

CHAIR'S MESSAGE

*Ensuring your voice
is heard*



Spring is nearly here, and soon we'll be getting ready to head back to the fields to start another season. While much of our focus will be on our farms for the next few months, I'd like to take a moment to recognize the hard work being done behind the scenes that helps us succeed.

Alberta Barley staff members are just like farmers—looking ahead, planning carefully and executing projects that will benefit farms across Alberta. Everything we do has you in mind, from meeting with researchers at field days and conferences to consulting with our research committee. We are also committed to funding research that has direct, tangible results on your farm. Head over to albertabarley.com/research to see some of the projects currently being funded.

While your farm gate may seem far from the political centres of Edmonton and Ottawa, Alberta Barley is there to

bridge this gap. Twice in the past year, we travelled with Team Alberta to Ottawa to fight for farmers and to make their voices be heard. As well, many of our board members have advocated for the interests of farmers at the provincial level.

The farm tradeshow season is over but consumer outreach activities continue year-round. You'll find Alberta Barley staff at both Calgary and Edmonton beer festivals as well as the Calgary Stampede, spreading the word about our world-class barley and the farmers who grow it.

In an initiative led by market development and policy manager Shannon Sereda, Alberta Barley has also created a strategic market development action plan. The results of this comprehensive study will inform our domestic and international market development work, and you can read more about it in the following pages.

Throughout the past winter months, we tested the possibility of merging Alberta Barley and Alberta Wheat Commission management staff, beginning with the appointment of Tom Steve as interim general manager of Alberta Barley in September 2017. The pilot project has now come to an end and we are approaching a final decision on moving forward with this plan. Stay tuned for further developments on this topic.

This season, while you focus on growing the best barley you can, Alberta Barley will focus on ensuring your voice is heard.

Happy seeding,
Jason





ADVENTURE AWAITS

Alberta Barley’s Choose Your Own Adventure panel takes its show on the road

Premiering at Alberta Barley’s Prairie Barley Summit (PBS) in December 2017, the Choose Your Own Adventure discussion panel focused on the novel and interesting ways people have chosen to participate in agriculture and expand their farming operations. From succession planning to creating a micro malt business to teaming up with a few friends to launch a brewery, our panelists have gained valuable experience in their entrepreneurial adventures. And as with all great adventurers, they have faced risks and challenges, but they have learned the tricks and tools of success.

After a successful showing at PBS, Alberta Barley decided to take the show on the road to FarmTech 2018. Illustrating the shape of farming in the 21st century, individual panelists discussed creating a value-added business, returning to the family farm after years working off-farm and partnering with like-minded farmers to fill a gap in a booming industry sector. Check out the stories of our moderator and three panelists here, and be inspired to take on your own adventures.

OVERHEARD AT PRAIRIE BARLEY SUMMIT

“I would give the panel 10 stars.”

“I loved the theme of this panel. It really had a grassroots feel.”

“This is one of the best presentations I’ve seen coming from young farmers in our industry.”



Hannah Konschuh
Sage Bluff Farms
Cluny

It was a phone call from her parents that brought Hannah back to the family farm in southern Alberta from a Saskatoon ag research job. The family’s succession plans were up in the air, and Hannah was the most likely candidate to take over the farm’s operation. Despite knowing that the schooling and off-farm work she had been doing didn’t directly translate to farming, the sense of accomplishment she felt working a full season from seeding to harvest made the choice to dive in an easy one.



Matt Hamill
Red Shed Malting
Penhold

The decision to open a micro-malthouse was driven by the Hamill family’s love of beer as well as a need for succession planning—it was a way to get Matt and his brother Joe interested in the family farm again. The biggest challenge the Hamills faced was in balancing work, fun and family, something they’ve overcome through meaningful, honest communication. Having the whole family involved—including Matt’s dad, mom and sister-in-law—has allowed each of them to contribute to the success of Red Shed Malting.



Josh Lubach
Siding 14 Brewing Company
Ponoka

Josh always knew he wanted to work on the farm after high school, but it wasn't until the family sold their poultry operation in 2012 and went all-in on grain farming that he found his niche in farm production. In 2015, looking for an exciting new challenge, Josh and his wife, Femke, launched a craft brewing business with partners Brent and Kari Tarasoff and Marc Shields. In June of 2017, they launched Siding 14 Brewing Company, a brewery and tasting room located in the town of Ponoka.



Carmen Sewell
Catalyst LLP/Sewell Grain Farm
High River

Carmen knew marrying into the Sewell family, owners of a fourth-generation grain farm, meant eventually taking over the operations. Assuming all the risks and stresses of running the farm while also working off-farm and raising kids isn't easy, but moving closer to a farm family lifestyle that maintains flexibility is the reward for making the move. In her work with Catalyst LLP, having an inside understanding of agriculture helps her relate to clients.



Alberta Barley

PRESENTS

**FARMING IN
THE 21ST
CENTURY**

CHOOSE YOUR OWN Adventure

Our panel took place on Tuesday, Jan. 30, 2018, during the Alberta Barley power hour at the FarmTech conference in Edmonton. Here are some highlights from the event.



Moderator Carmen Sewell led this panel discussion between young ag-entrepreneurs whose farming careers have bucked the trend of traditional succession planning, adding on-farm value in new and innovative ways.





CUTTING-EDGE CROP SCIENCE

First Cereals Innovation Symposium highlighted research



The international cereal markets panel participants: Geoff Backman, Kevin Auch, Jason Lenz and Cam Dahl.

Hosted by the Alberta Wheat Commission (AWC) and Alberta Barley, and held in conjunction with the provincial agronomy update, the January 11 Cereals Innovation Symposium in Red Deer welcomed speakers working within the cereals research arena.

The evening of January 10, the symposium opened with a reception that featured a panel discussion on international cereals mission trips. Moderated by AWC business development and markets manager Geoff Backman, Alberta Barley chair Jason Lenz, AWC chair Kevin Auch and Cereals Canada president Cam Dahl spoke about their experiences promoting Canadian grains abroad as well as the importance of communicating with international buyers.

“We wanted to show that we are working hard to make sure strong export markets are available to accommodate the high yields Alberta farmers are producing,” Backman said.

Alberta-based researchers including Harpinder Randhawa and Alicja Ziemienowicz with Agriculture and Agri-Food Canada (AAFC) Lethbridge, Breanne Tideman with AAFC Lacombe and Yadeta Kabeta with the Field Crop Development Centre in Lacombe spoke on cutting-edge research in variety development and agronomic practice that pertain to wheat and barley.

“Ensuring research and innovation gets from the lab to the farmer is important,” Lenz said. “The Cereals Innovation Symposium was designed to do just that.”

University of Alberta PhD candidate Graham Collier focused on the benefits of adopting ultra-early wheat seeding while Kevin Sich of Rahr Malting provided insight into the production of marketable malt barley.

University of Saskatchewan plant geneticist and wheat breeder Curtis Pozniak delivered a presentation on the exciting new technologies that will help wheat breeders produce superior varieties in the coming decades.

“These projects are the future of the cereals sector,” Auch said. “We’re looking at some exciting times ahead.”

MEET THE STAFF



Irene Lano
Senior Accountant

A joint employee with the Alberta Wheat Commission, senior accountant Irene Lano is one of Alberta Barley’s longest-serving employees. She has previously worked for Unilever, Heineken and in the oil and gas sector. Her current position represents her first foray into the agricultural and not-for-profit sectors.

An accounting assistant with her master’s degree in banking and finance, since joining Alberta Barley in 2012, Irene received her Certified Management Accountant certification in November 2013 and moved into her current joint role.

Handling the preparation of financial statements and monitoring project spending, Irene has previously covered the maternity leave of chief financial officer Syeda Khurram, giving her the opportunity to work on the big-picture financials for both crop groups.

Outside of work, Irene spends time with her husband and their four children watching movies and enjoying family game nights. In addition, Irene is involved in her community as a Sunday school teacher and volunteers at her children’s school.