



THE BLUE BOOK HAS A NEW HOME

By Brian Kennedy
**grower relations and extension
manager, Alberta Wheat and
Barley Commissions**

Last March, after the initial staff reductions at Alberta Agriculture and Forestry (AF), the Alberta Wheat and Barley Commissions heard immediate questions and concerns regarding the future of the *Alberta Crop Protection Guide*, commonly known as the Blue Book.

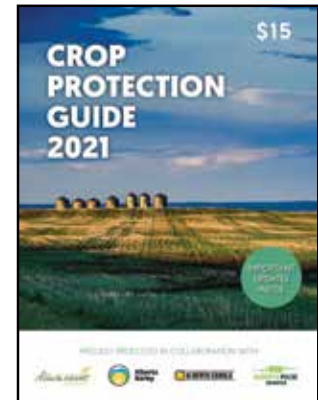
For years, this resource has been a highly valued tool for farmers, agronomists and other agriculture industry professionals. Greatly concerned, the commissions raised questions about the future of the Blue Book as AF could not commit to its publication beyond 2021.

Fearing this vital resource could be discontinued, the commissions entered into conversations with industry partners to find a solution. A consensus soon emerged that four of Alberta's crop commissions—the Alberta Wheat Commission (AWC), Alberta Barley, Alberta Canola, Alberta Pulse Growers—could and should publish the Blue Book in 2021 and beyond. To ensure a smooth transition, AF was included in this discussion and supported the path brought forward by the crop commissions and industry to make this happen.

AWC received a Canadian Agricultural Partnership grant to help fund the transition process and the production of the 2021 Blue Book. The commissions immediately engaged

a contractor to work on the content, and *GrainsWest* staff members co-ordinated the project.

The four crop commissions are proud to announce the 2021 Blue Book is available now at albertabluebook.com.



The Blue Book Alberta's Crop Protection Guide



Visit albertabluebook.com
to learn more

Get your copy of the 2021 Blue Book today



Alberta
Barley

ALBERTA CANOLA
ALBERTACANOLA.COM

ALBERTA PULSE
GROWERS

Alberta Wheat
COMMISSION

The 2021 Blue Book is produced collaboratively by four of Alberta's crop commissions: Alberta Barley, Alberta Canola, Alberta Pulse Growers and the Alberta Wheat Commission.



NEW YEAR, NEW WEBSITE

On March 15, the Alberta Wheat and Barley Commissions will proudly launch albertawheatbarley.com, a new joint website that will provide Alberta farmers with resources beneficial to their operations. An easy-to-navigate information hub, it will focus on research, agronomy, market development, policy and grower extension. It will also feature news and events.

Created by the commissions' communications team, it will feature at-a-glance barley export market numbers, searchable agronomic topics and "What Farmers Need to Know," a section dedicated to the latest news affecting wheat and barley farmers.

"Not only are we focusing on providing industry and commission news, the new website now offers farmers tools and access to agronomic topics that will ultimately enhance the management of their farming operations," said Tom Steve, general manager of the Alberta Wheat and Barley Commissions.

The commissions continue to expand and take on new initiatives for the benefit of wheat and barley farmers. "The new website will perfectly complement the ongoing work of the commissions," said Erin Tateson, interim communications manager for the commissions. "The website is designed to reflect our continual work across all program areas, while also intuitively showcasing new and important information to farmers."



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at AdvancingAg.ca/apply

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Barley**

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In The
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FARMCASH EXPANDS BEYOND ALBERTA TO BRING WESTERN CANADIAN FARMERS INCREASED PROFITABILITY

The FarmCash cash advance program administered by the Alberta Wheat Commission will expand its reach beyond Alberta. On March 15, it opens the spring advance application to farmers in British Columbia, Saskatchewan and Manitoba. Once their applications are processed, farmers will be eligible to receive funds as early April 1, the first day of the new program year.

FarmCash provides up to \$1 million with the first \$100,000 interest-free and is available to farmers of more than 50 commodities. These include all major crops, livestock and honey. More than merely a cash advance,

FarmCash is a cashflow management tool that improves profitability and financial sustainability for farming operations, in part due to its ultra-low interest rate, TD Bank prime minus 0.75 per cent.

A leader among cash advance programs, FarmCash proudly provides excellent customer service and cost savings to farmers. Building on these features, the expanded program also gives farmers the ability to view their accounts through its new online portal. To further enhance the service experience, each FarmCash client will receive assistance from a designated FarmCash account manager.

If you are new to FarmCash and the benefits it has to offer, check out the new farmer testimonial video on YouTube titled *FarmCash: Cash flow to help you grow*.

To apply using our simple and convenient online application form and receive your advance in as little as three to five business days, visit farmcashadvance.com or call 1-855-376-2274 to speak with a FarmCash representative.

The Advance Payments Program is a federal loan program administered by the Alberta Wheat Commission. It offers Canadian farmers marketing flexibility through interest-free and low-interest cash advances.

THE COMMISSIONS PRESENT AGRONOMY UPDATE

By Megan Evans
events manager, Alberta Wheat and Barley Commissions

This past January, AWC and Alberta Barley partnered with Alberta Pulse Growers and Alberta Canola to host the annual Agronomy Update conference. The commissions elected to take on this two-day event to ensure its continuance as Alberta Agriculture and Forestry no longer hosts the event. For the first time in its lengthy history, the event was held online.

This two-day conference afforded an excellent opportunity for agronomists, farmers and industry members to learn and network. The jam-packed agenda of the 2021 Agronomy Update featured 17 agronomic presentations, four question-and-answer



periods and one panel discussion. Conference participation was greater than expected. The event garnered more than 640 attendees, more than 50 per cent were first-timers.

Individual session topics included plant responses to biotic and abiotic pressures, diseases and insect pests to watch out for in 2021 and the

influence of weed phenology on management options. Agronomy Update is accredited with the Certified Crop Adviser Program and Certified Crop Science Consultant Program.

Whether online or in person, the commissions look forward to hosting Agronomy Update in coming years. Thank you to all those who attended and contributed to the event.