



Alberta Barley Commission

**Marketing Council Presentation
February 17, 2009**

History

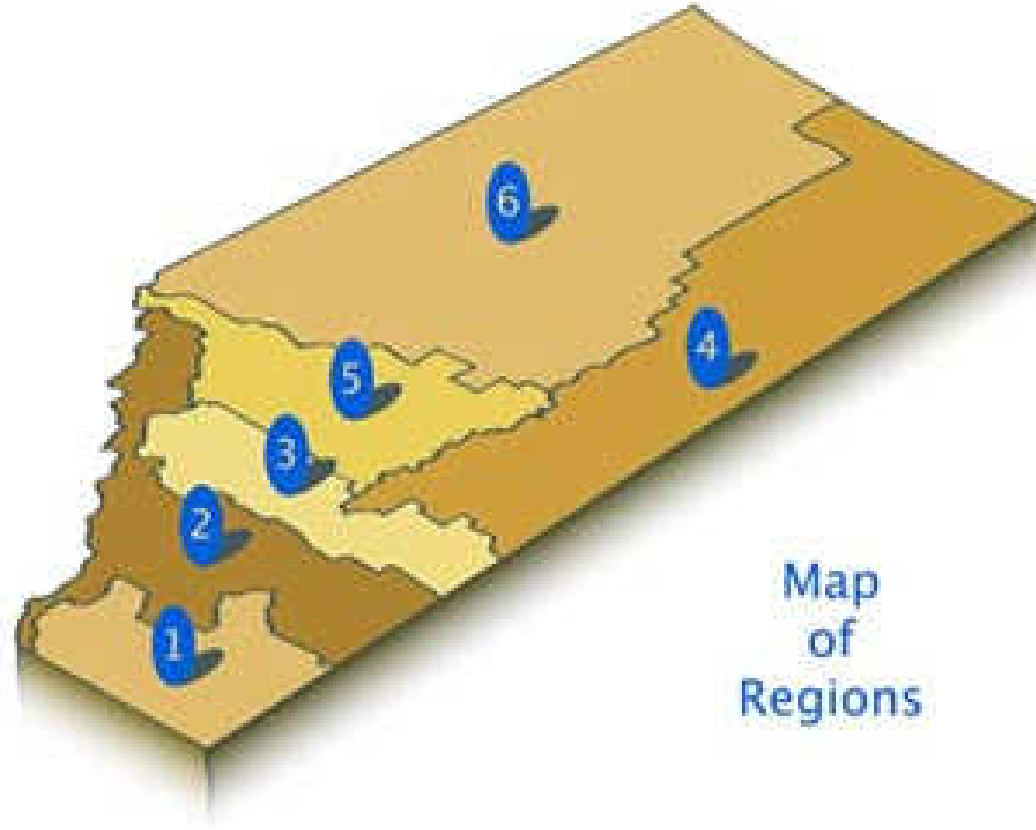


The Province of Alberta formed the Alberta Barley Commission in 1991 under the Marketing of Agricultural Products Act to represent the interests of Alberta's barley producers and barley production.

The Commission is a non-profit, producer-funded organization, that operates as a corporation, and is governed by a nine-person Board of Directors.

The Commission collects a refundable levy of \$0.50/MT (\$1.00/MT after August 1, 2009) on all barley sold in the province and invests it in various projects.

Regions



Map
of
Regions

ABC Board of Directors



Chairman & Director-at-Large

Terry Young, Region 3 – Lacombe

Vice-Chairman & Director

Albert Wagner, Region 5 – Stony Plain

Directors-at-Large

Glenn Logan, Region 1 – Lomond

Leo Meyer, Region 6 – Woking

Regional Directors

Greg Stamp, Region 1 – Enchant

Matt Sawyer, Region 2 – Acme

Trevor Petersen, Region 3 – Penhold

John Wozniak Jr. Region 4 – St. Paul

Albert Wagner, Region 5 – Stony Plain

Ron Heck, Region 6 – Fairview

Vision



**A vibrant and innovative industry
that unlocks the entire
potential of barley.**

Mission



**To coordinate and sponsor research,
assist with market & product development,
enable technology transfer,
and ensure barley producer's best interests
are represented in policy development.**

Mandate



**To advance the interests
of Alberta barley farmers
through leadership and investment
in innovation and development.**

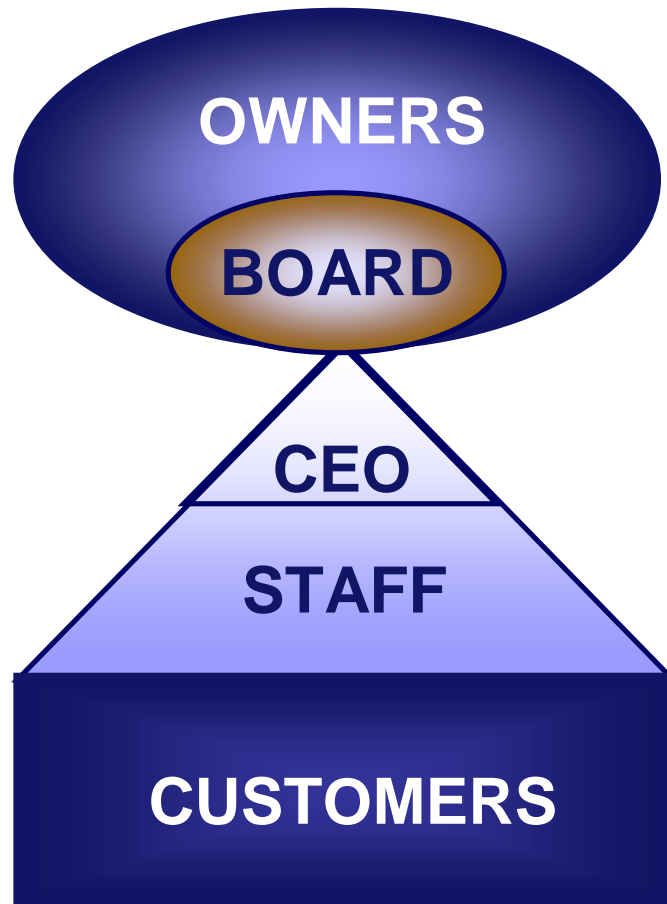
Membership Benefits



The Alberta Barley Commission works on behalf of its members - the province's 17,000 barley producers - to bring added value to barley production. We do this through activities, initiatives, and partnerships in:

- **Policy** – we represent the needs and concerns of our members to governments, regulatory agencies, and industry associations
- **Marketing** – we develop new markets and create new opportunities in existing markets in feed, malt, food, and fuel sectors around the world
- **Production/agronomy** – we invest in research that leads to new barley varieties, reduces disease threats, increases yields, and discovers new uses for barley
- **Communications** – we inform our members of our activities, our community, and our industry's developments throughout our Barley Country newsletter, our website and regional meetings. We promote awareness of barley's value and potential through special publications, projects, and media releases

Board Governance STRIVE!



Secret Formula
for Organizational
Effectiveness

Board Governance STRIVE!



The
Governance
Excellence
Model

Strategic Planning process



1. Strategic Retreat
 1. Vision, mandate, goals, measures, focus
 2. Budget, manpower, strategic plan, approval process
 3. 7 to 9 Board meetings, financials, measures, reports, flags
 4. If required mid-course corrections to budget or measures
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Strategic Priorities (Goals)

FYE 2009



- Ensure the long term sustainability of the barley industry and the Alberta Barley Commission.
 - Leverage partnerships with like-minded stakeholders to optimize opportunities and impact issues.
 - Develop mechanisms for producers and industry to capture more value from barley.
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Measures of Success

FYE 2009



Strategic Priorities (Goals)	Measures of Success				
	Baseline FYE 2007	Dec 31, 2008	Target FYE 2009	Stretch FYE 2011	
<i>Ensure the long term sustainability of the barley industry and the Alberta Barley Commission.</i>	\$ from non-check-off revenue streams	\$40.1	\$16	\$60	\$90
<i>Leverage partnerships with like-minded stakeholders to optimize opportunities and impact issues.</i>	Collection %	56%	reported at year end	50%	55%
	# of projects that enable producers & industry to capture value & mitigate risk	31	32	30	40
	Research leverage ratio	1:4.45	1:4.45	1:3	1:5
<i>Develop mechanisms producers and industry to capture more value from barley.</i>	# of media hits/requests	117	38	80	100
	# of delegates engaged in ABC projects	25:51	30:49	25:50	25:50
	Refund rate %	6.8%	8%	8%	7.5%

Staff



CEO - Mike Leslie

Manager, Office & Projects – Nikki Jeffrey

Accountant – Queena Zhang

Office Administrator – Mandi Tilleman

Contracted Personnel

Terry Bullick – Writer/Editor Barley Country

Darcy Kirtzinger – Policy & Research Coordinator

Cj (Christine) Perrin – Advertising Accounts & Promotion

Projects



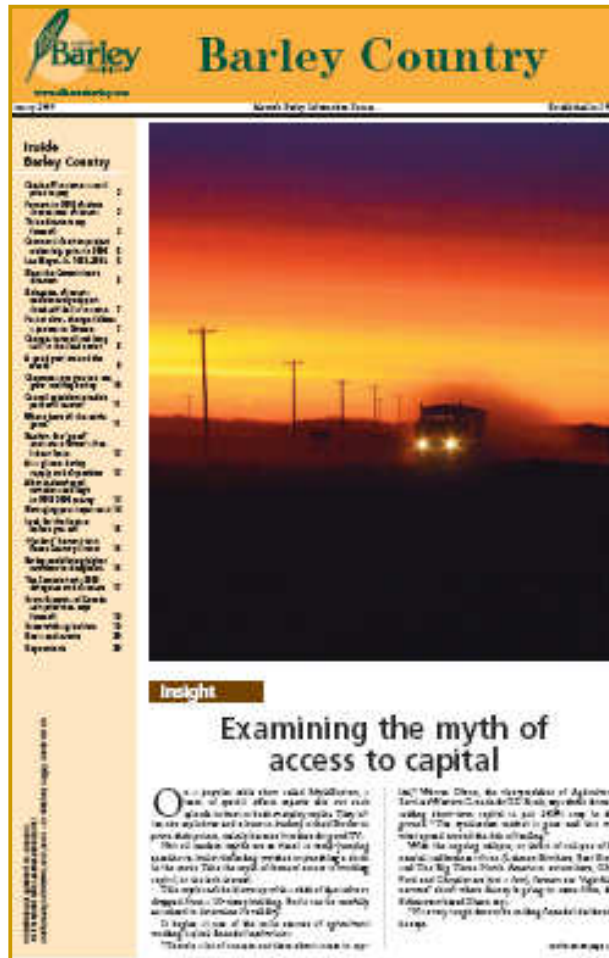
- ABC invests more than \$250,000 annually in the Lacombe Field Crop Development Centre.
 - Shochu Barley Commercialization
 - BBOP
 - Commercialization of Barley Foods
 - Regional Variety Trials
 - Malt Barley Homogeneity
 - Value-added Protein Extraction
 - Barley Health Claim
 - Communications (CAP, Aggie Days, Website, Barley Country)
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Partnerships



- Crops Sector Working Group
 - Grain Growers of Canada
 - Funding Consortium
 - Classroom Agriculture Program
 - FarmTech
 - Tiffin Conference
 - Aggie Days
 - Team Alberta (WTO negotiations)
 - Tri-partite Agreement – ABC – AAFC - ARD
 - Bi-lateral Agreement – ABC - AAFC
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Barley Country



- 20 page member newsletter
- distribution of over 29,000
- three issues per year

Web Site

www.albertabarley.com



Site Search

Barley

The potential of barley.

Home Members Barley Research Policy Marketing Commission Contact

News & Events

Alberta's barley information source
Latest news now online!

Press Releases

Coming soon.

Barley Recipes

Click here to view all our recipes.

Information for Alberta's 17,000 barley growers

Welcome to the Alberta Barley Commission website. If you're an Alberta barley producer, this is your source of information about barley production, research and market development.

Our site is designed for our members: Alberta's 17,000 barley producers. Each year they grow more than five million tonnes of barley, over half of Canada's annual crop of 10 million tonnes. We've also included information for researchers, educators, industry partners, nutritionists, cooks, bakers and the curious.

About 30 per cent of Alberta's barley crop is grown for livestock feed, particularly for the province's hog and beef sectors. Much of the remainder is used for malt production in Canada and around the world. While food barley represents just a fraction of the barley sold in Canada, the grain plays an increasingly important role in a nutritious diet.

Upcoming Commission events:
2008 Regional Meetings
Annual General Meeting 2008

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- Alberta's barley information source
- new site launched June 2008

Challenges facing the industry



- Research Capacity (matching funds & scientists)
 - Timely/Flexible Risk Management alternatives
 - Transportation
 - Environmental issues/policies
 - Consolidation/Succession in Agriculture
 - Extension (delivering research results to the farm)
 - Government Regulations
-

Where GOA can help



- Continue to deliver quality Business Risk Management tools
 - Provide research money & qualified scientists
 - Maintain working relationships with AAFC
 - Provide in-kind support for organizations such as CSWG
 - Extension services, unbiased regional varietal trials
 - Work with federal government on trade issues
 - Continue to promote Alberta products abroad
 - Educate the public Re: ecological services provided and the cost to consumers
 - Continue to work with ABC in developing sound policy
 - Streamline regulations and remove barriers to success
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Thank you.

Discussion/Questions?
