



Winter Cereals

Sustainability in Action

MARKETING

WINTER WHEAT AND MARKETING FLEXIBILITY

Marketing flexibility is just one of the many benefits winter wheat provides to growers. **Winter wheat offers the potential for early movement, timely cash flow during harvest and more efficient use of storage.** Producers can make better marketing decisions by knowing what markets are available plus the standards and marketing details associated with each market option.

Winter wheat has three market options: milling, feed and ethanol.

1 Milling

While any variety can be used for milling purposes, many millers prefer to purchase Select varieties of winter wheat. Canada Western Red Winter (CWRW) Select is a Canadian Wheat Board (CWB) program that pays a minimum \$10/tonne premium for Select varieties based upon a minimum No.1 or No. 2 grade and 11.0 per cent protein. Winter wheat varieties that qualify for the Select program include: CDC Buteo, Radiant, AC Bellatrix, CDC Osprey, McClintock, Norstar, AC Readymade and AC Tempest.

CWRW Select is purchased only through Guaranteed Delivery Contracts (GDCs). GDCs are 100 per cent accepted and will be offered on a first-come, first-served basis, and may be company and location specific.

Note:

- The CWB will continue to work with grain companies to concentrate shipping of CWRW Select early in the crop year (prior to December 31).

- Companies identifying and shipping CWRW Select in blocks of 25 cars or more from one location will receive call priority.
- Farmers are advised to contact their elevator after harvest to see if it will be accepting delivery of CWRW Select wheat.
- To complete your delivery contract or for more information, call the CWB at 1-800-275-4292 or your grain company representative.

CWRW that does not meet Select criteria is also purchased by the CWB. Select varieties that do not meet minimum protein criteria and non-Select varieties (e.g. CDC Falcon, CDC Clair and CDC Harrier) are purchased as CWRW.

2 Feed

Local feed marketing options may provide superior returns due to early availability. There are a number of buyers including local feed mills, hog operations, and feedlots.

Standards for feed wheat are generally less comprehensive than for milling wheat and vary by purchaser. Four main quality factors are considered by feed wheat purchasers:

- 1 Vomitoxin – Winter wheat is a low risk to Fusarium (producer of vomitoxin) as its early growth habit allows it to avoid the disease most years. Application of a fungicide registered for Fusarium head blight at early heading is an option in years when the risk of disease development is high. Tolerances for vomitoxin range from 0-1 ppm depending on the buyer and the end use.

SEE OVER FOR MORE





② Protein – Requirements vary from no minimum to a minimum of 11.0%. For CWRW varieties, protein under 11.5% is an indicator that the crop may not have had enough nitrogen to achieve maximum yield.

③ Test weight – Requirements are variable but most buyers have minimum requirements of 58 to 60 lbs/bushel.

④ Moisture – Winter wheat is dry at 14% moisture. Requirements vary, as some buyers stipulate grain must be dry while others accept grain to a maximum of 15.5% moisture.

Growers should check with specific buyers with regard to their requirements. CWRW Select, CWRW and General Purpose varieties may all be accepted by the feed and ethanol markets.

③ Ethanol:

Winter wheat fits well into ethanol production due to its high starch content. Starch is the source of sugars used to create ethanol. For this reason, purchasers are mainly interested in low protein and high starch content.

Some of the grain specifics for ethanol production are:

- ① Weight: 58 lbs/bu minimum
- ② Moisture: Dry, maximum 15%
- ③ Sprouting: 10-15% maximum

As with the feed market, producers should contact the buyer for more specifics.



For more information please contact one of our winter wheat specialists at Ducks Unlimited Canada.

In Alberta

Edmonton: Janine Paly

Phone: 780-930-1257, Cell: -780-232-1987

Email: j_paly@ducks.ca

Lethbridge: Melissa Stanford

Phone: 403-345-6564, Cell : 403-795-5017

Email: m_stanford@ducks.ca

In Saskatchewan

Humboldt: Larry Durand

Phone: 306-682-1626, Cell: 306-231-6339

Email: l_durand@ducks.ca

Yorkton: Kevin Hardy

Phone: 306-782-2108. Cell: 306-621-8037

Email: k_hardy@ducks.ca

Regina: Mark Akins

Phone: 306-569-0424, Cell: 306-535-0132

Email: m_akers@ducks.ca

In Manitoba

Brandon: Ken Gross

Phone: 204-729-3507, Cell: 204-761-0169

Email: k_gross@ducks.ca

The shared

vision

of

Ducks Unlimited Canada and Bayer CropScience for the future of agriculture includes a stewardship model that recognizes the agricultural productivity of farmland while retaining and improving the habitat available to North America's waterfowl and other wildlife.

Call 1 866 384 DUCK (3825) or visit wintercereals.ca