



REGIONAL MEETINGS ENGAGE FARMERS

Next Level Farming featured expert speakers, leadership votes

Last November, Next Level Farming events were held in numerous communities throughout Alberta. As a collaborative effort between Alberta Barley, Alberta Wheat Commission (AWC) and Alberta Pulse Growers, these annual, regional crop group meetings boast an engaging, conference-style element. The 2018 sessions featured presentations by insightful ag experts such as market analyst Brennan Turner, founder and CEO of FarmLead and Chuck Penner, founder of LeftField Commodity Research. Farmers who attended also voted for commission leadership in their regions.



Local farmers attend the Next Level Farming meeting held in Westlock, on Nov. 21, 2018.



Celebrating the first of many tradeshow appearances, FarmCash and AWC team members take the opportunity to answer farmers' questions about the new cash advance program. Alberta Wheat and Barley staff from left to right: Tom Steve, general manager; Syeda Khurram, CFO and FarmCash COO; Mariam Kamran, FarmCash program accounting manager; and, Tania Galanis, accounting coordinator.

INFORMING FARMERS ABOUT NEW CASH-FLOW TOOL

FarmCash team attends Farm Forum Event in Calgary

The Farm Forum Event is an annual tradeshow that connects agriculture service providers and industry professionals with farmers to help grow their operations. The Alberta Wheat Commission (AWC) launched FarmCash, its new cash advance program on Sep. 1, 2018, and AWC employees were on hand at the Dec. 5-6, 2018, event to discuss its user-friendly facets with farmers. Learn more about FarmCash by visiting farmcashadvance.com.



PASSING THE TORCH

New Alberta Barley chair elected at AGM

Barley farmers gathered at the Fairmont Banff Springs Hotel in Banff on Dec. 12, 2018, for the Alberta Barley AGM, held as part of the inaugural Prairie Cereals Summit. As outgoing Alberta Barley chair Jason Lenz officiated his final AGM, Dave Bishop was elected as the crop group's new chair.



Jason Lenz delivered his final chair's report during the AGM.



At the meeting, Alberta Barley directors, delegates and farmers discussed annual commission updates and decision-making items.



Tom Steve delivered his general manager's report on Alberta Barley endeavours over the past year, including management amalgamation with AWC.





AN ALBERTA WHEAT AND BARLEY FIRST

First Prairie Cereals Summit proves a hit



The Prairie Cereals Summit ATB pub tour is a highly anticipated social event that serves as an ice-breaker for conference guests. Attendees are bused from the hotel into downtown Banff for snacks and refreshments.

Held Dec. 12-13, 2018, at the Fairmont Banff Springs Hotel in Banff, the inaugural Prairie Cereals Summit was the first-ever joint conference hosted by Alberta Barley and the Alberta Wheat Commission. Previously hosted by Alberta Barley and known as the Prairie Barley Summit, the two-day event included a pub tour on the first evening followed by a full-day conference featuring a selection of expert, ag-industry speakers. The event's second evening included a banquet-style dinner and live entertainment by country musician Adam Gregory.



The food is hot, the beer is cold and the company is second-to-none. Prairie Cereals Summit guests socialize at the Rose & Crown, the first stop of the Banff pub tour.



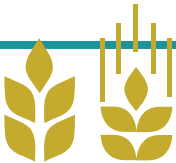
Further stops on the tour included Wild Bill's Saloon, Banff Ave Brewing Co. and the Rundle Lounge at the Fairmont Banff Springs. The multiple stops gave guests ample time to visit with old friends and make new ones.



AWC chair Gary Stanford delivered opening remarks on day two, launching the conference portion of the Prairie Cereals Summit.



Former federal agriculture minister Gerry Ritz spoke on international trade and agricultural market access.



Curtis Pozniak, a wheat breeder with the University of Saskatchewan's Crop Development Centre, discussed the latest developments in genetic research and variety creation.





Select researchers had the opportunity to share their findings with conference guests in the grand setting of the Fairmont Banff Springs.



The Prairie Barley Summit has been rebranded as the Prairie Cereals Summit. The sold-out event was attended by wheat and barley farmers and other ag industry professionals.



Tyler Bjornson, president of the Canada Grains Council, opened a talk on the upcoming federal and provincial elections. He was accompanied by Duane Bratt, author, political analyst and Mount Royal University professor.



Wrapping up the inaugural Prairie Cereals Summit, attendees filled the hotel's Alhambra Room for a banquet dinner and live entertainment.



Topping off the evening's festivities, country music star Adam Gregory took the stage for a solo performance.

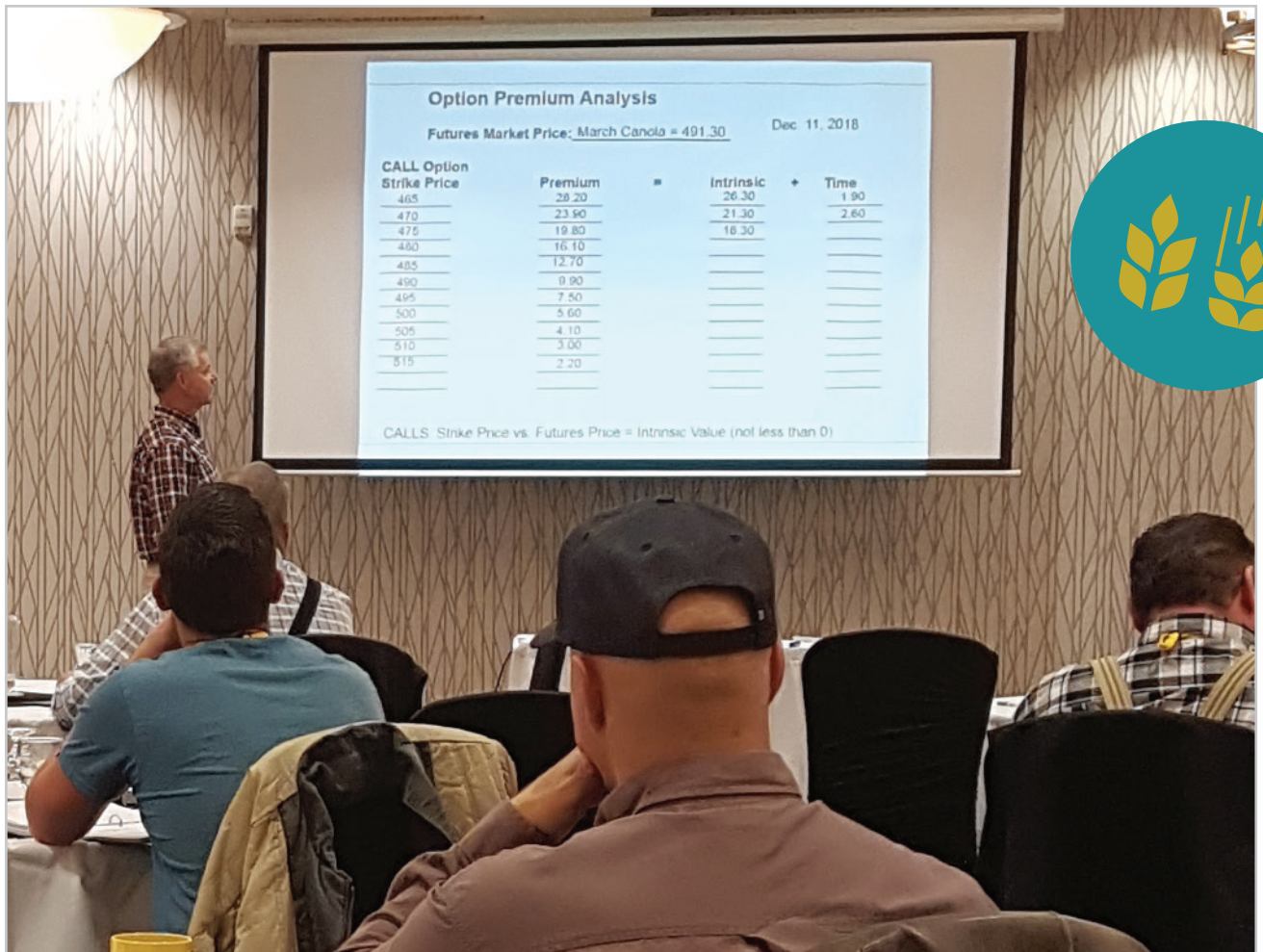


A LEARNING OPPORTUNITY

Farmers attended Hedging Edge for industry instruction sessions

Alberta Canola and AWC co-hosted Hedging Edge, a two-day commodity marketing course on Dec. 19-20, 2018, in Red Deer. Alberta farmers travelled from across the province to participate in the interactive instruction sessions. Course topics included marketing basics, a futures market overview, hedging basics, future spreads, options basics and options strategies.

Course instructors included Neil Blue, a provincial crop market analyst with Alberta Agriculture and Forestry; David Derwin, a portfolio manager with PI Financial Corporation; and Jonathan Dreidger, a senior market analyst with FarmLink Marketing Solutions.



Addressing a full room of attendees, course instructor Neil Blue led a session on options.



Making the Grade attendees benefitted from a hands-on experience and close interaction with grading experts.

GRADING EVENT GETS HIGH MARKS

Making the Grade a sell-out event

As a collaborative event presented by Alberta Barley, the Alberta Wheat Commission, Alberta Pulse Growers and Alberta Canola, Making the Grade has become a hit with Alberta farmers. Focused on wheat, barley, canola and pulses, the full-day event held Dec. 18, 2018, at Olds College saw grain-grading professionals conduct rotating, hands-on learning sessions with attendees.



Farmers attending Making the Grade team up to closely inspect and visually grade samples of wheat.



Addressing a full house, Kevin Sich of Rahr Malting provides valuable information on malt barley grading.