



THE TRAVELLING SHOW

From north to south, commission staff connect with farmers

Staff of the Alberta Wheat and Barley Commissions engage with farmers throughout the province at tradeshows such as the South Country Co-op AG-EXPO in Lethbridge and the SARDA Agricultural Tradeshaw in Falher. Look for the commissions' at a tradeshow in your area.

At the three-day AG-EXPO held in late February of this year, the commissions' extension staff spoke with Lethbridge-area farmers about the latest industry developments.



Pictured are Jeremy Boychyn (right), agronomy research extension specialist, and Brian Kennedy, grower relations and extension manager.



Our dynamic duo also handed out, *Spotlight on Research* our publication, which highlights projects funded by the commissions and aimed at improving farmer profitability.



In March 2019, our extension staff attended the SARDA Tradeshaw in Falher to answer farmers' questions about the Class 1 driver's licence application extension, value creation and FarmCash—Alberta Wheat Commission's (AWC) cash advance program.

To reach the province's northern farmers, the commissions alternate in attending the SARDA Tradeshaw one year and Foster's Peace Country Classic Agri-Show the next.



CHEERS FOR BEERS

Sharing a cold one with urbanites

This past spring, Alberta Barley representatives made their way to the Calgary International Beerfest and the Edmonton Craft Beer Festival to educate beer drinkers on the critical role our farmers play in creating their favourite beverages.



Erin Tateson (left), the commissions' marketing and communications co-ordinator and Tommy Wilson, GrainsWest sales and design lead, educated consumers on the merits of Alberta's world-renowned barley and the Combine to Craft story.



Alberta Barley partnered with our friends from Red Shed Malting and three central-Alberta breweries—Red Hart Brewing, Sawback Brewing Co. and Undercurrent Brewing, who served up four unique brews.

At both beer events, Alberta Barley hosted a panel discussion entitled “Bock Chain: Grain to Glass” that featured representatives from Red Shed Malting, Canada Malting and Last Best Brewing. The businesses partnered in the production and marketing of Bock Chain, a hoppy German-style lager. The use of blockchain technology allows value-chain members and consumers to trace the origin of the barley back to the field in which it was grown.



The “Bock Chain: Grain to Glass” panel consisted of Matt Hamill, Hamill Farms and Red Shed; Kyran Flett, Canada Malting Co.; Phillip Brian, Last Best Brewing and Distilling and host Rob Swiderski CRAFT Beer Market.



CHILD'S PLAY

Alberta Wheat Commission educates youth



Megan Evans, marketing and events lead for the commissions, greets students and teachers at Aggie Days in the Nutrien Western Event Centre.

AWC showcased its interactive Wally's World of Wheat booth at two student education events—Aggie Days at the Nutrien Western Event Centre in Calgary and AmazingAg at Northlands Edmonton EXPO Centre. Both annual events are geared to students in Grades 4 and 5, giving them the opportunity to learn about agriculture.



"It's so squishy!" This is a typical comment made by children while playing with dough at one of the five stations that make up Wally's World of Wheat.



At the World's Greatest Outdoor Show, the Calgary Stampede, Alberta Wheat and Barley Commissions unveiled a new kids booth – Wally and Betty's Grain Gallery. The new augmented reality booth digitally tells the farm to fork story of wheat and barley featured through interactive digital games. We look forward to taking this booth to other events including Aggie Days, and AmazingAg in 2020.





CANADIAN AG DAY AT CARLETON UNIVERSITY

Celebrating the food we love with students and educators

To celebrate Canada's Agriculture Day, an event led by Ag More Than Ever, AWC directors and staff headed to our nation's capital to spend February 12 at Carleton University. Under the *Life's Simple Ingredient* banner, AWC partnered with Aramark—a major food distribution company—along with Grain Farmers of Ontario (GFO) and Cereals Canada to discuss farming and food with students. Visit lifessimpleingredient.com to learn more about our consumer campaign.



AWC directors Janine Paly and Trevor Petersen spent the afternoon at the university's cafeteria answering questions and sharing their expertise with students. They also enjoyed a serving of fresh pasta.



Inspired by *Life's Simple Ingredient* and highlighting the versatility of wheat, Carleton cafeteria's sous chef Luke Baxter made pasta from scratch.



The fresh pasta was a hit with students who ate it by the plateful during the busy lunch hour. Many took advantage of the opportunity to connect with our Alberta grain farmers to learn more about where their food comes from.



Back, left to right: GFO delegate Jennifer Doleman, GFO delegate Michel Dignard, GFO communications manager Victoria Berry, AWC director Janine Paly and Tom Steve, general manager of the commissions. Middle, left to right: GFO delegate Jeanette Mongeon-Dignard, Cereals Canada director of communications and stakeholder relations Brenna Mahoney and Victoria Decker, communications manager for the commissions. Front, left to right: GFO delegate Darcy Smith and AWC director Trevor Petersen.





TEAM ALBERTA LOBBIES FOR FARMER-FOCUSED POLICIES

Farmers attended Hedging Edge for industry instruction sessions



This past April, directors and staff of the commissions headed to Ottawa with other members of the Team Alberta grain and oilseed consortium to engage with parliamentarians on issues that matter most to farmers.

On Parliament Hill in snowy Ottawa, Team Alberta representatives included, from left to right: Alberta Canola general manager Ward Toma, Alberta Pulse Growers director Chris Allam, Alberta Pulse Growers policy and program specialist Nevin Rosaasen, AWC chair Gary Stanford, Grain Growers of Canada executive director Erin Gowriluk, Alberta Barley chair Dave Bishop, the commissions' government relations and policy manager Shannon Sereda and Alberta Canola director Ian Chitwood.



Team Alberta and Grain Growers of Canada members met with Luc Berthold (far left), MP and vice-chair of the Standing Committee for Agriculture and Agri-Food Canada (AAFC) to discuss issues affecting the grain and oilseeds sector. Right to left: AWC director Warren Sekulic, the commissions' policy analyst Sam Green, Saskatchewan Flax Development Commission chair Shane Stokke, Quebec Grain Producers VP William Van Tassel and Canadian Canola Growers Association director Doyle Wiebe.



Meeting the new federal agriculture and agri-food minister, the Honourable Marie-Claude Bibeau (third from left), was a highlight of Team Alberta's busy weeklong visit to Ottawa.



A DAY IN THE LIFE OF A FARMER

Farmers attended Hedging Edge for industry instruction sessions



While hosting a visit to commission staff, Lenz loaded his seeder with freshly treated seed to finish his final few acres of feed barley.

Whenever the commissions hire new team members who weren't born and raised in the agriculture industry, we encourage them to spend a day working the land with one of our directors. It's a great opportunity to see first-hand the effort that goes into growing wheat and barley. Erin Tateson, the commissions' marketing and communications co-ordinator, grew up on a ranch, but to learn more about the crop sector, she headed back to her roots and spent a day seeding.



All smiles: Alberta Barley director Jason Lenz hosted Tateson's visit. Lenz has welcomed many new staff members for full days of learning and hard work.



LEARNING FROM THE BEST

Meeting some of industry's biggest brains

Investing in research projects to create better returns for farmers is a priority for the commissions. Visiting research facilities gives new staff a better appreciation of the scope and workings of commission-funded crop research. Leora Cohen is the commissions' summer agronomy and producer engagement intern. She visited with some of the province's best and brightest agricultural scientists at the Lethbridge Research and Development Centre.

In May of this year, Agriculture and Agri-Food (AAFC) research scientist Haley Catton guided Cohen through the facility's new cereal crop entomology lab where she is carrying out a wireworm study.



Cohen pays close attention as AAFC research scientist Harpinder Randhawa discusses how cultivar development works in a lab setting.