

Partner Profile: Alberta Barley

Submitted by Alberta Barley

Alberta Barley is a farmer-directed, not-for-profit organization representing Alberta's barley farmers.

Founded in 1991, Alberta Barley was the first established wheat or barley commission in Canada, and it served as a successful model for commissions that have since been formed across the Prairies.

Alberta Barley is funded through a mandatory, yet refundable, \$1.00 per tonne of barley, check-off. This deduction is the organization's sole source of revenue.

Over the last 24 years, the industry has changed, but our commitment to grassroots representation continues. Without the support of individual farmer members, Alberta Barley would not meet the needs of our farmers.

Every farmer who contributes to Alberta Barley through the mandatory, yet refundable check-off, \$1.00 per tonne of barley, has a say in the decision-making process. Following the direction of our farmer members we reinvest the check-off funds we collect into key areas to grow the barley industry—and its profitability.

Top Priorities:

Alberta Barley works on behalf of its members to bring added value to barley production. We do this by investing in projects, initiatives and partnerships in three key areas: research, market development and policy. These are Alberta Barley's top priorities and areas where we see the greatest return on investment.



Research

Our research activities include a number of research projects focusing on feed, malt, food, agronomy and bio-products. Specifically, we invest in research and trials that lead to new barley varieties, fight disease and pests, increase yields, and discover new uses for barley.

Currently, we are involved in 39 ongoing research projects that represent a combined investment of more than \$1.75 million from our farmer members.

Market Development

Our market development activities include the expansion of barley's market reach, promotion of the grain for a variety of end uses and consumer and producer outreach.

To maintain market access we work in collaboration with agriculture commissions and government organizations to uphold relationships with buyers in current markets, and identify emerging opportunities for barley.



Policy

As the voice of Alberta barley farmers, we represent the needs and concerns of our members to governments, regulatory agencies and industry associations.

Over the past year, Alberta Barley has been actively working on sustainability and social licence. These matters are top of mind for the agriculture industry provincially, nationally and internationally, and they have the ability to impact trade at all levels.



To align farm best practices and consumer demand, Alberta Barley partnered with the Alberta Wheat Commission, the Alberta Canola Producers Commission and the Alberta Pulse Growers Commission to spearhead the Alberta Crops Sustainability Certification Pilot Project.

The goal of this project was to identify the successes and gaps within sustainable farming practices in Alberta.

To learn more about this sustainability project and our other priorities, visit albertabarley.com.

For more information, contact:

Cole Christensen

Communications and Marketing Manager

403-219-6253

cchristensen@albertabarley.com

