

AgChoices
2009



Select
your

Five

Ag Info Market Topics

Concurrent 20 Minute Presentations (12:20 pm – 2:05 pm)

Presenters	Table	Topics
<p>Jeff Millang Livestock Economist Alberta Agriculture and Rural Development 403-556-4326</p>	<p>1.</p>	<p>Risk Management – Without Numbers. <i>RiskChoices</i> is a risk planning tool that helps you identify, measure, and manage risk. It uses words and ideas instead of numbers. Join Jeff to learn how <i>RiskChoices</i> can help you focus on your business's most important threats and opportunities. http://www.agriculture.alberta.ca/riskchoices</p>
<p>Charles Young Online Education Coordinator Alberta Agriculture and Rural Development 780-427-4316</p> <p>Lori McRae Agricultural Education Coordinator Alberta Agriculture and Rural Development 780-427-4316</p>	<p>2.</p>	<p>New Learning Resources for Farmers. Managing a cow-calf business, pesticide education and lameness in dairy cattle are topics of three new educational resources from Alberta Agriculture and Rural Development. Hear about these new learning tools that will help you grow your business, develop sustainable agriculture and adopt best practices. http://www.agriculture.alberta.ca Search: Managing a Cow-Calf Business Search: Identifying Lameness</p>
<p>Graham Gilchrist Assistant Farmers' Advocate Alberta Agriculture and Rural Development 780-427-7956</p>	<p>3.</p>	<p>Surface Lease Agreement Pricing: Assessment Tools. This presentation will provide information on how to gauge and measure a surface lease agreement offer by an energy company. Graham will display Alberta Surface Lease Data maps showing land value per acre for 2007, 2008 and 2009. As producers manage their real estate enterprise, historical prices for energy development are just one way to plan and price access. www.agriculture.alberta.ca Search: Negotiating Surface Rights</p>
<p>Freda Molenkamp-Oukman Manager, Projects and Policy Agricultural Products Marketing Council 780-644-1507</p>	<p>4.</p>	<p>Why Get Involved in Agricultural Boards and Commissions? Gain a better understanding of Alberta producers' thoughts about the role of agricultural boards and commissions and learn some practices that will help you become a more effective board member. www.agriculture.alberta.ca Search: Industry Governance Review</p>

<p>Bill Chapman Agronomics - Cereal Alberta Agriculture and Rural Development 780-674-8258</p> <p>Darcy Kirtzinger Project Manager Alberta Barley Commission 780-608-9471</p> <p>Dr. Pat Juskiw 2 Row Barley Breeder Alberta Agriculture and Rural Development 403-782-8691</p>	5.	<p>Opportunities in Shochu Barley Shochu barley production requires a quality 2 row barley that is fermented and distilled to make liquor rather than malted barley. Join us to learn about a commercialization project that is focused on new rapid assessment of quality barley using NIRS technology and research and development work to enhance agronomic practices for production.</p> <p>For more information on opportunities in shochu barley, please contact Bill Chapman by phone at 780- 674-8258 or by email bill.chapman@gov.ab.ca.</p>
<p>Peter Haberli Monica Blaeser Grower Members Rhodiola Rosea Commercialization Team Alberta Rhodiola Rosea Growers Association (ARRGO) 1-888-986-0262</p>	6.	<p>Farmers and Acreage Owners - Opportunity Knocks! Demanded worldwide, rhodiola rosea is a popular plant in traditional medical systems in Eastern Europe and Asia. It is used to stimulate the nervous system, decrease depression, enhance work performance, eliminate fatigue, and prevent high altitude sickness.</p> <p>Learn how and why to grow rhodiola rosea in Alberta. The Alberta Rhodiola Rosea Growers Association (ARRGO) is taking the herb from farm to finished product and marketing worldwide.</p> <p>For growing rhodiola rosea opportunities, call or e-mail Susan Lutz at 780-427-4530 or susan.lutz@gov.ab.ca or call Monica at 780-983-0199 to book an information session.</p> <p style="text-align: right;">www.arrgo.ca</p>
<p>Nicole Hornett Green Certificate Program Coordinator Alberta Agriculture and Rural Development 780-644-5378</p>	7.	<p>Labour Shortage? On-Farm Training May be Your Solution! The answer to your labour shortage may be just a trainee away. Find out how the Green Certificate Program can benefit your farm and train others at the same time.</p> <p style="text-align: right;">Visit the employment and training directory at: www.agriculture.alberta.ca/gced Program website: www.agriculture.alberta.ca/greencertificate</p>
<p>Merle Good Provincial Tax Specialist Alberta Agriculture and Rural Development 403-556-4237</p>	8.	<p>Where are we going? We don't know but we are rarin' to go! Are you spending too much time working IN rather than ON your Business? This session will look at some unique business strategies and structures that will assist you in answering one of the most complex questions every business faces....How can I manage better?</p>
<p>Patti Breland Project Coordinator Alberta Agriculture and Rural Development 780-853-8181</p>	9.	<p>Opportunity for Alberta Straw in Tomorrow's Green Economy Alberta has potential to be a Canadian leader in biomaterial development and commercialization in agriculture fibres. This includes product applications in pulp and paper, biocomposites, green building products, textiles, environmental products and feedstock development for biorefining. Come and learn about the opportunities!</p> <p style="text-align: right;">For more information, contact patti.breland@gov.ab.ca</p>

<p>Sheau-Fang Hwang Research Scientist Alberta Agriculture and Food 780-427-2347</p>	10.	<p>Reap the Benefits of Flax - A Whole Crop Opportunity. An oil and fibre commodity in industry; a health promoting ingredient in consumer-based foods and an animal performance ingredient in feed. Discover the diverse needs of flax fiber and seed in business and consumer markets. Find out how to get in on a “whole crop” opportunity. Research: http://www.arc.ab.ca/ or http://www.flaxcouncil.ca/ International Conference: http://www.flaxbast2008.com/</p>
<p>Lisa Sharp Local Market Expansion Initiative Alberta Agriculture and Rural Development P: 780-679-5169</p>	11.	<p>Agri-preneur Networks - Connections Worth Making! Join Lisa for an inside tour of the Peace Country's Learn Agri-Food Network and the Country Roads Network in Camrose. Learn how a peer to peer network adds value to your rural community and helps connect your business. For information on joining an agri-preneur network contact: lisa.sharp@gov.ab.ca</p>
<p>Diane McCann-Hiltz Provincial Market Analyst Alberta Agriculture and Rural Development P: 780-422.6081</p>	12.	<p>Opportunities for Canadian Meat in the US Market Are you interested in increasing your understanding of the US meat consumer? This presentation will provide you with information about the attributes in meat that are most important to western US consumers as well as their perceptions of Canadian meat products and production. www.agriculture.alberta.ca Click: All Audiences Home>Food and Ag Processing>Market and Consumer Research</p>
<p>Gordon Cove Alberta Livestock and Meat Agency (ALMA) 403-340-5323</p>	13.	<p>ALMA- a Catalyst for Change in the Alberta Livestock and Meat Industry. The Alberta livestock industry faces many challenges. In this session, we will discuss the Alberta Livestock and Meat Strategy and the role the Alberta Livestock and Meat Agency (ALMA) will be undertaking to address the priority areas to change the industry. ALMA website: alma.alberta.ca</p>
<p>Kerrienne Koehler-Munro Climate Change Program Planner Alberta Agriculture and Rural Development P: 780-427-3628</p>	14.	<p>Alberta's Carbon Credit Offset Market: Opportunities in Alberta's Compliance Based Market and Making it Work on the Ground. On July 1, 2007, Alberta became the first jurisdiction in North America to have a regulation in place to reduce greenhouse gas (GHG) emissions. An opportunity exists for agricultural producers to sell carbon offset credits to high emission industries. Join Kerrienne to learn how you as a producer can examine your operation, see where your operation may qualify and potentially sell offset credits in the market. www.agriculture.alberta.ca Search: Agriculture in the Alberta Carbon Market</p>
<p>Laura Thygesen Marketing Assistant Alberta Agriculture and Rural Development 780-644-1754 Lisa Guenther Web Editor Alberta Agriculture and Rural Development 780-415-4528</p>	15.	<p>On-line Resources for Your Farm Business Alberta Agriculture and Rural Development has a wealth of on-line resources for producers, processors, and agri-business owners. We'll show you how to find government programs, factsheets, and interactive decision-making tools, directories to market your products and services, and much more. www.agriculture.alberta.ca</p>