



GERMINATOR

Volume 2 - 10

October 2010



20 Years of Helping Shape, Inspire and Lead Alberta's Winter Wheat Industry

Twenty years ago, the Alberta Winter Wheat Producers Commission was formed to create a voice and a vision for Alberta's winter wheat producers. As our organization continues to evolve, we remain committed to the cause of helping shape, inspire and lead our industry.

That focus will be clearly reflected in our 20th annual general meeting on November 10th at the Red Deer Lodge in Red Deer, Alberta.

Our annual general meeting is the largest, and arguably

most important, gathering of winter wheat producers, researchers, suppliers and other stakeholders in the province. We invite you to be part of it.

The morning's featured speakers include Brian Beres and Rob Graf of Agriculture and Agri-Food Canada's Lethbridge Research Centre who will present updates on winter wheat agronomic and plant breeding research, respectively. Jim Smolik of the Canadian Grain

Continued on Page 2

Visit us at www.wintercereals.ca

The *Germinator* is published by the Alberta Winter Wheat Producers Commission. The opinions expressed in this newsletter are not necessarily those of the Alberta Winter Wheat Producers Commission.

Published twice per year by the AWWPC • RR 8 - 36 - 11, Lethbridge, Alberta, T1J 4P4
Tel (403) 345-6550 • Fax (403) 380-3889 • Email winterwheat@platinum.ca



Breakfast Is On Us

Bacon, eggs, potatoes
and winter wheat.

They're all on the menu at the
AWWPC's 2010 Southern
Regional Meeting

**We invite you to attend
Wednesday, December 1
7:00 to 8:30 a.m.
Medicine Hat Exhibition &
Stampede - Cypress Centre
Medicine Hat, Alberta**

Our over-easy agenda features a free and hearty breakfast with a side of updates on winter wheat production, marketing and research as well as the election of Directors of Regions 3 and 4.



Alberta
Winter
Wheat
Producers
Commission

20 Years of Helping . . .

Continued from Page 1

Commission will discuss upcoming changes to winter wheat classes and grades.

AWWPC staff and board members will also report on the organization's many activities (administrative, research, marketing and grower extension) throughout the past year and how they've achieved the best possible value for your check-off dollars. And, of course, the AGM will include important business items such as the 2010/2011 budget, the nomination and election of two directors-at-large and resolutions from our membership.

Region 6 director and chairman of the AWWPC, Kent Erickson, says the annual general meeting gives producers an opportunity to "see the bigger picture" and gain a greater understanding of the many opportunities and challenges facing the production and marketing of winter wheat. It is also an opportunity for producers to connect with other producers and to see how they too can become involved in helping shape, inspire and lead Alberta's winter wheat industry for the next 20 years.

"Producers are the backbone of our organization. It's their insight and expertise that guides and directs the paths we pursue in our everyday and annual activities," Rick Istead, the AWWPC's executive director, says. "The more producers we have working with the organization, the more effective we will become."

"Our meeting is an important part of growing winter wheat. Our success as a viable rotational crop depends on leadership, vision and innovation," Istead says. "We want existing and aspiring leaders, visionaries and innovators to attend."

MEETING DETAILS:

The Alberta Winter Wheat Producers Commission annual general meeting is on November 10th, from 8 a.m. to 1 p.m., and is open to anyone who has grown winter wheat in the past or who is interested in growing it in the future. Registration is free and includes a hearty lunch at the Red Deer Lodge and a day pass to Agri-Trade. Participants are also eligible to win a valuable door prize.

Watch your mail in October for your personal invitation.



GERMINATOR

Volume 2 - 10

October 2010

Chairman's Report

Kent Erickson

"The Alberta Winter Wheat Producers Commission is a provincial grower organization focused on a strong and sustainable winter wheat industry for the benefit of all Alberta producers. The AWWPC leads efforts to make winter wheat a viable crop option by supporting innovative research, developing valued-added marketing programs, and providing producers with relevant and timely information."

The above is the mission statement of the Alberta Winter Wheat Producers, one that guides us in our day to day operations and one that we don't take lightly. We know that in order for Alberta producers to have a "strong and sustainable winter wheat industry" we must focus our efforts and resources on innovative research, new and improved marketing programs, effective communications and ensuring the organization has the structure, processes and people in place to "Shape, Inspire and Lead".

Under the leadership of Paul Schoorlemmer (Director Region 7 and Research Lead) the AWWPC is pleased to be part of a multi-stakeholder winter wheat agronomic research project funded largely through Growing Forward and grower Check-off dollars. Agriculture and Agri-Food Canada is contributing \$1.25 mio through the Developing Innovative Agri-Products (DIAP) program to support research aimed at providing farmers with the tools they need to plan and manage their winter wheat crops to maximize productivity and profitability. There will be a set of nine (9) studies where research scientists will evaluate a number of integrated crop management strategies (nutrient, pest, stubble, crop residue and rotation), all aimed at improving winter wheat plant health. The AWWPC through Paul's involvement will help oversee the DIAP project over the next 3 years.

We look forward to the new information that will be generated as a result of this innovative research.

Marketing and market development, a second key focus of the AWWPC is managed by John Hopkins (Director Region 3 and Marketing Lead). John has been working relentlessly to bring about positive change and improvements with how our winter wheat is marketed, both domestically and globally. Ongoing dialogue with the Canadian Wheat Board (CWB) and the Canadian Grain Commission (CGC) is slowly, but surely starting to pay off. Although we are not happy with the current CWB marketing programs for winter wheat we are persevering in our remit to make things better. In August 2011 No. 1 CWRW and No. 2 CWRW grades will

Continued on Page 4

Inside This Issue

20 Years of Helping Shape the Industry	1
Chairman's Report	3
Winter Wheat Grading	6
Region 3 Update	6
Region 2 Update	7
Agri-Environmental Partnership Update	8
Crop Sector Working Group Update . . .	10
Grain Growers of Canada Update	12
Region 5 Update	13
AWWPC Seeks Nominations.	15

Visit us at www.wintercereals.ca

The *Germinator* is published by the Alberta Winter Wheat Producers Commission. The opinions expressed in this newsletter are not necessarily those of the Alberta Winter Wheat Producers Commission.

Published twice per year by the AWWPC • RR 8 - 36 - 11, Lethbridge, Alberta, T1J 4P4
Tel (403) 345-6550 • Fax (403) 380-3889 • Email winterwheat@platinum.ca

Chairman's Report

Continued from Page 3

have a minimum protein content of 11%. Winter wheat that does not meet this specification will be classified No. 3 CWRW, a new grade specification, instead of automatically defaulting to feed quality and thus lower prices for the producer. As of Aug. 1, 2013, CDC Kestrel, CDC Clair, CDC Harrier, CDC Falcon and CDC Raptor (generic winter wheat varieties) will be re-assigned to the Canada Western General Purpose (CWGP) class. This will make the "Select" varieties Radiant, AC Bellatrix, AC Readymade, AC Tempest, CDC Buteo, CDC Osprey, McClintock and Norstar the only ones eligible for the CWRW classification. The industry is making the move to help ensure the CWRW class produces consistent, high-quality milling flour for our customers. Both of these changes have come about as a result of stakeholder dialogue and your AWWPC through John's efforts has been at the table to ensure our voice is heard.

Providing producers with "relevant and timely information" through effective communications is the 3rd pillar in our Mission Statement. Jack Swainson (Director Region 5 and Communication Lead) has been focused on building a "Communication Plan" for the organization. I am happy to report that the Plan was recently approved by the board and we are now in the process of implementing a number of key communication tactics. Several of the things we are currently working on include; building awareness and promoting the value of attending key events where producers can meet and engage with AWWPC Directors and Staff, issuing timely media releases in response to relevant and important issues affecting the Alberta winter wheat industry, investigating opportunities to partner

with the other crop sector organizations to facilitate cost effective ways to communicate with our producers and creating a new corporate promotional piece on the AWWPC so that our stakeholders know who we are and what we're all about. You will be hearing and seeing a lot more from the AWWPC in the near future and you have Jack to thank for that.

Last but not least, your AWWPC board has a new set of regulations as of July 1st, 2010, that governs how we operate as an organization. One of the key changes that has been made is the size of our board. Since we were seeing good growth of winter wheat in the Peace District we have decided to create a dedicated Region in the Peace and have therefore effectively gone from a 6 region/1 Director-at-Large board to a 7 region/2 Directors-at-Large board. This means we have some vacancies to fill and this also means an opportunity for producers to step forward and take on a leadership role in Alberta's winter wheat industry by agreeing to stand for election to the AWWPC board. More on this elsewhere in the Germinator newsletter.

Other than the weather, it's been a great year for the AWWPC organization and its' board. Our focus is clear and our commitment to "Shape, Lead and Inspire" is unwavering. I look forward to meeting many of you at this year's AGM in Red Deer on November 10th.

Good luck with the rest of the harvest.



The Alberta Winter Wheat Producers Commission is proud to host...



FarmTech 2011

Global Perspectives... Local Knowledge

January 26th to 28th, 2011

check-off dollars



REAL VALUE FOR YOU

Want the best value from the crops you produce?

Dollar for dollar, year in and year out, no other production cost is more affordable or generates more value than your check-off dollars. So for just pennies a bushel, your check-off dollars leverage government and industry funding, which together help breed new varieties, fine-tune agronomic practices, improve disease & pest resistance, develop new markets and much, much more.

An independent research study* says producers get a 300% to 1,200% return on their check-off dollars. And when producers sell their crop to licensed dealers (who, by law, must collect and submit check-off dollars on your behalf), the return on investment extends up and down the value chain to feedlots, livestock producers, maltsters, seed growers, food processors and ag suppliers. That means your check-off dollars work—creating **real value for you**—and for everyone in Alberta's agricultural sector.

A joint message from:



* Western Grains Research Foundation study, 2005

Winter Wheat Grading and Variety Classification Changes

September 21, 2010 (Calgary, Alberta)—As winter wheat producers across Alberta prepare to seed their 2010/2011 crop, the Alberta Winter Wheat Producers Commission is informing them of important upcoming changes to how Canadian Western Red Winter (CWRW) will be classified and graded.

As of August 1st, 2013, CDC Kestrel, CDC Clair, CDC Harrier, CDC Falcon and CDC Raptor will be re-assigned to the Canada Western General Purpose (CWGP) class. This will make Radiant, AC Bellatrix, AC Readymade, AC Tempest, CDC Buteo, CDC Osprey, McClintock and Norstar the only varieties eligible for the CWRW classification. The Canadian Grain Commission is making the move to help ensure the CWRW class produces consistent, high-quality milling flour.

The Canadian Grain Commission is also proposing that effective August 1st, 2011, No. 1 CWRW and No. 2 CWRW grades have a minimum protein content of 11%. Winter wheat that does not meet this specification will be classified No. 3 CWRW, a new grade specification, instead of automatically defaulting to feed quality.

Winter wheat producer John Hopkins, the director of Region 3 with the AWWPC, says “the changes are good for Alberta producers. Most of them are focused on the higher end of the market. We recognize this new classification meets the needs of producers who can’t meet protein content but still have a good milling-quality grain.”

As well, the tolerances for fusarium-damaged kernels (FDK) will be reduced from 1% and 2% for #1 and #2 CWRW grades respectively to 0.8% and 1% on August 1st, 2011. The new tolerances more accurately predict the current relationship between Fusarium damage and deoxynivalenol (DON) concentration, helping to ensure CWRW wheat better meets export and domestic requirements for DON.

“These new specifications reflect changes in the marketplace and provide customers, especially millers, with a product that better meets their exact needs,” AWWPC’s executive director Rick Istead says. “Our Commission supports the Canadian Grain Commission’s effort to make CWRW a more consistent, high-quality milling product that can compete with other hard red winter wheats, including those grown in the United States.”

“Grain grades and standards are evaluated regularly to make sure that they continue to meet the needs of everyone involved in the grain industry, from producers to processors to buyers,” says Elwin Hermanson, chair of the Western Standards Committee and chief commissioner of the Canadian Grain Commission.

The AWWPC and the Canadian Grain Commission, along with the Western Standards Committee, numerous producers and other stakeholder groups, agreed to the re-classification and grading structure changes earlier this year. The decision to make these changes is based on thorough research and multiple stakeholder discussions.

The Alberta Winter Wheat Producers Commission is a provincial grower organization focused on a strong and sustainable winter wheat industry for the benefit of all Alberta producers. The AWWPC leads efforts to make winter wheat a viable crop option by supporting innovative research, developing valued-added marketing programs, and providing producers with relevant and timely information.

For more information, contact:

Rick Istead, Executive Director
Alberta Winter Wheat Producers Commission
403.271.0939 or 403.869.8184

John Hopkins, Director, Region 3
Alberta Winter Wheat Producers Commission
403.833.3749 or 403.528.7515

Elwin Hermanson, Chair, Western Standards Committee
Chief Commissioner, Canadian Grain Commission
204.983.2770

Or try these links:

Grading changes: <http://grainscanada.gc.ca/media-medias/press-presse/2010/2010-07-28-eng.htm>

Variety Reclassification: <http://grainscanada.gc.ca/media-medias/press-presse/2010/2010-07-16-eng.htm>



Region 2 ~ Submitted by Scott Lehr, Medicine Hat, AB

Well, an interesting spring and summer have now officially turned into an interesting fall and harvest. Winter Wheat harvest is still ongoing with yields all over the map and protein unfortunately, typically below 11.0%. Some seeding has been done, but with most fields still unharvested the seed drills haven't been able to do much even with the combines sitting. On the bright side, the acres that do get seeded this fall will have lots of moisture for germination and to get a great start in the spring. Here's hoping for a month of great harvest and seeding weather for everyone!!

Regional Updates

Region 3 ~ Submitted by John Hopkins, Burdett, Alberta

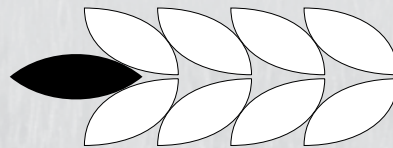
As far as I know, winter wheat has all been harvested in my district as of September 26th. I spoke to the local seed cleaning plant Friday and they said that cleaning has been normal this year with the usual producers cleaning seed, and about an average number of bushels.

Producers in my area took advantage of the last two weeks of damp weather to plant winter wheat, while they were unable to harvest. I'm expecting that there may be less winter wheat planted on irrigation land this year as the harvest of most crops is delayed. Some producers I have spoken to have said that they will still seed into October, if possible. As for myself, I usually follow dry beans with winter wheat on irrigation, I don't anticipate being able to plant winter wheat till mid-October, so I will assess the situation when the time is closer.

In talking to local elevator managers, it sounds like the protein of winter wheat is all over the board this year, they expect the quality to be about normal with protein average being slightly below average.

Regional Updates

Important winter wheat dates are coming up!



Winter Cereals

Sustainability in Action

Download your Winter Wheat Calendar today.

Find key timelines for production practices, disease management, weed control and more. Plan for a successful winter wheat crop!

Visit wintercereals.ca.



Ducks Unlimited Canada
Conserving Canada's Wetlands



Bayer CropScience

Update from the Agri-Environmental Partnership of Alberta

The AEPA is an inclusive partnership of the agricultural industry, government and public stakeholders. Established in 2008, the AEPA grew out of a need identified by many agricultural organizations for a transparent partnership between government and the agricultural industry, for a collaborative approach to resolving agri-environmental issues. The Partnership provides a unified voice on agri-environmental issues in Alberta.

Land Use Framework Advisory Team

For the past year and a half, the Land Use Framework (LUF) has been the primary focus of the Agri-Environmental Partnership of Alberta (AEPA). With the release of the Lower Athabasca Regional Plan vision document, there is a clearer picture of what to expect from future regional planning processes. The process is underway for the South Saskatchewan Regional Plan, and the North Saskatchewan Regional Plan is expected to be initiated in spring 2011. Consequently the AEPA's Land Use Advisory Team has developed a communication strategy to identify information gaps agriculture producers have regarding the Land Use Framework.

The AEPA's Perspective about the Land-use Framework

Agriculture needs to provide input into the development of LUF policies and regional plans including:

- The review of the provincial water allocation policy and the development of water quality objectives as they affect the viability of the agriculture sector.
- The development and implementation of policies on fragmentation and conversion of agricultural land.
- The creation and building of voluntary markets for ecosystem services which provide real opportunities and a net financial advantage for agricultural producers.
- The development and implementation of conservation and stewardship tools.
- The creation and implementation of cumulative effects management, including prevention of unintended negative consequences for agriculture.

Agriculture must be able to continue to operate in an economically, environmentally and socially sustainable manner within the regional plans established under the Land Use Framework.

Water

The AEPA recognizes that agriculture has a major role to play in the development and review of water policies related to the Land-use Framework and other planning processes. Agriculture stakeholders need to be aware of current water issues to help them take part in, and add their voice to these processes. The AEPA is hosting a Fall Water Workshop to be held November 9 at the Black Knight Inn in Red Deer to provide the latest information on water policy activities in Alberta. Further details are available on the website: www.agpartners.ca

Business Risk Management Project Team

The Business Risk Management Project Team is discussing issues around the linking of business risk management policies, programs and tools with desired environmental outcomes.

Selecting an Industry Co-Chair

At the October Board meeting, AEPA industry board members will be selecting a new industry co-chair when the current co-chair, Jurgen Preugschas, will be stepping down. Jurgen has been a great supporter of the AEPA since its inception, and his work has been greatly appreciated.

Critical to the continuing work of the AEPA has been the involvement and participation of the various agriculture commodity groups. These groups, including the Alberta Winter Wheat Producers Commission, have been actively involved both at the Board and project team levels.

For more information on the AEPA, contact Janet Dietrich at (780)427-3629 or email janet.dietrich@gov.ab.ca or visit our website: www.agpartners.ca



START WITH CONFIDENCE. NOT COMPROMISE.



No wild oats,
Japanese brome
or
downy brome



No
broadleaf
weeds



Worry-free
Group 1 resistance
management



Rotational
freedom



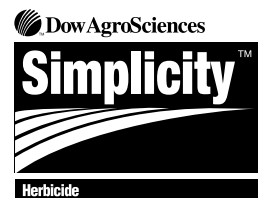
Tank mix options –
MCPA,
Attain™ XC and more



SUPERIOR CROSS-SPECTRUM CONTROL OF GRASS AND BROADLEAF WEEDS, INCLUDING GROUP 1 RESISTANT WILD OATS.

Top-notch performance, no-charge options, confidence in the day ahead. That's what you get when you start with Simplicity. And because it's a Group 2 herbicide, Simplicity offers an alternate mode of action to help manage Group 1 herbicide resistant wild oats. It gets even simpler: in the majority of cases, a tank mix with MCPA is all that's required for ultimate weed control. Or for tough broadleaf control, tank mix with new Attain XC. Simplicity, for all spring wheat and durum wheat, with no re-cropping restrictions.

ACCOMPLISH MORE. THROUGH INNOVATION. CALL THE SOLUTIONS CENTER AT 1.800.667.3852 OR VISIT DOWAGRO.CA.



™Trademark of Dow AgroSciences LLC.
0910-14858

What's Happening at the Crop Sector Working Group (CSWG)

The Crop Sector Working Group (CSWG) continues to be busy with the Land-use Framework (LUF) as development of the regional land use plans continues. Through the Agri-Environmental Partnership of Alberta (AEPA) we have reviewed the Lower Athabasca Regional Advisory Council's recently released Vision document and found it to be generally favourable to agriculture. It discusses the need for best management practices in agriculture and other industries and the need to consider the economic viability of agricultural operations in land use planning. The vision document has been released for public consultations and will be used by the Alberta government to create the first LUF regional plan sometime next year. While agriculture is only 7% of the Lower Athabasca region, this will be the first region to have a plan in place so it's important that the agriculture sector provides feedback. The South Saskatchewan and North

Saskatchewan regions have much bigger agricultural footprints so we can't afford to be silent in these planning processes.

The CSWG and the Intensive Livestock Working Group (ILWG) sent representatives to the North Saskatchewan Watershed Alliance (NSWA) meeting on September 9 where the Alliance discussed their nearly completed Integrated Watershed Management Plan (IWMP). The plan will be one of the information pieces provided to the North Saskatchewan Regional Advisory Committee when it is created sometime in the next few months. The agriculture sector also needs to be involved with the watershed groups, because this is where the details of water quality objectives and land management practices to support sustainable uses of land are being developed. The NSWA is one of ten Watershed Planning and

Continued on Page 11

Alberta Crop Sector Regional Meeting Schedule

Commission	Location	Day	Date
ACPC/APG	Camrose	Tuesday	23-Nov-10
ACPC	Delia	Tuesday	23-Nov-10
ACPC/ABC	Lacombe	Wednesday	24-Nov-10
ACPC/ABC	Lethbridge	Thursday	25-Nov-10
ACPC/ABC	St. Paul	Thursday	25-Nov-10
ACPC	Stony Plain	Friday	26-Nov-10
APG	Westlock	Friday	26-Nov-10
ACPC/ABC/APG	Three Hills	Monday	29-Nov-10
ACPC/ABC	Westlock	Tuesday	30-Nov-10
ACPC/ABC	Falher	Wednesday	1-Dec-10
AWWPC	Medicine Hat	Wednesday	1-Dec-10
ACPC	Sexsmith	Thursday	2-Dec-10
ACPC/APG	Fairview	Friday	3-Dec-10
APG	Taber	Wednesday	8-Dec-10
ACPC	Vegreville	Thursday	9-Dec-10
AWWPC	Edmonton	Wednesday	26-Jan-11

ABC – AB Barley Commission ACPC – AB Canola Producers Commission

APG – AB Pulse Growers AWWPC – AB Winter Wheat Producers Commission

For more information on these meetings, please contact the respective commissions.

Crop Sector Working Group . . .

Continued from Page 6

Advisory Councils (WPAC's) in Alberta representing the North Saskatchewan River watershed under the Government of Alberta's "Water for Life" Strategy. The North Saskatchewan is the next region to be considered in the Land Use Framework planning process following the Lower Athabasca and South Saskatchewan regions.

On the water front, the CSWG has applied for membership on the Alberta Water Council (AWC) Board and hopes to gain approval at the October Board meeting. Members come from the industrial, environmental, forestry, irrigation and livestock sectors as well as from government. Representation from the crop sector on the Council will help ensure that the needs and concerns of dryland agriculture are considered and AWC initiatives and information can flow back to farmers.

The CSWG also has a representative on the AWC's Non-point Source (NPS) Pollution Project Team, which has been created to get a better handle on the current state of knowledge around NPS pollution in surface water in Alberta and the methods here and elsewhere that are used to manage the pollution. Agriculture is both a big user of water and a contributor to NPS pollution so it's important that we participate on this team. Point source pollution generally comes from an identified source like the end of a pipe draining into a water body and is monitored and regulated. It is very difficult to identify sources of NPS pollution and more difficult to manage.

We continue to be involved in discussions with Alberta Environment on the development of the Cumulative Effects Management (CEM) Framework. This will be a change for Alberta Environment which has typically managed adverse environmental effects on a case by case and mostly regulatory basis. Under the CEM framework, desired environmental outcomes for specific watersheds will be determined and the cumulative impacts of all land use activities will be monitored and managed using both regulatory and incentive-based tools to meet the desired outcomes. The CSWG has asked Alberta Environment to develop some examples in the form of case studies or pilots to help explain how CEM will be implemented on the ground.

If you would like more information on the activities of the Crop Sector Working Group contact Sharon McKinnon at 780-994-2862 or sharon.cswg@gmail.com

Information is Smart Agribusiness

Whether you plant your boots in a grain field or on a feedlot, you want your operation to grow. Selling or buying; a tough market economy demands optimal margin value.

The AgValue Group has been helping Alberta farmers and feedlot operators trade grains, oilseeds and bi-products since 1994. We offer instant access to real time price discovery supported by superior logistics to buy, sell and transport with optimal value.

- **Ag Value Live**—an innovative web based cash trading platform that provides an instant snapshot of market activity by motivated sellers and buyers
- **Ag Value Brokers**—independent, unbiased cash brokerage
- **Ag Value Carriers**—North America bulk freight and logistics services

Be smart. Get informed.

If you'd like to know more, give us a call.

AG Value Group

Phone 403.735.6140

Toll free 1.800.679.2919

Email info@agvalue.com



AG VALUE GROUP INC.
Independent Cash Grain Brokers

agvalue.com

agvaluelive.com

Grain Growers of Canada (GGC) Update

It has been an interesting summer at the Grain Growers of Canada. Overall results were mixed for Canadian farmers, due in part to the gridlock caused by the current minority Parliament. Here is a snapshot of some of the recent efforts the Grain Growers have been engaged in and a look ahead to the fall of 2010.

Trade

The trade file in particular has had momentum in this past session on Parliament Hill. The Canada-Colombia Free Trade Agreement has now passed the House of Commons. This deal is a positive step forward for market access for Canadian farmers as Colombia is a growing market for wheat and barley and is Canada's seventh largest market for pulses and special crops, with annual exports averaging over \$53 million and 111,000 tonnes.

The Grain Growers of Canada and several of its member organizations, such as Manitoba Corn Growers, were successful in building support amongst Conservative and Liberal Members of Parliament and Senators to put partisan politics aside and advance the interests of Canadian and Colombian farmers. We were very active in writing letters, sending out press releases, meeting with MPs and appearing at the Parliamentary Committee to effectively make our voice heard.

As a result of our efforts, and strongly supported by our beef and pork sectors, Canada will now have a marketing advantage over both the US and the EU.

Safety Nets

As of April 1st, 2013, the existing suite of Growing Forward programs will expire. The Federal government and provinces have started rounds of industry consultation to look at whether to improve the existing suite of programs or to replace them with something new.

We have heard very clearly about the lack of predictability and bankability of the current Agri-Stability program and have had some mixed responses to raising the cap on Agri-Invest. The key question is whether sufficient improvements can be made with the existing models or whether we should look in a new direction.

We see the whole Farm Income model as proposed by the Canadian Canola Growers Association as one that needs to be looked at either as a replacement for Agri-Stability, or as an option for producers. It is more "GRIP-like" than the current programs. We recently made a presentation to the Fed-Prov Agriculture Ministers meeting in Saskatoon and to the Saskatchewan Conservative Caucus to support this proposal.

There are other ideas out there with guaranteed cost-of-production formulas but those invite immediate trade actions and countervail, and we will not support putting our export markets at risk with them.

Transportation

The Grain Growers of Canada are active participants in the Coalition of Rail Shippers, pushing for the adoption of regulatory reforms in the railway sector. The current status quo is unacceptable, with producers getting overcharged for freight and suffering financial penalties with poor service.

Along with other major shippers we submitted a proposal to the rail service review panel with several recommendations outlined in our past newsletter. We have reviewed the draft report from the review panel and are frankly disappointed with the lack of concrete recommendations. We will be working on trying to change the report before it becomes final.

Public Research

Another one of our most active files has been to push for increased funding of A-base public research in Canada (Agriculture Canada scientists and research stations). Funding for A-base research has dropped 40% since 1994 after adjusting for inflation. We are close to losing many of our top researchers to retirement without money to fully replace them, and with research stations infrastructure crumbling, time is running short.

The private sector does play a key role in research but over 90% of its investment is in canola, corn and soybeans, but not often in core agronomics like crop rotations, IPM, etc.

The Grain Growers of Canada formed a coalition to push for increased research funding, called the Farmers for Investment in Agriculture (FIA). This coalition includes the Grain Farmers of Ontario, Québec and the Atlantic provinces. The coalition called for a doubling of A-base research over a ten year period, to simply have AAFC research funding returning to 1994 levels. With the world demand in food rising, now is the time to invest in agriculture.

We prepared a written brief for the Parliamentary Finance Committee this summer on public research and are being called to testify.

The Final Word!

There is still a lot more work that needs to be done in the coming months as Parliament gets set to resume.

We will be leading a fight for Canada to use sound science in decision making, push for major advances in the Canada-EU free trade talks and put pressure on the level of service panel to heed the concerns of Canadian producers and shippers.



Region 5 ~ Submitted by Jack Swainson, Red Deer, Alberta

Regional Updates

Once more the harvest weather has been testing our patience, but winter wheat came through, offered that early harvest option, and most is in the bin! The yields have been from modest to excellent (considering the growing season) but the protein has suffered somewhat. This, coupled with the recent changes to the classifications and grading of Winter Wheat, will encourage the producer to critically explore every market opportunity available. Most market analysts seem to feel we are in a “bullish” wheat market, so be aggressive as you make your sales commitments!

The big concern is with the acres available for seeding winter wheat this fall. How far can we push the seeding window? We need to get germination and moderate stand establishment to ensure a viable crop in the spring, so the fall growing conditions are critical! I hope you are able to get some seeds in the ground, as it is a very resilient crop!

As I mentioned in the last *Germinator*, we are in a novel and innovative communications mode and exploring all opportunities to keep you informed about your industry. Please let us know if it is working, as we are spending your check-off dollars. I trust our late harvest will be rewarding and gets completed!

Cheers, and have a SAFE and successful fall season.



RETURN TO:
**ALBERTA WINTER WHEAT
PRODUCERS COMMISSION**
RR8 - 36 - 11
Lethbridge, Alberta
T1J 4P4

Publications
Mail
Registration
No. 40626669

ALBERTA WINTER WHEAT PRODUCERS COMMISSION CURRENT BOARD OF DIRECTORS

Region 1

Rod Lanier
Box 537
Lethbridge, AB T1J 3Z4
Phone: 403-327-9229
Fax: 403-327-8348
Email: rodlanier@platinum.ca

Region 2

Scott Lehr
Box 342
Medicine Hat, AB T1A 7G1
Phone: 403-528-9990
Fax: 403-529-9198
Email: slehr10@gmail.com

Region 3

John Hopkins
Marketing Lead
Box 55, Burdett, AB T0K 0J0
Phone: 403-833-3749
Email: jhhop2010@gmail.com

Region 4

Stephen Vandervalk
Vice Chair
Box 2545, Fort Macleod, AB T0L 0Z0
Phone: 403-795-1171
Fax: 403-553-4423
Email: vwalk@telusplanet.net

Region 5

Jack Swainson
Communication Lead
Box 9 Site 22 RR 1
Red Deer, AB T4N 5E1
Phone: 403-343-3172
Fax: 403-346-8055
Email: j2sygnet@telus.net

Region 6

Kent Erickson
Chair
Box 100, Irma, AB T0B 2H0
Phone: 780-754-2541
Fax: 780-754-2360
Email: tekfarms@wy-com.ca

Region 7

Paul Schoorlemmer
Research Lead
Box 276, Rycroft, AB T0H 3A0
Phone: 780-765-2450
Fax: 780-765-2580
Email: pschoorl@telusplanet.net

Southern Director-at-Large (Regions 1-4)

To be elected at the AWWPC AGM,
Red Deer Lodge, Red Deer, AB,
November 10th, 2010, 8:00 a.m.

Northern Director-at-Large (Regions 5-7)

To be elected at the AWWPC AGM,
Red Deer Lodge, Red Deer, AB,
November 10th, 2010, 8:00 a.m.

Manager

Elizabeth Tokariuk
RR 8-36-11
Lethbridge, AB T1J 4P4
Phone: 403-345-6550
Fax: 403-380-3889
Email: winterwheat@platinum.ca

Executive Director

Rick Istead
1065 Deer River Circle SE
Calgary, AB T2J 6Z6
Phone: 403-271-0939
Cell: 403-869-8184
Email: rwistead@telus.net

AWWPC Seeks Director Nominations

The Alberta Winter Wheat Producers Commission is seeking nominations for both regional directors and directors-at-large to join its board of directors.

The AWWPC will fill two director-at-large positions during an election at its annual general meeting in Red Deer on November 10th. One director-at-large will represent the Commission's southern regions (Regions 1-4) and one will represent the northern regions (Regions 5-7). Nominations must be filed by November 3rd, 2010.

The election for a director to represent winter wheat growers in Regions 3 & 4 will be held December 1st, 2010, at the AWWPC Southern Regional meeting in Medicine Hat. Nominations are due November 24th. The board advises an incumbent is currently in position for Region 3 and is eligible to stand for re-election.

The AWWPC is also seeking nominations for a director to represent Region 7. Nominations must be submitted by January 19th, 2011. The Region 7 election will take place January 26th, during the AWWPC Northern Regional meeting at Farm Tech in Edmonton. The board advises an incumbent is currently in position for Region 7 and is eligible to stand for re-election.

All nominees must grow winter wheat in their respective region. Nominations must be signed by at least three eligible producers in the region and accompanied by the written consent of the nominee agreeing to stand for election.

All nomination papers must be sent to the AWWPC's main office attention Elizabeth Tokariuk:

RR 8-36-11
Lethbridge, Alberta T1J 4P4

For more information about the nomination process and the role and responsibilities of directors, contact Rick Istead, executive director, AWWPC at (403) 271-0939 or rwistead@telus.net



It's Farm Tech's finest hour

The AWWPC's Northern Regional Meeting is quite possibly the best 60 minutes you can spend at Farm Tech 2011.

**We invite you to attend
Wednesday, January 26
5:00 to 6:00 p.m.
Mayfield Inn & Suites
Edmonton, Alberta**

Our time-efficient agenda features updates on winter wheat production, marketing and research as well as the election for Director of Region 7.



RETURN TO:
**ALBERTA WINTER WHEAT
PRODUCERS COMMISSION**
RR8 - 36 - 11
Lethbridge, Alberta
T1J 4P4

Publications
Mail
Registration
No. 40626669



Shape
Inspire
Lead



Plan to attend our
20th annual general meeting

Your ideas, knowledge and
leadership help us set future
direction and establish
priorities

Alberta Winter Wheat Producers Commission
Wednesday, November 10, 2010
8 a.m. - 1 p.m.
Red Deer Lodge | Red Deer, Alberta

Registration appreciated by: November 5
Please contact: Elizabeth Tokariuk
403.345.6550 or winterwheat@platinum.ca

Your free registration includes an informative
morning with winter wheat producers, researchers
and suppliers from across the province, a hearty
lunch and a day pass to Agri-Trade.
We'll also give away a great door prize.
We invite you to join us.