

MEET THE AGRONOMISTS

Four research scientists work to improve cereal crops

Attend your regional Next Level Farming meeting in November to learn more about their past and current efforts to improve cereal crops.



SHERI STRYDHORST

Research scientist, agronomy, Alberta Agriculture and Forestry (AF)

Location: Barrhead

Twitter handle:
@SheriStrydhorst

Focus crops and current projects: Sheri Strydhorst's current research program centres on maximizing the genetic potential of cereal crops using cultivar-specific agronomic management. Throughout her career, she has focused on benefitting Canadian farmers.

Experience and specialty: Strydhorst completed her BSc, MSc and PhD at the University of Alberta. She then worked as the executive director of the Alberta Pulse Growers Commission from 2008 to 2011 before returning to agronomic research in 2013, joining AF and focusing on cereal crop agronomy.



LAUREL THOMPSON

Crop research scientist, Lakeland College

Location: Vermilion

Twitter handle:
@AgronomyLaurel

Focus crops and current projects: Focused on cereals and pulse crops, she concentrates on regional varietal performance, protein and yield response of CWRS wheat to nitrogen and differential responses of wheat and barley varieties to plant growth regulators.

Experience and specialty: Maximizing feed barley production by utilizing seeding rates, in-crop nitrogen application, plant growth regulators and foliar fungicides. Also, barley variety yield performance, fungicide response and lodging resistance.



KELLY TURKINGTON

Plant pathologist with Agriculture and Agri-Food Canada (AAFC)

Location: Lacombe
Research and Development Centre

Focus crops and current projects: Turkington's main focus is on barley, wheat and canola diseases as part of collaborative studies with Canadian colleagues. He is participating in research related to the development and use of plant resistance for disease control in cereals.

Experience and specialty: Turkington received a BSc in agricultural biology in 1985 and MSc and PhD degrees in plant pathology from the University of Saskatchewan. His graduate work focused on the epidemiology of sclerotinia stem rot of canola and the potential of using petal testing as an indicator of disease risk.



MEGHAN VANKOSKY

Research scientist, field crop entomology

Location: Agriculture and Agri-Food Canada (AAFC) Saskatoon Research and Development Centre, Saskatoon, SK

Twitter handle:
@vanbugsky

Focus crops and current projects: Oilseeds and pulses.

Experience and specialty: Agricultural entomology, insect ecology, biological control.

"Working in the agriculture industry, I can learn more about insect ecology while also helping farmers manage insects that affect their crops."

SPOTLIGHT ON DIRECTORS



WARREN SEKULIC

REGION FIVE
DIRECTOR



Warren Sekulic is a fourth-generation farmer from Rycroft and an Alberta Wheat Commission (AWC) region five director. Growing up near Rycroft in northern Alberta, he attended the University of Alberta where he completed his bachelor of arts degree with a major in political science. Upon graduation, he worked as an agriculture fieldman with Birch Hill County, which was conveniently close to the family farm. Following that, he spent five years working in municipal government before returning to full-time work on the family farm. He had friends involved with various provincial agriculture commissions, so with their influence and a friendly nudge from Kent Erickson, who was AWC chair at the time, it wasn't long until Sekulic was convinced to run for the AWC region five directorship. He was elected to the board in November of 2013.

Sekulic emphasized that it is the responsibility of directors to ensure the commission maintains its strategic direction in working on behalf of farmers. "It's a huge responsibility overseeing check-off dollars and ensuring we're allocating funds to projects and initiatives that will benefit farmers," he said. AWC allocates funding for

innovative research that drives progress within the sector. It also lobbies government to shape policy, such as Bill C-49, which was subsequently modified to better suit the grain transport needs of farmers. As well, the commission launched the Canadian Wheat Research Coalition, which will strive to accelerate long-term investments that will improve profitability and competitiveness for western Canadian wheat farmers.

The directorship has given Sekulic a venue in which to exercise his interest in policy and government relations. As chair of AWC's policy committee, he has participated in lobbying trips to Ottawa. "It's really interesting to see how the commission has a tangible influence on policy and it's important that farmers always have a voice at the decision-making table," he said. Sekulic has testified before Parliament on behalf of grain farmers regarding policy issues such as Bill C-49, speaking personally to the impact of the transportation crisis on his livelihood.

Along with face-to-face interaction with farmers, it's this direct involvement in industry affairs that Sekulic

"We have the ability to shape and guide the wheat industry to directly benefit farmers."

enjoys most. "We have the ability to shape and guide the wheat industry to directly benefit farmers," he said. "It's really exciting to be a part of the action when influencing policy issues and it translates directly to the farm gate."



**Alberta
Barley**

SPOTLIGHT ON DIRECTORS

BRIAN SEWELL

REGION TWO

DIRECTOR-AT-LARGE

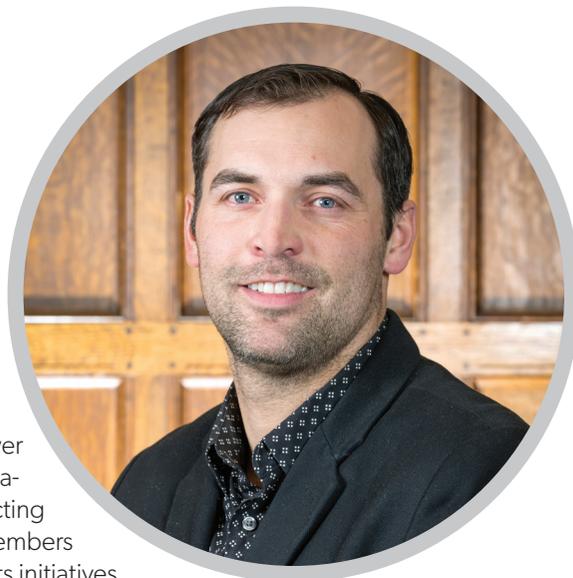
Brian Sewell is a fourth-generation farmer from Herronton. Raised on the family farm, he never strayed far as he worked for many years as a water well driller while farming part-time in the region. In 2005, Sewell began his own farming venture. Starting with mustard, yellow peas, wheat and feed barley, he became interested in diversifying further, planting malting barley since 2013.

Sewell's outgoing personality and growing interest in malt barley led him to seek out industry leaders such as Alberta Barley chair Jason Lenz. As he explored business opportunities for barley farmers and met industry innovators, Sewell decided to seek a director-at-large role with Alberta Barley in December 2016.

Alberta Barley is a member-driven organization with a governing board of directors consisting of barley farmers. "The work we do is exciting," said Sewell. "As a collective we start from the ground level and make budget allocation decisions to programs we believe will bring value to farmers." The organization's four program areas include research and innovation, competitive market access, policy and government relations as well as grower extension and communications.

During his time as a director, Sewell has taken a particular interest in grower extension and communications as he enjoys connecting with the commission's members and sharing the value of its initiatives. He is also a prominent contributor to Alberta Barley's Combine to Craft campaign, which connects farmers to value-chain members in the malting and brewing sector. "It's important to connect barley farmers with brewers and maltsters. Combine to Craft is a great program where farmers can learn more about their barley in the malting process," said Sewell. Acting on their own desire to learn more about the malting process, he and his wife Carmen attended and successfully graduated from the Canadian Malting Barley Technical Centre's Malt Academy in Winnipeg.

Sewell enjoys the opportunity to travel to agriculture facilities such as the Canadian International Grains Institute in Winnipeg and events such as FarmTech and the family-friendly Prairie Cereals Summit, where he continues to expand his knowledge of the grain sector. "You learn so much about the industry, all while meeting great people," said Sewell.



"As a collective we start from the ground level and make budget allocation decisions to programs we believe will bring value to farmers."

NEXT LEVEL FARMING

Join us at Next Level Farming, featuring market insights, rural crime experts, regional agronomy specialists and valuable farm management tips.

We hope to see you there.

albertabarley.com | albertawheat.com | 1.800.265.9111
pulse.ab.ca | 780.986.9398



**Alberta
Barley**





**Alberta
Barley**

Election News

Get involved. Be heard. Join Alberta Barley.

Alberta Barley holds its elections every fall during regional meetings. Any barley farmer is eligible to become a delegate or director in 2018 as long as they have paid a service charge in 2018, 2017 or 2016, as per Section 17 of the Alberta Barley Plan Regulation.

A nine-person board of directors governs Alberta Barley, with six directors representing individual regions and three directors-at-large representing the province's interests as a whole.

This year, there are two regional director positions (regions 5 and 6) and one director-at-large position available. **Nominations for these positions must be received at the Alberta Barley office no later than 4 p.m. on Wednesday, Oct. 31, 2018.**

Elections for directors will be held at the region 5 and 6 meetings and will be announced the same day. The election for the director-at-large position will be held at all regional meetings and will be announced at the December 2018 annual general meeting.

NEXT LEVEL FARMING

Join us at the latest installment of Next Level Farming, featuring regional commission updates, market insights, regional agronomy experts and valuable farm management tips.

REGION 1 – Nov. 27, Enchant

Enchant Community Hall
#9 Centre St., Enchant, AB, T0K 0V08
[Four delegate positions available](#)

REGION 2 – Nov. 14, Strathmore

Joint meeting with Alberta Wheat Commission and Alberta Pulse Growers Commission
Strathmore Civic Centre
120 Brent Blvd, Strathmore, AB, T1P 1E9
[Six delegate positions available](#)

REGION 3 – Nov. 13, Lacombe

Joint meeting with Alberta Wheat Commission
Lacombe Memorial Centre
5214 50 Ave, Lacombe, AB, T4L 0B6
[No delegate positions available](#)

REGION 4 – Nov. 24, Willingdon

Joint meeting with Alberta Wheat Commission and Alberta Pulse Growers Commission
Willingdon Recreation Centre
4807 51 Ave, Willingdon, AB T0B 4R0
[Four delegate positions available](#)

REGION 5 – Nov. 21, Westlock

Joint meeting with Alberta Wheat Commission and Alberta Pulse Growers Commission
Westlock and District Community Hall
10711 104 Ave, Westlock, AB, T7P 2E6
[One director and four delegate positions available](#)

REGION 6 – Nov. 19, Rycroft

Joint meeting with Alberta Wheat Commission and Alberta Pulse Growers Commission
Rycroft Ag Centre
Hwy 49 and 51 Street, Rycroft, AB
[One director and four delegate positions available](#)

For more information and to download nomination papers, please visit www.albertabarley.com or contact your regional director.

Take an active role in leading the wheat industry forward



Alberta Wheat Commission (AWC) has one director and three regional representative positions open in region 3 and one director-at-large position open to all five regions.

AWC'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 representatives 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 region 3 in September. Nomination packages are also available on albertawheat.com. Nominations must be received at the AWC office by Oct. 31, 2018, at 4 p.m.

Elections for the region 3 director and regional representatives will take place at the region 3 Next Level Farming meeting on November 13 in Lacombe and the director-at-large nominations will take place at all Next Level Farming meetings throughout the province. Find the closest meeting in your area on the elections calendar on the previous page.

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.

LEARNING TO LEAD

AdvancingAg Future Leaders Program builds professional skills



As an AdvancingAg mentee, Rohit Attri developed a deeper understanding of the agriculture sector while forming strong connections with peers.

Rohit Attri

AdvancingAg Future Leaders Program graduate

Taking part in the AdvancingAg Future Leaders Program from June 2017 to July 2018 gave me a year full of learning and self-development. The program focuses on developing leadership skills in young agriculture industry professionals. As a production technician for Corteva Agriscience in the agriculture division of DowDuoPont, I benefited tremendously from

this valuable program designed and implemented by Alberta Wheat Commission (AWC) and Alberta Barley.

The program took eight selected mentees with agriculture industry backgrounds ranging from research to sales and paired each of us with an experienced mentor. Throughout the program, our mentors provided valuable guidance in developing

leadership and networking skills as well as understanding and reconciling the perspectives of farmers and corporations.

With commission staff, participants worked to improve communications and problem-solving skills and to better understand the scope of the industry. In addition to this, the mentees went through an intensive leadership training workshop provided by The Leadership Centre of Central Alberta and each received a grant to attend industry workshops and conferences.

I was fortunate to be mentored by Erin Armstrong, director of industry and regulatory affairs for Canterra Seeds. She has decades of experience in leadership roles at multi-national food and agriculture organizations. She has the unique ability to analyze problems from multiple angles to develop highly practical solutions. During our many brainstorming sessions, her suggestions were inventive and insightful. Despite being very busy in her own work life she was always there to help.

Throughout my year in the program, my understanding of the agriculture industry greatly deepened and I made many strong connections with peers. I also owe my sincere gratitude to AWC staff, especially marketing and events coordinator Megan Hall and former special projects manager Laura Anderson for patiently guiding participants throughout the year. I'd also like to acknowledge my fellow mentees for sharing their knowledge and experiences.

If you are interested in participating or to learn more about AdvancingAg Future Leaders Program, visit advancingag.ca for more information.



A FRESH TAKE ON THE ALBERTA BARLEY AGM

AWC and Alberta Barley team up to present Prairie Cereals Summit

The Alberta Barley annual general meeting (AGM) is a destination conference held annually in picturesque Banff and features presentations by the sector's best and brightest. Renamed the Prairie Cereals Summit (PCS), the December event will now be co-hosted with the Alberta Wheat Commission (AWC). This two-day conference will continue to be held at the world-class Fairmont Banff Springs hotel, and will feature the Alberta Barley AGM and the infamously enjoyable pub tour. However, event seminars will also now incorporate wheat topics.

This fiscally efficient move will take check-off dollars further. As well, given that many farmers grow both crops, the dual event will now entice more farmers as well as other industry professionals to attend.

To be held December 12-13, the 2018 PCS will feature sessions by several industry leaders. Topics will include the post-development rollout of new varieties and a business management strategy session will focus on cash flow. Expanding the entertainment value of the event, its Thursday night banquet dinner will feature a live music performance.

Building upon the two commissions' commitment to family, the PCS will include a family-friendly event. This year, attendees and family members of all ages will be encouraged to experience the Nordic glory of Banff by attending a tobogganing party.

Register before November 15 to take advantage of our early bird rate.

For more information, search "Prairie Cereals Summit" at eventbrite.ca.



PRAIRIE CEREALS SUMMIT



DECEMBER 12TH - 13TH, 2018
FAIRMONT BANFF SPRINGS

Purchase your tickets
before November 15, 2018
& receive an early bird rate!

\$275 | General Admission
\$110 | Guest Admission

Join us and celebrate the inaugural Prairie Cereals Summit!

An exciting two day event filled
with engaging speakers, networking
opportunities, delicious food and
of course, beer – all taking place in
beautiful Banff, the heart of the
Canadian Rockies.

Purchase your ticket at:

www.albertawheat.com/media/events/prairie-cereals-summit



albertawheat.com



Alberta
Barley

albertabarley.com

The Alberta Wheat Commission (AWC) and CANTERRA SEEDS were pleased to launch AAC Crossfield—the first new variety resulting from their historic public, private, producer partnership (4-P) with Agriculture and Agri-Food Canada. Celebrations took place at a launch party at CANTERRA demonstration plots in Olds on August 16.

If you were unable to make the AAC Crossfield launch party, please get in contact with any of the farmers below to see the crop before harvest or to learn more about the variety and its characteristics.

AAC CROSSFIELD

- Short, strong straw well suited for high inputs and/or under irrigation
- High yielding, better than checks
- Improved milling and baking quality
- Awned



TRIALS

- 1 Antler Valley Farm**
Wade McAllister | Red Deer County
403-506-5897 | antlervalleyfarm@gmail.com
- 2 Jim Herder**
Sylvan Lake | 403-588-4974
- 3 Crossview Farms**
Grant Budgeon | Carstairs
403-826-6351 | gkb@explornet.com
- 4 Lux Farms**
Greg Rockafellow | Crossfield
403-968-2335 | luxfarms@explornet.com



SEED GROWER PRODUCTION

- 1 G.D. Ellis Farms**
Brian Ellis | Olds
403-994-0290
- 2 Sendziak Seeds**
Don Sendziak | Thorsby
780-940-7566 | sendseed@telusplanet.net
- 3 R4 Farms**
Brian Rasmussen | Standard
403-934-8342 | razmataz@rasag.ca
- 4 Prestville Farms**
Nick Sekulic | Rycroft
780-814-2849 | nsekulic@telusplanet.net
- 5 Cyre Seeds**
Greg Cyre | Barrhead
780-307-4332 | gcyre@explornet.com
- 6 Rix Farms Ltd.**
Dean Rix | Wetaskiwin
780-352-1209 | rixfarms@gmail.com
- 7 Galloway Seeds**
Jim Galloway | Fort Saskatchewan
780-998-3036
- 8 L&S Land and Cattle**
Shawn Shultz | Didsbury
403-994-0534

