

# WINTER CEREALS

CANADA 

Incorporating  and  News

# GROWER

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OFFICIAL NEWSLETTER OF WINTER CEREALS

## WCMC LEVY CHANGE APPROVED AT WCMC AGM



Murdoch MacKay, Commissioner of the Canadian Grain Commission explains upcoming regulatory changes at the WCMC annual meeting. Page 3

The 2016 Annual General Meeting of Winter Cereals Manitoba Inc was held in Portage la Prairie, Manitoba on March 16th, 2016. Attendees were presented with a wide range of information on topics as varied as our marketing program with Cigi and funding variety development.

As we reported in the Fall/Winter Issue of the Winter Cereals Grower a topic of special concern was research funding after July 31, 2017 when the current Western Canadian Research Levy stops. At the end of July in 2017 the federally managed Western Wheat and Barley levy program is scheduled to come to an end. As we previously reported this levy has been in place since the CWB was abolished and has been the funding source for the Western Grains Research Foundation, Canadian International Grains Institute and the Canadian Malting Barley Technical Centre. With the end of this levy (\$0.48 per tonne on wheat and \$0.50 on Barley) a portion of the responsibility for funding work carried on by these three organizations will fall on the various

provincial wheat and barley commissions or representative bodies (ie: SWCDC and WCMC). This means that SWCDC and WCMC need to adjust levy rates to include the dollars that were collected under the federal levy. This requires that our current levy rate of \$0.50 per tonne of grain marketed will need to be increased to \$0.98 per tonne. No net change to producers. Only a shift in where the money is directed. This change was approved in January by the SWCDC membership at the 2016 AGM. The necessary documentation has been sent to the Agri-Food Council of Saskatchewan.

These types of changes requires approval of the membership at an Annual General Meeting. Therefore WCMC brought a motion to the floor of this year's annual meeting to approve the increase and authorize the directors to prepare any necessary documents required and submit them to the Manitoba Farm Products Marketing Council to ensure that all regulatory changes are final by July 31, 2017. The Motion as presented and approved by the membership follows.

### Motion 2016-5 Moved by Curtis Sims.

Whereas the Board of Directors of WCMC has passed the following motion 2016 M12, Whereas the Western Canadian Wheat and Barley check-off (levy) administered by Alberta Barley is to expire July 31, 2017 and, Whereas the check-off was designed as a temporary measure to fund WGRF, Cigi and Canadian Malting Barley Technical Center and, Whereas the expectation was for provincial producer organizations to assume the collection and distribution of an equivalent funding amount,

Therefore, be it moved that the Board of Directors requests that the Manitoba Farm Products Marketing Council (which authorizes WCMC activities) initiate the required legal processes to change any WCMC applicable regulation to increase the levy collected from \$0.50 per tonne of marketed grain to \$0.98 per tonne of marketed grain effective August 1, 2017 and,

Be it moved that the Board requests the approval of this levy change from the general membership on March 16, 2016. And

Whereas this change requires the approval of the general membership,

Therefore, be it moved that the membership directs the Board of Directors of WCMC as follows:

Whereas the Western Canadian Wheat and Barley check-off (levy) administered by Alberta Barley is to expire July 31, 2017 and, Whereas the check-off was designed as a temporary measure to fund WGRF, Cigi and Canadian Malting Barley Technical Center and, Whereas the expectation was for provincial producer organizations to assume the collection and distribution of an equivalent funding amount,

Therefore the membership directs that the Board of Directors requests that the Manitoba Farm Products Marketing Council (which authorizes WCMC activities) initiate the required legal processes to change any WCMC applicable regulation to increase the levy collected from \$0.50 per tonne of marketed grain to \$0.98 per tonne of marketed grain effective August 1, 2017. Carried

The necessary documentation has been prepared and forwarded to the Manitoba Farm Products Marketing Council and we have been advised that the Council will process our request in a timely manner so that on August 1, 2017 our new levy rate can become effective. We thank our membership for the support of this motion.

## Welcome to the Canadian Grain Commission Harvest Sample Program! Your participation is important

The Harvest Sample Program is a voluntary program for Canadian grain producers. If you sign up, you will receive a Harvest Sample kit annually that contains envelopes for sending in samples of your crop.

In exchange for your samples, we give the following results for free:

- 1: Dockage assessment (beginning in the fall 2016).
- 2: Unofficial grade.
- 3: Protein content on barley, beans, chick peas, lentils, oats, peas and wheat
- 4: Oil, protein and chlorophyll content for canola.
- 5: Oil and protein content and iodine value for flaxseed.
- 6: Oil and protein for mustard seed and soybeans.

All grade, dockage and quality results are assessed by the Canadian Grain Commission. The grade provided through the Harvest Sample Program is considered unofficial because, 1: the sample size does not meet the minimum weight requirement of 1000 grams. 2: The sample isn't collected by a Canadian Grain Commission grain inspector. Many producers have told the CGC that it's useful to have grade, dockage and quality information on their samples before delivering their grain. While the CGC accepts samples up to November each year, the CGC encourages you to send your samples as soon as harvest is complete.

### Your samples help with: 1) The marketing of Canadian grain

Even if you have a good idea of your grain's grade, we encourage you to send in your samples as soon as your harvest is complete. For you this means receiving your unofficial grade in a timely manner and for us it means making crop quality data available to marketers to promote the sale of Canadian grain.

This quality information confirms Canada's ability to deliver consistent, high-quality grain from year to year.

**2: Evaluating our grain grades.** Your samples help us evaluate the effectiveness of grain grading factors and help us determine if changes are needed. These changes can mean revising grading factors to reflect processing needs or protect the quality reputation of Canadian grain. Your samples also provide needed information to determine the standard samples that will be used to grade grain for that year.

**3: Research projects that benefit producers.** By sending in your samples, you are also contributing to Canadian Grain Commission scientific research. These research projects include finding new uses for grain to help create new markets for your product. Your samples enable us to research grading factors and other issues that may affect the end-use quality of Canadian grain.

Phone 1-800-853-6705 and select "Harvest Sample Program" from the menu options or email [harvest-recolte@grainscanada.gc.ca](mailto:harvest-recolte@grainscanada.gc.ca). For sign up and other inquiries such as how to send the samples, etc.



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# WINTER CEREALS MANITOBA ANNUAL GENERAL MEETING HELD IN PORTAGE LA PRAIRIE

The 9th Annual meeting for Winter Cereals Manitoba Inc. was held March 16. Participants were updated on the current status of WCMI activities and research projects. Jake Davidson (Executive Director) reviewed the financial report for 2015. Levy income was up slightly from the previous year to \$98,437.00 which was still well below our best years. Davidson advised that with 2 years of adverse planting conditions acreage was down from a peak of just over 600,000 acres to near 200,000. This decreased acreage severely impacts our levy income.

The net result was an operating loss for the year of approximately \$58,000. The largest expenditures outside of normal operational costs were our research commitments of \$65,000.00 and our winter wheat promotion costs through our agreement with Cigi of about \$21,000. Levy collection services through Levy Central amounted to \$11,000.00 and the related expense of levy refunds remained very low at \$1,637.00 for the year. Publication costs for the WCMI share of the Winter Cereals Grower were \$10,750.00. This includes design, printing and mailing. Production costs are not increasing significantly but postage continues to increase. Efforts to build an electronic mailing list have proven difficult as buyers are not required to collect email addresses and privacy concerns on e-mail lists are onerous to manage.

Director expenses increased from the previous year to \$5,900.00 as a result of our participation in the WGRF sponsored project on the future of wheat variety development in Western Canada. Directors travelled to multiple meetings in all three Prairie Provinces and WCMI policy is to provide a daily stipend to cover their time off the farm. Concurrently our travel related expenses (transportation, accommodations and meals) increased to \$8,500.00. These expenses are expected to drop in 2016 as this project has been completed.

After all was said and done WCMI ended the year with \$489,000.00 in unrestricted assets which allows WCMI to continue to operate and fund critical research.

Following the business meeting participants viewed presentations from several individuals. Murdock Mackay gave an update on CGC activities from the licensing of feed mills and producer car facilities to new wheat classes and reclassification of varieties. Akriti Sharma from Cigi gave an update on fusarium research and product promotion. Ravi Chibbar and Monica Baga explained the progress they have made on the WCMI funded gene mapping project at U of S.

## WINTER CEREALS 2016 COOL CROP PHOTO CONTEST

Winter Cereals have been known as the “Cool Crop” for years. This year e-mail us a photograph related to your 2016 winter cereals cool crop. From a panorama view of your best field to the view from your combine window.

The best three photographs will be featured in our Fall/Winter issue of the Winter Cereals Grower.

Just tell us where and when the photo was taken, the variety of winter wheat, fall rye or winter triticale in the photo and email it to [jake@wintercerealscanada.org](mailto:jake@wintercerealscanada.org).

The winner will receive a:  
**Acer B3-A20-K2LC 10.1" WXGA Touchscreen Tablet**

Access the Internet and all your favourite Google Play Store apps with the Acer Touchscreen Tablet. This Android tablet features high-resolution video and plenty of storage, including removable flash memory.

I TREAT MY WINTER WHEAT AS A  
**LOW PRIORITY CROP**




**< 1 X ROI**

I TREAT MY WINTER WHEAT AS A  
**HIGH PERFORMING CROP**




**> 2 X ROI**

Western Winter Wheat Initiative



# Cool Genes

Winter wheat. A highly productive option for the Canadian Prairies.



### AC® Flourish

**Canada Western Red Winter Wheat**

- ✓ milling quality
- ✓ replacement for CDC Falcon
- ✓ 104% of CDC Falcon in eastern Prairies
- ✓ short, strong straw
- ✓ early maturity (similar to CDC Falcon)


Developed by Agriculture & Agri-Food Canada, Lethbridge

### Moats

**Canada Western Red Winter Wheat**

- ✓ milling quality
- ✓ replacement for CDC Buteo
- ✓ 103% of CDC Buteo
- ✓ early maturity (1 day earlier than CDC Buteo)

Developed by University of Saskatchewan



'AC' is an official mark used under license from Agriculture & Agri-Food Canada. Genes that fit your farm® is a registered trademark of SeCan.

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Winter Wheat – Is the Glass Half Full or Half Empty?

Paul Thoroughgood P.Ag.

Many new and non-winter wheat growers often express frustration and sometimes even go as far as giving up the benefits of growing winter wheat due to marketing issues. In my experience as a long-time winter wheat grower, the benefits of having winter wheat in my rotation not only make it worth spending a little more time on marketing, but also can provide a substantial return on time invested.

Winter wheat growers are often discouraged when they see milling CWRW prices at or below feed prices, limited delivery opportunities, and CWRS prices higher than milling CWRW. I share in some of this frustration, particularly when millers and the Canadian International Grains Institute (CIGI) regularly tell us that CWRW has many positive characteristics making it a much higher-value product than what the market reflects. Despite a market that doesn't currently recognize all the positive attributes of winter wheat, there are still opportunities to have winter wheat not only compete with other cereal alternatives, but in many instances, be your most profitable cereal.

The following are examples from my local marketplace that I hope illustrate how looking at the glass "half full" can capitalize on the economic benefits of winter wheat:

- This past year at harvest, CWRW was highly discounted in our local marketplace with milling CWRW below feed price. 1 CWRS 13.5 was \$5.91, 1 CWRW was \$4.48 and feed was \$4.76. On principle alone this really burns me as a winter wheat grower given the milling values of the crop. However, once I got over that, I looked beyond the elevator to a local ethanol plant. They were paying \$5.25 for CWRW as it fits into the classes they pay the most for. If cash flow and/or bin space during harvest was/is one of the goals, then the ethanol price is only 13 per cent below 1 CWRS 13.5. The 20 per cent yield advantage of CWRW vs CWRS makes winter wheat the winner.
- If cash flow isn't an important factor in determining sale of winter wheat, since it is a relatively low-volume crop, prices will often bounce a few times in a season in response to demand. This past January was one such example where our local price for April delivery was \$6.36 for a 1 CWRS and \$6.32 for a1 CWRW. With prices virtually at par, and with the 20 per cent yield advantage, winter wheat once again come out on top.

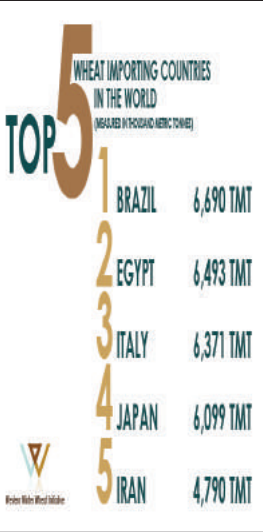
I hope these examples illustrate that there is more than one way to extract the economic benefits associated with winter wheat. Many winter wheat growers intentionally target quick movement off their farm for all or part of their marketing plan. For the growers I know who employ this strategy, they are happy to see winter wheat break even with their other cereals, and any premium is a bonus. Growers who are able to hold the crop and seek market premiums can be rewarded well when price spikes occur for winter wheat versus other classes of wheat. If your winter wheat marketing glass is half empty, I encourage you to take a deeper look. While the market may not be the one you targeted when you seeded the crop, or maybe it's a little further away than the local elevator, there may be markets you have missed or overlooked in the past. Remember price per bushel/tonne isn't nearly as important as net return per acre. My rule of thumb is that if my winter wheat price is within 20 to 25 per cent of my alternate cereal price then I am confident the worst I will do is break even with the alternative.

I am hopeful that in the near future winter wheat becomes a more mainstream class that is more widely accepted in the industry. CWRW competes well with U.S. HRW, which is the largest class of wheat grown in the world. To date, there has been very little focus and effort put into developing markets for CWRW. I would like to commend Winter Cereals Manitoba, Saskatchewan Winter Cereals Development Commission and Alberta Wheat Commission for investing in market development at CIGI. The more we are able to demonstrate the value of winter wheat the better chance there is that our customers will demand it.

As harvest and fall seeding approaches, I encourage those of you who aren't currently growing winter wheat to look again. In the past few years winter wheat has consistently been one of the top-net income-earning cereals on the Prairies. While marketing may require a little more creativity than the major classes, the yield advantage combined with an earlier harvest window provides many opportunities.

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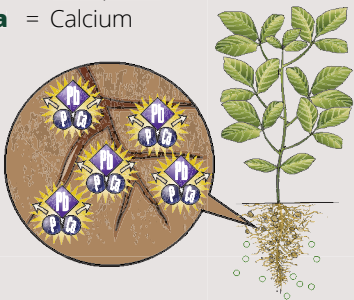
Breaking Bonds

Freeing up Phosphate for Winter Wheat Yield

Phosphate in the soil

- Understanding the nature of phosphate (P) in the soil is key to understanding where and how to enhance P fertilizer use efficiency in winter cereals.
- Fertilizer P is easily and quickly tied up (or bound) in the soil by calcium, magnesium, iron, and aluminum. Once the fertilizer P is bound, it is unavailable to the crop.
  - Up to 90% of applied phosphate fertilizer goes unused in the year of application.
  - Phosphate is very immobile in the soil; it moves less than 1 mm from where it is placed. As a result, a crop's root system must grow toward the small amount of P that remains available.

**Pb** = *Penicillium bilaii*  
**P** = Phosphate  
**Ca** = Calcium



Achieving high winter wheat yields depends on two critical factors: winter hardiness and rapid spring growth. Both factors are directly influenced by the phosphate status in the plant. Adequate phosphate nutrition helps promote rapid emergence and establishment in the fall, allowing the crop to achieve optimal root and shoot growth prior to dormancy. This promotes winter hardiness and a greater probability of the crop withstanding adverse environmental conditions.

For the best winter survival, fall-seeded cereals must germinate uniformly quickly after seeding and develop three to four leaves and a few tillers before freeze up. Upon resuming growth in the spring, the winter cereal plant develops from the crown tissue.

Plants with adequate nutrition exhibit improved vigour resulting in strong crop growth. Phosphate also plays an essential role in promoting tiller initiation, which is an important component of achieving high yields.

For years, the common practice to ensure that a crop was not deficient in P was to simply apply more phosphate fertilizer. JumpStart®, a seed inoculant, offers winter

cereal producers the opportunity to maximize the availability of P fertilizer applied in the current year, as well as P fertilizer that is in the soil from previous years.

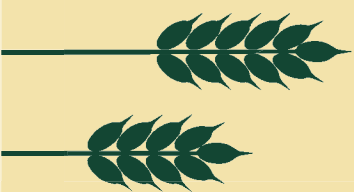
JumpStart is a wettable powder that is applied to the seed. The active ingredient in JumpStart is the naturally occurring soil fungus *Penicillium bilaii*. The fungus colonizes the plant's root system, releasing compounds that in turn release the bound mineral forms of soil and fertilizer phosphate, making it more available for the crop to use.

JumpStart promotes greater phosphate availability, which results in increased early season (fall) vigour, earlier and more even maturity, and greater stress tolerance; all critical to improving winter survival. An increase in tillering and an adequate phosphate supply in the spring helps the winter wheat crop get off to a strong start upon resuming growth in the spring, which can ultimately lead to higher yield potential.

Retailer and farmer-conducted independent large-plot research trials with JumpStart on winter wheat were an average 4.7 bushels per acre higher than untreated.<sup>1</sup>

Survive & Thrive

Use JumpStart® for best winter survival. In spring, plants may exhibit improved vigour resulting in strong crop growth. For more information on how to increase your yield potential, visit [useJumpStart.ca](http://useJumpStart.ca).



With JumpStart® | **76.5** yield (bu/ac)  
No JumpStart® | **71.8** yield (bu/ac)

1 Source: Summary of 19 independent large-plot research trials in Western and Eastern Canada from 2001-2011. Individual results may vary.

JumpStart®

Individual results may vary, and performance may vary from location to location and from year to year. This result may not be an indicator of results you may obtain as local growing, soil and weather conditions may vary. Growers should evaluate data from multiple locations and years whenever possible. ALWAYS READ AND FOLLOW LABEL DIRECTIONS. JumpStart® and Monsanto BioAg and Design™ are trademarks of Monsanto Technology LLC, Monsanto Canada, Inc. licensee. ©2016 Monsanto Canada Inc.

