

## CHAIRMAN'S MESSAGE

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*Mike Ammeter says goodbye*



**W**elcome to the Winter 2017 issue of *GrainsWest*, and my final message to you as Alberta Barley chair.

I have spent 17 years with this organization as a delegate, a director and, lastly, chair. Over this time, I have seen many changes in the barley industry. The constant has been Alberta Barley and its commitment to the province's barley producers.

I believe in the programs Alberta Barley invests our money in. Research has introduced new technologies and innovations to aid us in growing the best crop we can. Market development is another important area for producers. With much of our feed barley, malt and now food barley going overseas, it is important to have a group working to maintain ongoing relationships while fostering new ones.

During my time as chair, I sat on the commission's policy committee. From transportation to on-farm safety, Alberta's farmers have had a busy couple years working to understand policy changes and ensure producers are considered in new legislation. I have worked to have the provincial and federal governments understand how policy changes can have profound effects on farmers.

As I reflect on my time with Alberta Barley, I can see how collaboration has become critical for Alberta's cropping industry. Team Alberta—comprising Alberta Barley, the Alberta Wheat Commission, the Alberta Canola Producers Commission and Alberta Pulse Growers—is a great example of key industry groups working together. Having all four commissions take part in important meetings with federal stakeholders on our annual visits to

Ottawa can only make our message stronger.

Working with Alberta Barley has been an honour. I would like to thank Alberta's barley producers for allowing me to represent their interests, as well as Alberta Barley's staff and board for representing Alberta's 11,000 barley producers. I leave Alberta Barley confident in the direction our industry is headed—the future of barley is bright.

Sincerely,





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**Alberta  
Barley**

## **Cashing in on contracts**

Long-term planning for malting barley success

**Tuesday Jan. 31, 2016**

**10:15-11:15 in Hall F**

A panel featuring:

- Robert Chappell, Canada Malting
- Scott Keller, malt barley grower and part of the Chinook Arch Growers program
- Wade McAllister, malt barley grower
- Kevin Sich, Rahr Malting

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# TOP TRADE PARTNER TOURS PRAIRIE MALT INDUSTRY

## Chinese malting barley delegation visits Alberta

By *Ellen Cottee*

**A**s the barley heartland, Alberta is home to more than half of Canada's barley crop. Annually, the province exports approximately 891,000 metric tonnes of barley.

A large portion of these exports is malting barley, used most prominently in beer production worldwide. Over the past decade, research into new varieties of malting barley has introduced the industry to specialized cultivars conducive to malting and brewing.

With one of the world's largest brewing industries, China is always in need of high-quality malting barley. This commitment to securing the best malting barley has made China one of Alberta's top trading partners.

In August 2016, representatives from China's largest maltsters—Cofco, Supertime, Hailar, Hyaline and JSFEC—and brewer Tsingtao visited Winnipeg, Calgary, Red Deer and Vancouver to experience Canada's malting barley industry.

The tour was co-ordinated by the Canadian Malting Barley Technical Centre (CMBTC), with support from Cargill, Richardson International, Viterra and Archer Daniels Midland, as



Photo: Canadian Malting Barley Technical Centre

China sources a considerable amount of high-quality malting barley from Alberta to sustain its brewing industry, which is one of the largest in the world.

well as the Barley Council of Canada, Alberta Barley, the Saskatchewan Barley Development Commission and the Government of Alberta.

"It was an opportunity for Canada to demonstrate our world-class production, handling and quality-control systems, and give the Chinese companies a chance to ask questions directly of Canadian industry representatives," said Peter Watts, managing director at CMBTC.

Beginning in Winnipeg, tour participants toured the CMBTC facility with Watts; director of malting and brewing operations Yueshu Li; and Dale Matchett, chair of CMBTC's board of directors and malt barley merchant for Richardson International.

CMBTC is an important contributor to varietal research. By conducting brewing and malting tests with new varieties, the quality of those varieties is confirmed for both producers and buyers alike.

In 2015, Alberta exported 341,694 tonnes of barley to China, making it the province's top barley export destination. Research into new barley varieties provides big benefits for Alberta's producers and Chinese barley buyers. With higher yields and qualities specific to malting, recently introduced varieties can improve the market on both sides.

This trip was a great opportunity for players in Alberta's most important international market to see the benefits of adopting these new varieties.

Days two and three of the tour were marked by a visit to Calgary and the opportunity to meet with barley farmers. In addition, a visit to the Richardson Pioneer grain elevator in Carseland provided the opportunity to learn about grain handling and quality control.

"The representatives ... had some advice to offer Canada," Watts said. "They like Canadian malting barley,



Peter Watts discusses the CMBTC's goals and projects with Chinese malt barley stakeholders.

and will continue to buy it in the future even at a premium ... but we must maintain our focus on quality."

Visits such as this are vital for keeping the international markets aware of new varieties that make agronomic sense for farmers.

In addition, this visit furthered the barley industry's relationship with China by creating a process through which Chinese buyers can test and eventually adopt new and improved varieties for malting and brewing as they come down the pipeline. This will ensure their continued interest in Alberta's quality barley.

The group next visited Antler Valley Farm, a 125-year-old farming operation near Red Deer. At Antler Valley, Alberta Barley delegate Wade McAllister and his family are dedicated to growing the best malting barley they can.

This dedication includes adopting new varieties as soon as possible, such as Syngenta's recently introduced AAC Synergy.

"Delegation members were impressed with the sophistication of Canadian farming operations," said Shannon Sereda, Alberta Barley's market development and policy manager.

On the final day of the tour, participants toured the Vancouver harbour in order to see the various grain terminals in the area, including those belonging to Viterra, Cargill and Richardson International.

When trade partners have the opportunity to see the research and high quality standards Canada commits to in the barley industry, foreign companies can better understand the benefits of adopting—and purchasing—new varieties of barley.

## MEET THE STAFF



**Teresa Falk**  
**Marketing and Events Lead**

**T**eresa Falk joined Alberta Barley's communications department as the marketing and events lead in September 2016. She grew up on her family's farm near Snowflake, MB.

Teresa moved to Winnipeg to complete her BA in communications, majoring in journalism. Her first job was reporting for the local paper in Portage la Prairie, MB, followed by her first move to Alberta to work as a reporter in Medicine Hat.

She returned to Manitoba to join Farm Business Communications in Winnipeg. From there, she took on the role of communications officer for the Manitoba Rural Adaptation Council.

In 2012, Teresa returned to Alberta to join Syngenta's marketing and communications team. Now, in her role at Alberta Barley, Teresa is looking forward to working directly with Alberta's farmers and educating consumers and children about the benefits of barley.

As vice-president of the Alberta chapter of the Canadian Agri-Marketing Association and a volunteer with the Calgary Stampede's Agriculture Media and Aggie Days committees, much of Teresa's spare time is taken up by agriculture.