



Research Investment: Road to Competitiveness

Overview



Research and development will be key to the future of cereal markets in Western Canada



Open wheat and barley markets are providing farmers with some new marketing alternatives

Open Wheat and Barley Markets...



A look ahead



- Wheat and barley are yet to be commercialized like soybeans, canola, corn, etc.
- Billion Dollar Research Programs for industrial uses in US and Europe



- Industry players such as Monsanto, Syngenta, Dow, Bayer and Lima Grain and others are developing new projects around these crops

Open Wheat and Barley Markets...



Alternatives to HRS Wheat

Research areas include:

- Medium quality in CPS and Winter Wheat (select)
- Starch content and baking quality

What are some alternatives?

- Identity preserved / traceable
- Contracting to domestic millers
- “Warburton type” contracts

Plant Breeding

New traits on future lines; herbicide resistance


- Nitrogen use efficiency
- Drought stress
- Double Haploids to reduce 5 to 6 years off development

New Wheat lines – U of A Breeding Program

- Higher yields, disease resistance, better quality

Higher Yielding Feed Barley

- New lines from Field Crops in Lacombe
- New feed exports to Japan with Richardson -Pioneer



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Wheat Opportunities

new General Purpose (GP)

- Ethanol
- Feed Industry



Canada Prairie Spring (CPS)

- Noodles
- Baking Quality
- Steamed buns



Durum/CPS flour blend with Pulses

- Noodles



Open Wheat and Barley Markets...



Canadian International Grains Institute

- Provides a multitude of services for Canadian Grain, oilseed and pulse customers around the world. They focus on:
 - Training
 - Technical Expertise
 - Testing Services



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Barley Opportunities

New Malt varieties

- CDC Meredith poised to replace Metcalfe

Street (FAQ) malt program to China

- Expand and meet lower quality markets

Food Barley Program

- Approved β -glucan cholesterol reducing health claim
- Hulless barley market

Canadian Contracts to:

- U.S. micro Breweries
- SAB Miller
- Anheuser Busch

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Canadian Marketing Opportunities

Flour Mills – ADM, Calgary and Medicine Hat
– P & H, Lethbridge

Maltsters – Canada Malt, Calgary
– Rahr Malting, Alix

Feedlots – in your local area

Ethanol/starch – Husky, Lloydminster
– Permolex, Red Deer



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Canadian Malting Barley Technical Centre

- Provides technical assistance to the malting and brewing industries.
 - Evaluates new varieties of malting barley
 - Provides technical marketing support to member companies around the world
 - Applied malting and brewing research
 - Educates customers of Canadian malting and barley



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Role of Commissions

Major Role

- Supporting research and market opportunity



New Research Environment

- Includes support from commissions in partner funded projects

New Era

- Farmers directing the research and funding



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Check-off Dollars




	Wheat	Barley
Type	Mandatory/Refundable	Mandatory/Refundable
Federal Check-off	\$0.48/tonne Research to WGRF and CIGI	\$0.04/tonne Research for CMBTC
Provincial Check-off	\$0.70/tonne Commission directed for, market development, education, research	\$1.00/tonne Commission directed for, market development, education, research
Total	\$1.18/tonne	\$1.04/tonne

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Take Home Message

- New opportunities are emerging for some farmers
- Research Funding includes Farmer dollars and ideas.
- Your support and voice is critical to develop these opportunities and run the Commissions



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