: Similar to Calgary Beerfest, our seminar at the Edmonton Craft Beer Festival focused on the story of barley from combine to craft.



Amazing Ag in Edmonton, May 1-4, 2017: This annual classroom-style learning experience for children of all grades gives a great understanding of barley and the industry at large.



Calgary International Beerfest, June 2-3, 2017: Brewing exceptional beer requires exceptional barley. At one of our largest consumer events, we educate consumers about the connection between the beer in their glass and the barley in Alberta's farm fields.



FarmTech Barley Hour, Jan. 31 – Feb. 2, 2017: Our annual one-hour session at FarmTech is standing room only. At the 2017 event, the panel featured two malting barley farmers (Wade McAllister and Scott Keller) and two maltsters (Robert Chappell of Canada Malting and Kevin Sich of Rahr Malting) discussing the ins and outs of growing malt on contract.



Lacombe Field Tour, July 26, 2017: Alberta Barley supports many research projects across the province. At field days such as the Lacombe Field Tour, farmers discover what these projects are and how they will be of benefit to their operations.



Election Information Fall 2017

**Get involved. Be heard.
Join Alberta Barley.**

REGION 1 – Oct. 26, Medicine Hat

Farming Smarter Cypress Conference

Medicine Hat Exhibition & Stampede

One director and two delegate positions available

REGION 2 – Nov. 15, Acme

Joint meeting with Alberta Wheat Commission

Acme Memorial Centre

One director and two delegate positions available

REGION 3 – Nov. 16, Lacombe

Joint meeting with Alberta Wheat Commission and Alberta Pulse Growers Commission

Lacombe Memorial Centre

Six delegate positions available

REGION 4 – Nov. 23, Viking

Joint meeting with Alberta Wheat Commission and Alberta Pulse Growers Commission

Viking Carena Complex

One director-at-large position and one delegate position available

REGION 5 – Nov. 22, Westlock

Joint meeting with Alberta Wheat Commission and Alberta Pulse Growers Commission

Westlock and District Community Hall

One delegate position available

REGION 6 – Nov. 21, Grande Prairie

Joint meeting with Alberta Wheat Commission and Alberta Pulse Growers Commission

Grande Prairie Pomeroy Hotel

One delegate position available

MEET THE STAFF



Ellen Cottee

Communications Co-ordinator

Originally from southwestern Ontario, Ellen attended Carleton University in Ottawa and graduated in 2015 with a bachelor's degree in journalism. After graduation, she moved to Calgary to experience life in the West. Ellen started as communications and events assistant with Alberta Barley in September 2015 before moving into her current role in January 2016.

As communications co-ordinator, Ellen is responsible for a variety of day-to-day communications tasks. These include monitoring the Alberta Barley Twitter account, ensuring the Alberta Barley website is up to date, and providing communications support to the other departments. Producers will often see Ellen at events throughout the year, as she assists in the planning and execution of both farmer- and consumer-focused events.

Although Ellen was not raised as a farm kid, growing up in a farming community instilled in her a deep respect for the industry. In her spare time, you can usually find Ellen enjoying the outdoors or drinking a delicious craft beer made from Alberta malt barley.