

CHAIR'S MESSAGE

2018: A year full of potential



With 2017 coming to an end, we welcome in 2018, a year full of potential. I am looking forward to serving as Alberta Barley chair for another year, which gives me a great opportunity to be involved in the exciting developments and projects we will be working on.

As we look forward to our 2018 endeavours, I would be remiss if I did not recognize our board members and delegates for all their hard work throughout the year. By participating in board meetings and on our various committees, these producers drive the direction of Alberta Barley's work.

Of course, none of our work would be possible without our hard-working, dedicated staff, from our communications team to our policy and market development teams who attend meetings with key government and trade contacts.

2018 will be an exciting year for

Alberta Barley. The results of our market study will be complete, informing the direction of our market development team and ensuring we are focusing on the most valuable markets.

Research remains a priority for Alberta Barley. Investment in projects with tangible, beneficial results for farmers is one of the most important tasks we take on. As well, connecting with producers is a very important part of the organization's work. We will continue to maintain our outreach efforts, promoting Alberta Barley at farm shows and events across the province.

Working with external stakeholders will also be a major focus. Through our Combine to Craft initiative, we hope to continue building our relationships with maltsters and brewers in order to promote the unique story of our world-class barley.

Perhaps most exciting will be the completion of a pilot project in which the management teams of Alberta Barley and the Alberta Wheat Commission have been merged. Under the guidance of general manager Tom Steve, staff from the two commissions are experimenting with working as a single team. When this trial project is complete in February of 2018, a go-forward plan will be put in place.

All this is to say, Alberta Barley is going to do great things this year with your support. We are excited to continue working for you, increasing profitability and bringing value to your farm operation. Here's to a productive and prosperous 2018.





COMBINE TO CRAFT

2017 in review and next steps for this grassroots initiative

In March 2017, Alberta Barley launched Combine to Craft, an initiative developed in response to the growing Alberta craft beverage sector that includes beer and spirits. The initiative recognizes that Alberta's malting barley value chain is unique, with world-class maltsters, distillers and brewers working together and utilizing premium, Alberta-grown barley.

The objective of Combine to Craft is to connect consumers to the beer value chain, from farmer to maltster to brewer, including large brewers such as Labatt and Big Rock. Alberta Barley tells the story of our high-quality ingredient, from harvest to glass, while highlighting modern agricultural operations and the sustainable practices of our stakeholders.

In 2017, the program's official kick-off took place at the inaugural conference of the Alberta Small Brewers Association and continues to gain momentum. Since then, Alberta Barley has been building and furthering partnerships between brewers, farmers and maltsters to bring together the story of our barley and highlight its unique value proposition: Alberta grows the best barley in the world.

For close to 30 years, the only beer available on the Calgary Stampede grounds has been those of long-time sponsor Labatt and its related brands. However, due to the popularity of Alberta craft beer and its growing connection to the agricultural com-



Alberta Barley farmers Joe and John Hammill display a Combine to Craft sign at their Penhold farm.



Board director Brian Sewell discusses Combine to Craft at the Alberta Small Brewers Association conference.

munity in the province, the Stampede decided to make craft beer selections available. In July 2017, Combine to Craft partnered with the Alberta Small Brewers Association to offer beverage sampling at the Big Four Station for the duration of the 10-day rodeo and exhibition, building on the connection between farmers, brewers and consumers at this world-class event.

To connect further with consumers, particularly consumers in Alberta, Combine to Craft is working with brewers to have the Alberta Barley logo placed on their cans and bottles. This will serve as a mark of Alberta pride and a statement that our home-grown barley is a key ingredient in

consumers' favourite beer or spirit.

The next stage of the project will see Alberta Barley continue working on corporate partnerships and building the Combine to Craft brand in the province by participating in beer events. These will include the Edmonton Craft Beer Festival, Alberta Beer Week in Calgary and the Alberta Craft Brewing Convention. The long-term goal is to eventually share this story beyond Alberta's borders with Canadian consumers from coast to coast.

In short, 2017 was filled with opportunities for Alberta Barley to promote and share the story of our premium malting barley—the best barley in the world, from Combine to Craft.



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NEW TOOLS AND THE LATEST IN BARLEY RESEARCH

*Helping our producers navigate the latest in
barley research and disease management*

Alberta Barley has always made research and extension a priority, with about 25 per cent of our annual funding going to research to improve the quality and quantity of barley produced by Alberta farmers. With a new brochure on our latest research projects and a barley disease guide, Alberta Barley is making it easier for farmers to implement the benefits of this investment.



The Spotlight on Research brochure focuses on a selection of research projects Alberta Barley has invested in through *Growing Forward 2*. Providing farmers with a snapshot view of how their check-off dollars are spent, this brochure features information on the development of two-row feed and malting varieties as well as scald resistance and gene-mapping projects.



The Spotlight on Barley Diseases guide is an in-the-field handbook that farmers can refer to when crop scouting. The guide provides images and descriptions of diseases such as Fusarium head blight and scald, and features strategies to mitigate their severity.

MEET THE STAFF



David Simbo
Research Manager

David Simbo joined the Alberta Barley team as research manager in May 2017. He holds a doctorate in bio-science engineering from the University of Belgium in Antwerp and was formerly an agronomist with the Lakeland Agricultural Research Association.

Growing up in Cameroon in Central Africa, David developed a keen interest in agriculture. His scientific curiosity and intellectual prowess led him to attend universities in Belgium and Germany as well as Cameroon, where he has worked on high-level research projects in the plant-science spectrum.

"The great thing about working with Alberta Barley is I get to review high-level applied research and understand how those projects can be applied to increasing farmer profitability," he said. "I enjoy learning from other researchers by reviewing their project funding applications. It makes me appreciate the innovation in Canadian universities, government agencies and other research institutes."

Outside of work, David enjoys neighbourhood walks with his wife and two young sons and playing soccer in the backyard of his family's Calgary home.