

## CHAIR'S MESSAGE

### *Reflecting on a year of transitions*



**A**s the 2017 crop year draws to a close, we can reflect on a year of transitions. Harvest 2016 was difficult on the majority of farmers across the province, leading to a harvest that lasted more than seven months. It was a year of challenges and disappointments, but also one of strength and resiliency.

Following a delayed seeding season, many farmers across Alberta remained optimistic about the growing season to come. There were many fields planted later than normal, which adds to the risk of having their malting barley accepted as malt. Many acres of feed barley were also planted in less than ideal conditions with hopes that it would mature and be harvested in good condition.

With the year behind us, farmers once again overcame some of the weather challenges we were faced with. After extremely dry conditions

in the south and severe storms in July, we can be thankful for many things. Malting barley prices remain profitable, feed barley prices improved over the course of the year and demand for both our malt and feed barley is increasing in international markets that have shown a renewed interest in our high-quality product.

There are plenty of things to celebrate this winter, and more good news to look forward to. At Next Level Farming events (formerly branded as regional meetings), Alberta Barley, Alberta Pulse Growers and the Alberta Wheat Commission will focus on what lies ahead: how markets are doing, the future of trade and new technology that will change how we farm.

In December, the inaugural Prairie Barley Summit hosted by Alberta Barley will cover the topic of transitions, focusing on transitions we all have to deal with: changing policies, succes-

sion planning and market trends. All farmers across the Prairies are welcome to attend. For more information and to register, go to [albertabarley.com/events](http://albertabarley.com/events).

While I hope the upcoming year will be more predictable than the last, I also know we will be prepared for whatever comes our way thanks to our commitment to helping each other and the work Alberta Barley does on our behalf.

Alberta Barley will be present at many events throughout the year, and I hope many of you will visit the directors, delegates and staff in attendance.





# OUT AND ABOUT WITH ALBERTA BARLEY

Each year, Alberta Barley staff members attend more than 20 agricultural events across the province. At some of these, we connect with farmers, and while visiting school and consumer functions, we connect with kids and adults on the importance of barley to Alberta. Here's a look at a few of the places we've been since December of last year.



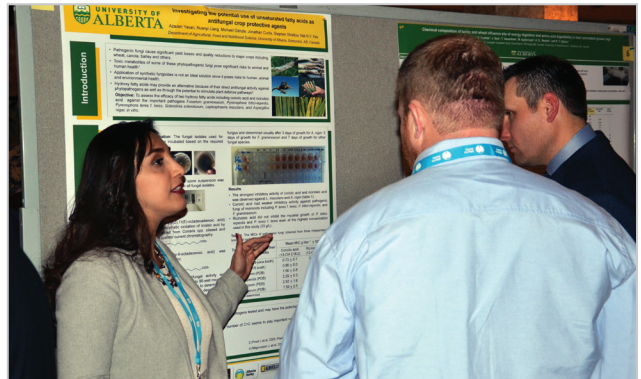
Ag Expo, March 1-3, 2017: Alberta Barley staff and directors connected with Lethbridge-area farmers. Pictured: Former Marketing and events lead Teresa Falk and Alberta Barley vice-chair David Bishop.



Aggie Days Calgary, April 5-9, 2017: More than 4,000 kids attended one of our biggest educational events of the year to learn about Alberta's rich agricultural sector and the importance of barley.



Aggie Days Lethbridge, April 25-26, 2017: The sister event to Aggie Days Calgary, this was another fun and educational gathering at which children gained an appreciation for farm life and how our crop is crucial to the livestock sector.



AGM 2016 poster session, Dec. 7-8, 2016: Held at the Alberta Barley annual general meeting, at this event, farmers and researchers discussed new and exciting research developments in a fun and interactive setting.



Edmonton Craft Beer Festival panel, June 2-3, 2017: Similar to Calgary Beerfest, our seminar at the Edmonton Craft Beer Festival focused on the story of barley from combine to craft.





Amazing Ag in Edmonton, May 1-4, 2017: This annual classroom-style learning experience for children of all grades gives a great understanding of barley and the industry at large.



FarmTech Barley Hour, Jan. 31 – Feb. 2, 2017: Our annual one-hour session at FarmTech is standing room only. At the 2017 event, the panel featured two malting barley farmers (Wade McAllister and Scott Keller) and two maltsters (Robert Chappell of Canada Malting and Kevin Sich of Rahr Malting) discussing the ins and outs of growing malt on contract.



Calgary International Beerfest, June 2-3, 2017: Brewing exceptional beer requires exceptional barley. At one of our largest consumer events, we educate consumers about the connection between the beer in their glass and the barley in Alberta's farm fields.



Lacombe Field Tour, July 26, 2017: Alberta Barley supports many research projects across the province. At field days such as the Lacombe Field Tour, farmers discover what these projects are and how they will be of benefit to their operations.



# *Election* Information Fall 2017

**Get involved. Be heard.  
Join Alberta Barley.**

## **REGION 1 – Oct. 26, Medicine Hat**

*Farming Smarter Cypress Conference*

Medicine Hat Exhibition & Stampede

**One director and two delegate positions available**

## **REGION 2 – Nov. 15, Acme**

*Joint meeting with Alberta Wheat Commission*

Acme Memorial Centre

**One director and two delegate positions available**

## **REGION 3 – Nov. 16, Lacombe**

*Joint meeting with Alberta Wheat Commission and Alberta Pulse Growers Commission*

Lacombe Memorial Centre

**Six delegate positions available**

## **REGION 4 – Nov. 23, Viking**

*Joint meeting with Alberta Wheat Commission and Alberta Pulse Growers Commission*

Viking Carena Complex

**One director-at-large position and one delegate position available**

## **REGION 5 – Nov. 22, Westlock**

*Joint meeting with Alberta Wheat Commission and Alberta Pulse Growers Commission*

Westlock and District Community Hall

**One delegate position available**

## **REGION 6 – Nov. 21, Grande Prairie**

*Joint meeting with Alberta Wheat Commission and Alberta Pulse Growers Commission*

Grande Prairie Pomeroy Hotel

**One delegate position available**

## **MEET THE STAFF**



**Ellen Cottee**

**Communications Co-ordinator**

Originally from southwestern Ontario, Ellen attended Carleton University in Ottawa and graduated in 2015 with a bachelor's degree in journalism. After graduation, she moved to Calgary to experience life in the West. Ellen started as communications and events assistant with Alberta Barley in September 2015 before moving into her current role in January 2016.

As communications co-ordinator, Ellen is responsible for a variety of day-to-day communications tasks. These include monitoring the Alberta Barley Twitter account, ensuring the Alberta Barley website is up to date, and providing communications support to the other departments. Producers will often see Ellen at events throughout the year, as she assists in the planning and execution of both farmer- and consumer-focused events.

Although Ellen was not raised as a farm kid, growing up in a farming community instilled in her a deep respect for the industry. In her spare time, you can usually find Ellen enjoying the outdoors or drinking a delicious craft beer made from Alberta malt barley.