



MEDIA RELEASE:

AWWPC & CGC encourage producers to participate in Harvest Sample Program

June 15, 2011 (Calgary, Alberta) — Free, easy and insightful, the Canadian Grain Commission's Harvest Sample Program offers a number of benefits to grain producers.

Seeing the merits of those benefits, the Alberta Winter Wheat Producers Commission (AWWPC) is offering its producers a chance to win free registration and accommodation to FarmTech 2012 when they submit a winter wheat sample to the program.

"The Harvest Sample Program is an important part of consistent crop marketing and one of the key producer activities needed to help us grow winter wheat production in Alberta," says Rick Istead, executive director of the AWWPC. "We really want to encourage and reward producers for sampling their crops and participating in the Grain Commission's Harvest Sample Program."

Producers can register for the Harvest Sample Program to receive free personalized sample packages. To sign up, visit grainscanada.gc.ca/quality-qualite/hsp-per/hspm-mper-eng.htm, send an email to harvest-recolte@grainscanada.gc.ca or call Jan Knight at 204.983.2978.

The Grain Commission will mail a blue envelope in August to every registered grain producer on the prairies (upwards of 30,000) that can be used to send back a sample of any crop. The personalized packages will contain up to eight sample envelopes.

"The earlier we hear from producers, the better," says Twylla McKendry, program manager of Analytical Services for the Grain Commission. "The more samples we get the more we know about the overall crop quality."

If enough samples are gathered, the Grain Commission also tests crops for diseases such as ochratoxin and fusarium and characteristics such as falling numbers and sprouting.

Farmers benefit from the program by receiving free unofficial, unbiased, third-party results on their crop quality.

“The results are posted on our website almost immediately,” McKendry says. Producers can also phone or email the Grain Commission for automated individual results.

“It’s not a hard process to go through,” she adds.

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For more information, contact:

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Alberta Winter Wheat Producers Commission
403.271.0939 or 403.869.8184

Twylla McKendry
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ADDITIONAL BACKGROUND

Spring sign up deadline

Extended to June 20 for Alberta producers

Sign up info

Visit: grainscanada.gc.ca/quality-qualite/hsp-per/hspm-mper-eng.htm

Email: harvest-recolte@grainscanada.gc.ca.

What producers get

Free, unofficial and unbiased Canadian Grain Commission grade and quality results that include:

- Protein content on cereal grains and pulses
- Oil, protein and chlorophyll content for canola
- Oil and protein content and iodine value for flaxseed
- Oil and protein for mustard seed and soybeans

What the Grain Commission gets

- Timely information used to assess the quality of Canadian grain crops that confirms Canada's ability to deliver consistent, high-quality grain from year to year.
- Ability to evaluate the effectiveness of grain grading factors and help determine if changes are needed.
- Samples also contribute to research, including finding innovative uses for grain to help create new markets for your products.