

When to call the Economics and Competitiveness Division?

When you need numbers

Do you need provincial agricultural and agri-food statistics and trends? No problem! We have numbers all along the value chain! From production and prices to farm income, food manufacturing sales, and international export statistics. We also have Alberta farm input prices, Edmonton nutritious food basket prices, Alberta crop conditions, custom rates, *Agriculture Statistics Yearbook*, fact sheets and much more.

When you do not know what to do with numbers

Now, you have the right numbers but need some help with interpretation? Give us a call and we will direct you to a specialist with the appropriate expertise.

When you want to make more informed decisions, but do not have tools

Are you a producer who wants to get a better handle of your business and increase profits? With our *AgriProfit\$* Program we offer producers a customized business analysis of their operations. This free service is available for cow/calf, dairy, crops, greenhouse and specialty crops, honey and bees. We also produce economic, production and financial benchmarks and offer business planning software and tools (e.g. *CropChoice\$*)

When you want an assessment of market conditions

Are you a producer who wants up-to-date information and analysis on what is happening in the crop and livestock markets? We have analysts and materials to help you navigate these complex sectors. Our *Marketing Guide* can assist agribusinesses to better understand farm product marketing.

When you are curious about consumer and retail trends

Are you a producer or food processor thinking of entering a new market or trying a new formulation and want to know what consumers are buying and why they are buying it? Are you a consumer who is curious about food consumption and retail trends? Our free department publications, *Consumer Corner* and *Trends in Retail*, offer insights on what is happening in the marketplace and are regularly updated on our website.

When you have an agricultural economic question, but do not know the answer

Are you an Alberta Government employee who has an agricultural industry project that requires economic, statistical, or market analysis? Please feel free to call us to inquire about how we can help your project team!