

# WINTER CEREALS

CANADA 

Incorporating  and  News

# GROWER

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OFFICIAL NEWSLETTER OF WINTER CEREALS

## CIGI WORKING TO PROMOTE CWRW TO THE WORLD

### Fall new crop seminars promote Canadian wheat to international customers

Technical staff at the Canadian International Grains Institute are in the midst of completing their quality assessment of the 2012 crop in preparation for new crop seminars to promote Canadian wheat in key markets later this fall.

November will see the beginning of a series of missions to Southeast Asia, Latin America, Europe, the Middle East and North Africa. These missions provide new crop data on classes and grades of western Canadian wheat, including CWRW, relevant to each specific market. "Customers like to review the information as quickly as possible to help in their forward planning of wheat purchases," said Cigi Executive Director Earl Geddes. The data is based on analysis done in Cigi's pilot facilities on samples provided by the grain marketing companies.

"On each of these missions Cigi technical staff are there to advise customers on how to optimize new crop wheat by presenting information that is applicable to their market and processing requirements," said Earl.

Customer interest in CWRW centres on its applicability in certain types of bread such as hearth bread and flat breads as well as Asian products, particularly noodles and steamed bread. It is estimated that steamed bread represents 50 to 60 percent of the total flour consumed in northern China and 30 to 40 percent in southern China.

"The CWRW wheat class is perfect for making steamed breads and Hokkien noodles," said Esey Assefaw, Head of Asian Products and Extrusion Technology at Cigi. "Unbleached CWRW flour produces excellent steamed breads with a smooth, bright white surface and symmetrical shape. It offers comparable whiteness to bleached flour milled from other classes of wheat."

In most Southeast Asian countries flours for steamed bread are bleached to produce the required bright white surface. Regulations are being drafted in most of these countries banning flour bleaching, making CWRW an excellent alternative due to its natural low ash and good flour colour. Last year Cigi completed an evaluation of two CWRW varieties (Radiant and CDC Buteo) in steamed breads, funded by the Alberta Winter Wheat Producers Commission.

"Farmers have told us they expect Cigi to use their check-off funds to secure new markets and maintain established markets," said Earl Geddes, Cigi Executive Director. Cigi receives \$0.15 of the \$0.48/tonne check-off for wheat implemented on August 1, 2012 as part of the Government of Canada's Marketing Freedom for Grain Farmers Act.

"From now through to the new year, Cigi will be working on behalf of farmers and industry to provide some of the largest buyers in the world with technical, practical information about Canadian wheat to help them make informed decisions to meet their requirements in milling, baking, and pasta, noodle and steamed bread processing."

In addition to providing crop quality data, Cigi's 2012 New Crop Assessment Seminars will include presentations by a Canadian Grain Commission representative on Canada's quality assurance system and a Canadian wheat exporter discussing world grain market trends.

"There has been great collaboration between industry and Cigi in the planning for this year's seminars," said Earl. "Customers of Canadian wheat are going to appreciate and benefit from the positive vision presented by the Canadian industry and learning more about the good quality of this year's crop."

Cigi is working on plans to make the new crop data and seminar presentations available to farmers in the new year following the conclusion of the overseas missions. For more information about Cigi please visit [www.cigi.ca/](http://www.cigi.ca/).

## C.G.C. NEWS

### Services and news for producers from the Canadian Grain Commission

**Free unofficial grade:** This fall, as we have done for many years, we are offering you the chance to participate in the Harvest Sample Program. Producers participating in the Harvest Sample Program send us a small sample of their crop and, in return, get a free unofficial grade, as well as other quality information on the sample they've submitted.

With this year's harvest starting in Western Canada, you have until November 1, 2012 to send in a grain sample. If you haven't participated before, sign up by October 15 to make sure you receive your Harvest Sample Program kit in time to send a sample this fall.

**Easy to participate:** Participating in the Harvest Sample Program is easy and starts with signing up to receive your free kit, which includes postage-paid envelopes and instructions for sending in your sample.

Producers who send in a grain sample are also eligible to win prizes, and the earlier you send in your samples, the greater your chances of winning.

**Sign up:** To sign up, visit <http://www.grainscanada.gc.ca/quality-qualite/hsp-per/hspm-mper-eng.htm> or send an email to:

Canada Post  
Publication Mail Agreement #40035270

Return Undeliverable copies to:  
P.O. Box 689  
Minnedosa, MB R0J 1E0

[harvest-recolte@grainscanada.gc.ca](mailto:harvest-recolte@grainscanada.gc.ca). To register for grain crops, call Jan Knight at 204-983-2978.

**Quality information for producers:** Even if you have a good idea about the quality of your grain, by sending in your sample, you'll also receive detailed information, such as:

- Protein content on cereal grains and pulses
- Oil, protein and chlorophyll content for canola
- Oil and protein content and iodine value for flaxseed
- Oil and protein for mustard seed and soybeans

**Market support and research:** We use harvest samples to test the quality of the annual crop. Crop data helps with the marketing of your grain to customers. Your harvest samples also contribute to important scientific research into grading issues and finding new uses for markets.

### If you miss the Harvest Sample Program deadline:

If for whatever reason you do not submit your sample to the Harvest Sample Program by the November 1, 2012 deadline, there is another way to have a sample graded. For a fee, we will grade your sample. You can either drop the sample off at one of our service centres or mail it in. We have four service centres on the Prairies:

<b>Winnipeg, MB</b>	
1054 Pembina Highway	204-983-2790
<b>Saskatoon, SK</b>	
103-108 Research Drive	306-975-5714
<b>Weyburn, SK</b>	
611 Railway Avenue	306-848-3350
<b>Calgary, AB</b>	
Suite #14, 6130-4th Street SE	403-292-4210
or	

Please note that as of October 29 the Weyburn, SK office will have a new location. It will be located at 117 3rd Street NE. The phone number will still be the same.

For more information about submitted sample services, please visit our website at <http://www.grainscanada.gc.ca/services-services/fees-droits/ss-es-eng.htm>.

### Grading factors in first CWRW samples

As of September 5, approximately 80 samples of Canada Western Red Winter (CWRW) wheat have been submitted for the 2012 Harvest Sample Program.

Most samples have been graded #1 or #3. A limited number of grading factors have been found in the samples. Mildew and fusarium have been seen in a small number of samples, mostly in areas on the prairies where moisture levels have been high at various times of crop development.

However, the largest grading factor to date has been low protein levels. For a sample of CWRW to receive

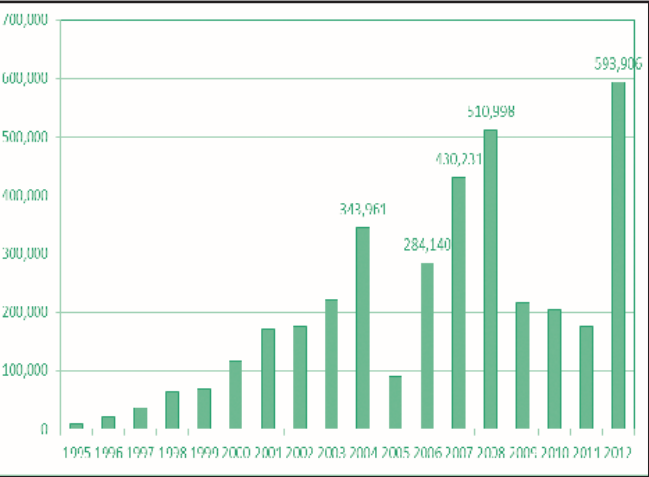
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MANITOBA WINTER WHEAT ACRES



Source: Manitoba Agricultural Services Corporation  
Variety Analysis by Risk Area Reports 2002-2012

## NOTICE OF ANNUAL GENERAL MEETING

### SASKATCHEWAN WINTER CEREALS DEVELOPMENT COMMISSION

JANUARY 07, 2013

Saskatoon Inn Hotel & Conference Centre  
2002 Airport Dr., Saskatoon, SK, S7L 6M4

REGISTRATION 8:30 AM  
BUSINESS MEETING 9:00AM TO 10:00 AM  
INDUSTRY INFORMATION SESSIONS  
10:00 AM TO 12:30 PM

*Hear about research being funded by the SWCDC to enhance the production of winter cereals and much, much more!*

*All producers are invited. Only producers who have paid the Winter Cereals levy since August 1, 2010 and not requested a refund are eligible to vote.*

**FOR MORE INFORMATION CONTACT**  
**J. DAVIDSON, EXECUTIVE DIRECTOR**  
1-866-GRAIN-11 • jake@swcdc.info

## MANITOBA GROWERS SET A NEW RECORD

The final 2011/2012 acre numbers from the Manitoba Agricultural Service Corporation have been released and Manitoba winter wheat growers broke a record for the number of winter wheat acres planted in 2011/12! According to MASC's seeded acreage reports (which would represent insured acres) there were 593,906 acres of winter wheat seeded in the province of Manitoba. This passes the previous record of 510,000 acres in 2008. Also note the 10-year average for winter wheat acres in MB (2002 to 2011) has been about 265,000 acres. If we estimate that 5% of the crop goes uninsured the actual seeded acreage was potentially over 620,000 acres.

And for those producers who are interested in fall rye, there were 96,298 acres seeded in 2011/2012

No numbers were provided for Winter triticales.

## SWCDC CALL FOR NOMINATIONS

### BECOME A DIRECTOR OF THE SASKATCHEWAN WINTER CEREALS DEVELOPMENT COMMISSION

The SWCDC has openings for 2 positions on the producer elected Board of Directors. Three directors will be elected for a two year term ending at the annual General Meeting in January of 2015. SWCDC Directors participate in approximately 5 board meetings a year and contribute time to the SWCDC. Directors are called on to represent the SWCDC at conferences that impact the winter cereals industry. Expenses are reimbursed to Directors and a daily per diem remuneration is paid.

Registered winter cereals growers interested in joining the Board can contact the SWCDC business office at 1-866-472-4611 for nomination forms. Nomination forms must be returned to the Returning Officer no later than 12:00 p.m. (noon) October 26, 2012.

**Note: Only registered growers may vote, nominate or hold office.**

A registered grower means any grower who has had a Saskatchewan Winter Cereals Development Commission check-off deducted since August 1, 2010 . A registered grower is not eligible to be nominated as a director if he or she has requested or received a refund of the check-off since August 1, 2010.

An election (if required) will be held by mail ballot with election results announced at the Annual General Meeting in Saskatoon, Sk. on January 7, 2013.

**October 26, 2012 Nominations Close at 12:00 p.m. (Noon)**  
**November 23, 2012 Ballots mailed if necessary.**  
**December 14, 2012 Last day for ballots to be received.**  
**January 7, 2013, Results announced at SWCDC Annual General Meeting**

## WINTER CEREALS MANITOBA INC

## NOTICE OF ELECTION OF DIRECTORS AND ANNUAL GENERAL MEETING

The Annual General Meeting of Winter Cereals Manitoba Inc. will be held in Portage la Prairie Manitoba on March 13, 2013 at the Canad Inns. During the meeting elections will be held for several positions on the Winter Cereals Manitoba Inc. board of directors.

If you are interested in becoming involved with promotion and research pertaining to Winter Wheat in the Province of Manitoba through participation on the Board of Directors please contact the Winter Cereals Manitoba Inc. office to learn more about this rewarding possibility. Directors participate in approximately 5 board meetings a year and contribute time to WCMI. Directors are called on to represent the WCMI at conferences and meetings that impact the winter wheat industry in Manitoba. Expenses are reimbursed to Directors.

**FOR MORE INFORMATION CONTACT**  
**J. DAVIDSON, EXECUTIVE DIRECTOR • 1-866-GRAIN-11 • jake@wcmi.info**

## CHANGES ARE COMING TO THE SWCDC

Changes are coming to the regulations that govern the SWCDC. The Saskatchewan Agri-Food Council is conducting a review of the legislation and regulations that govern all of the different agricultural commissions that have been established in Saskatchewan.

Most of the resulting changes are clarifications and minor wording updates to ensure that each commission's regulations clearly reflect the intention of the Agri-Food Council as far as the powers of each commission are concerned. These changes will have no visible effect on the daily operations of the SWCDC. After the Agri-Food Council has completed reviewing every commission's regulations there will be continuity between all the different producer organizations operating in Saskatchewan.

There will be one significant change that will have an effect on a very small number of Saskatchewan producers. In accordance with a motion passed at the 2012 Annual General Meeting there will be a change in the levy refund process for those producers requesting a refund of levy paid to the SWCDC.

The SWCDC will move from having two refund periods per crop year to a single refund period. The refund period which has ended January 31 of each year will be eliminated. All refunds will be processed based on the period August 1 through to July 31. Refund applications will be accepted at any time of the year. We expect that the refund applications will have to be received before August 31 and payment will be made prior to October 31.

At the time of printing the SWCDC has not been made aware of the date that these changes will become effective. All the paperwork has been completed and it is working its way through the legislative process.

When the new regulations are in place the SWCDC will issue a new refund application form to those parties who have submitted using the old form. The old form will not be valid after the date the regulations are signed into law. For more information or to receive a copy of the revised form please contact our office.

## EXECUTIVE DIRECTORS CORNER

As another harvest goes into the record books we will remember fall 2012 as an exceptional year for winter wheat. With a relatively early harvest of stubble crops and the high quality of this year's crop everything looks rosy for winter wheat!

From last fall through to this year's harvest it has been a difficult time for both the Saskatchewan Winter Cereals Development Commission and Winter Cereals Manitoba Inc. Last year's harvest was based on a very low total seeded acreage number. There were limited volumes going into the marketplace and therefore levy collection was severely reduced in both Manitoba and Saskatchewan. The winter wheat organizations run a pretty tight operation and we reduced expenditures wherever possible in order that we have the dollars necessary to fund our research initiatives. As a result we were able to meet all our research objectives for the last year.

With this year's excellent crop we expect levy income to return to a level that will allow us to enter new breeding and agronomy research agreements that will continue to benefit our members.

Jake Davidson, P.Ag.,PAS Executive Director

## W.C.M.I CHAIRMANS MESSAGE

### A Positive Year for Winter Wheat in MB.

As 2012 crop season come to a close Winter Wheat has been one of the winners this year. In Manitoba we had record number of acres seeded and harvested this year for 11/12 crop year. The yields were above average for the province largely due to early flowering and maturity before the heat and dryness did damage. Some Winter Wheat we seeded into summer fallow, which is not ideal, but for us was successful this year. We have had new growers who had a successful year and this success will likely encourage them to grow it again.

Next year is looking promising, the canola came off early and that gave producers a good opportunity to get their Winter Wheat seeded. A lot of winter Wheat was seeded into the dust so we will need some rain this fall to get it growing.

The drought in the US has sent all crop prices higher. Winter Wheat can be used as a replacement for corn and producers should be able to get good prices for Winter Wheat. The transition to the open market for Winter Wheat has gone successfully, with good options for producers to market their crop.

All in all, it's been a positive year for Winter Wheat in Manitoba. With increased check off money we will be putting it to work for Manioba winter wheat growers.

Doug Martin, East Selkirk, Manitoba

## Advertise in the Winter Cereals Grower

Winter Cereals Canada invites interested individuals and companies to advertise in the *Winter Cereals Grower*.

8 ½ x 11 .....	\$550.00
6 ¼ x 8 ¼.....	\$375.00
4 ¼ x 5 ½.....	\$300.00
2 ½ x 2 ¾.....	\$150.00

Multiple insertion discount 10% if booked together. Copy can change.

GST will not be added to these prices.

All advertising must be camera ready or suitable for scanning. Advertorial content is accepted at the standard rates.

Advertising and copy deadlines are March 1st, June 1st and September 20th.

Material should be submitted to:  
**Winter Cereals Canada Inc.**  
P.O. Box 689  
Minnedosa, Manitoba R0J 1E0  
204-874-2330  
jake@wintercerealscanada.org

# MANITOBA WINTER WHEAT PERFORMANCE DATA FOR 2012

**By Pam de Rocquigny, MAFRI cereal crop specialist**

Farmers select winter wheat varieties based on yield potential, disease resistance, height, standability and maturity. But what is becoming increasingly important is selecting varieties on planned end-use or marketing considerations. Is the harvested product for milling? For ethanol production? As an ingredient in feed rations? Knowing the answers to these questions will help farmers select not only a variety that will perform on their farm but be suitable for the planned end-use.

CDC Falcon transition delayed: The Canadian Grain Commission plans to move CDC Falcon, Manitoba's most popular variety, from the Canada Western Red Winter (CWRW) class to the Canada Western General Purpose (CWGP) class as of August 1, 2014. This one-year delay will allow farmers more time to evaluate possible replacement varieties if their planned end-use markets need a milling type wheat. Please note that CDC Kestrel, CDC Clair, CDC Harrier and CDC Raptor will be moved from the CWRW class to the CWGP class as of August 1, 2013, a year earlier than CDC Falcon.

Updated long-term data: To assist with variety decisions, MCVET (Manitoba Crop Variety Evaluation Team) is publishing performance data collected in 2012, and updated variety descriptions. Farmers should look at long-term data and select those varieties which perform well not only in their area but across locations and years. Long-term data can be found in the 2012 Winter Wheat Variety Descriptions Table. The "Yield % Check" column provides an indication of how the listed varieties performed compared to the check CDC Falcon. Remember that only direct comparisons can be made between CDC Falcon and the variety chosen to compare it to. The more site-years, the more dependable the data. If farmers want to choose their own check, the website [www.seedinteractive.ca](http://www.seedinteractive.ca) gives them that ability. Flourish and

Moats, possible CWRW replacements for CDC Falcon, have now been tested for a second year so additional data is available. New CWGP entries in 2012 are 1603-137-1 and DH01-25-135\*R. More caution must be exercised when evaluating the performance of these two varieties as the data only represents one year of data.

Multi-site data for 2012: Multi-site data can be found in the Yield Comparisons Table. Although yields are expressed as per cent of CDC Falcon, comparisons are not restricted to only CDC Falcon. Comparisons can be made between other varieties. For example, you may want to compare the performance of Flourish and Moats at Carman. The first step will be to look at the "Sign Diff" value — a "yes" or "no" will indicate if a real difference exists between varieties. At Carman, there is a significant difference between the varieties tested. You then need to look at the "LSD %" value. LSD stands for Least Significant Difference and it shows the percentage that individual varieties must differ by to be considered significantly different. At the Carman location, varieties must differ by seven per cent. Since yields of Flourish and Moats differs by 11 per cent, statistically Moats yielded more than Flourish at Carman. The next step would be to determine if that yield potential is consistent across all sites. Out of the 10 locations, Moats yielded significantly more than Flourish at two locations, but at the remaining locations the performance of Flourish and Moats is similar at six sites while Flourish yielded significantly more than Moats at two locations. Therefore by looking only at the 2012 data, farmers can see that yield potential of Flourish and Moats is pretty similar.

Keep in mind that data accumulated over several sites in a single year must always be viewed with caution. Varieties that excel under one set of environmental conditions may not perform as well under the next year's conditions. Farmers can do the same exercise with past guides, available online at

[www.seedmb.ca](http://www.seedmb.ca), to see how consistent yield is between sites and locations (in Seed Manitoba 2012, at the six locations the performance of Flourish and Moats were statistically the same at five). Farmers can also go to [www.seedinteractive.ca](http://www.seedinteractive.ca) where they can select multiple varieties, locations and years that best compare with their farm, while still offering the ability to choose their own check variety.

Fusarium head blight ratings: A concerted effort to improve fusarium head blight (FHB) resistance in winter wheat varieties is being undertaken by breeders. In past editions of the seed guide, there has been limited data available to publish ratings for many varieties. However, official FHB evaluations have started for winter wheat entries tested in both the Central and Western winter wheat co-operative registration trials. Combined with previous testing, also done by Dr. Anita Brulé-Babel at the University of Manitoba, enough data exists to assign, and in one case change, ratings to some of the varieties. The rating for CDC Buteo has been changed to moderately resistant or MR from the previous intermediate (I) rating. Data for CDC Ptarmigan and Peregrine shows both at an intermediate (I) rating. All other varieties are either susceptible (S) or moderately susceptible (MS), or not enough data exists yet to give a rating. It is important to note with future testing, more changes to the ratings may occur in order to provide the most accurate information to farmers. But it is a great first step and subsequently great news for farmers as FHB can be an issue in winter wheat production. In 2012/13, MCVET is evaluating the variety W454 which has improved resistance to FHB. The suite of Seed Manitoba products — the Seed Manitoba guide and the websites [www.seedinteractive.ca](http://www.seedinteractive.ca) and [www.seedmb.ca](http://www.seedmb.ca) — provides valuable variety performance information for Manitoba farmers. Look for Seed Manitoba 2013 this December.

2012 WINTER WHEAT VARIETY DESCRIPTIONS											
Variety	Yield % Check	Site Years Tested	% Protein +/- Check	Height +/- Check	Days to Maturity +/- Check	Lodging	Stem Rust	Leaf Rust	Resistance Level: Fusarium Head Blight	Relative Winter Hardiness	Distributor
Canada Western Red Winter											
CDC Buteo	100	73	-0.1	4	4	G	I	I	MR	VG	SeCan
CDC Falcon	100	85	0	0	0	VG	MR	MR	S	F	SeCan
Flourish~	102	16	0.2	2	0	VG	I	I	S	F	SeCan
McClintock~	98	69	0.2	7	5	VG	R	MR	S	F	CANTERRA
Moats~	103	16	0.4	6	0	G	R	R	S	G	SeCan
Canada Western General Purpose											
Accipiter~	104	31	-0.4	3	3	VG	R	MR	MS	G	SeCan
Broadview~	104	25	-0.4	2	1	VG	R	R	S	G	CANTERRA
CDC Ptarmigan	104	36	-1.7	8	3	F	S	S	I	G	Western Ag
CDCPeregrine~	106	31	-0.5	10	2	G	I	MR	I	VG	SeCan
Sunrise	107	25	-1.0	6	4	G	MR	MR	-	G	Western Ag
Varieties that have been supported for registration											
Canada Western Red Winter											
DH00W31N*34	105	25	-0.1	7	2	G	R	R	S	F	-
Canada Western General Purpose											
1603-137-1	101	10	-	4	2	G	R	R	MS	G	-
DH01-25-135*R	108	10	-	8	3	F	R	R	-	F	-
DH99W18I*45	107	31	-0.1	6	2	VG	MR	R	-	F	-
DH99W19H*16	104	25	0.1	1	1	VG	R	R	MS	VG	-
CHECK CHARACTERISTICS											
CDC Falcon	81 bu/acre	85 site years	11.1% protein	26 inches							
~ Indicates a variety that is protected by Plant Breeder's Rights or a variety where protection has been applied for but not yet granted at time of printing. Protein data for 2012 was not available at time of publication. Please reference Seed Manitoba 2013 in December for 2012 data.											

2012 YIELD COMPARISONS TABLE											
2012 Yield: % of CDC Falcon											
Variety	2012 Average Yield	Carberry	Carman	Hartney	Melita	Oak River	Roblin	Rosebank	Stonewall	Wawanesa	Winnipeg
Canada Western Red Winter											
CDC Buteo	97	109	95	92	94	84	86	104	108	94	107
CDC Falcon	100	100	100	100	100	100	100	100	100	100	100
Flourish~	104	149	102	96	104	104	119	91	109	102	94
Moats~	103	109	113	103	99	88	124	104	106	95	103
Canada Western General Purpose											
Accipiter~	103	107	111	103	110	100	68	113	95	100	108
Broadview~	103	112	103	99	103	104	103	101	100	92	114
Peregrine~	104	111	113	97	113	90	115	106	101	100	103
Sunrise	104	125	117	94	116	96	98	118	91	81	111
Varieties that have been supported for registration											
Canada Western Red Winter											
DH00W31N*34	104	104	110	99	105	100	139	94	109	97	101
Canada Western General Purpose											
1603-137-1	101	121	117	94	105	85	100	108	88	90	107
DH01-25-135*R	108	122	110	98	110	102	139	111	102	102	101
DH99W18I*45	105	109	111	98	114	102	122	103	100	94	106
DH99W19H*16	104	90	113	94	111	101	102	106	102	105	114
CHECK YIELD											
CDC Falcon (bu/ac)	52	95	96	58	101	52	99	74	92	86	
CV %	7.6	3.6	6.5	4.4	3.4	8.3	6.5	7.2	5.1	6.0	
LSD %	15	7	-	8	6	16	12	12	8	11	
Sign Diff	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
~ Indicates a variety that is protected by Plant Breeder's Rights or a variety where protection has been applied for but not yet granted at time of printing.											

## Cont'd. from Page 1

a #1 or #2 grade, it must have a protein level of at least 11%. This is to ensure that the milling quality meets the needs of customers of CWRW wheat.

## Send in your samples

With only 80 samples having been submitted, it's still too early for us to predict what the final quality of this year's CWRW crop will be. This is where we need your help. Sign up for the Harvest Sample Program today and submit your sample! If we get enough red winter wheat samples, we will make them into composites, analyze their quality, and release the results of our quality analyses on our web site.

## Reminder: CWRW reclassification in August 2013

We remind grain producers that effective August 1, 2013, the following wheat varieties move from the Canada Western Red Winter (CWRW) to the Canada Western General Purpose (CWGP) class:

- CDC Kestrel   • CDC Clair   • CDC Harrier   • CDC Raptor

CDC Falcon, currently a CWRW variety, will move to the CWGP class on August 1, 2014.

The Canadian Grain Commission is the federal agency for establishing and maintaining Canada's grain quality standards. Our programs result in shipments of grain that consistently meet contract specifications for quality, safety and quantity. We regulate the grain industry to protect producers' rights and ensure the integrity of grain transactions.



# Grow what Customers want: A commentary

by Paul Thoroughgood

These are interesting and exciting times in agriculture. As winter wheat growers I think the opportunity to see our crop grow has never been greater.

Across the world most people who consume wheat do not consume it as leavened bread. Rather, wheat is consumed as flat breads, noodles, and a variety of other forms. High gluten strength and high protein so valued in our CWRS spring varieties are often “overkill” in these marketplaces. Medium quality wheat, such as US Hard Red Winter, more accurately represents what many of these the customers want.

CWRS, with its yield disadvantage versus medium quality wheat, should gradually decrease acreage to something that more accurately reflects world demand for premium priced high protein wheat. Some projections I have heard suggest that seeded acreage in the neighborhood of 5 Million acres is the future for CWRS. This would put CWRS in a similar category as Durum; grown as a specialty product that can be highly profitable when top grades are produced despite yield disadvantages when compared with other wheat classes. This response to market signals would leave somewhere between 10 to 15 Million acres of wheat open to a shift in

class. I believe this shift will be to wheat that has the highest yield potential and medium quality.

For those of us who are winter wheat growers the solution seems obvious. Replace the majority of our spring wheat acreage with winter wheat and manage the remaining spring wheat/durum acreage as a true specialty crop. If the transformation I describe is to come true, it requires a major shift in investments in crop development, both breeding and agronomy, away from the past and into the future.

Private industry has joined the wheat variety development game. Currently their focus is on spring types. Their initial work following the path of tradition, largely in response to meeting the needs for varieties farmers will be presently growing. Our opportunity is demonstrate that their efforts need to meet the need for higher yield that will be demanded by the farmer of tomorrow who will react to a market that wants high yielding, medium quality wheat .

I strongly encourage Winter Cereals Canada and our Producer Winter Wheat/Cereal Commissions to lead the industry in being visionary about the future of wheat on the Canadian Prairies. This means a change in priority of funding of wheat research and

market development based on wheat quality parameters, yield and net return on investment rather than focusing on the date when it was seeded.

I will leave you with a thought from Peter Senge (senior lecturer at MIT). In Senge’s book The Fifth Discipline he refers to 11 Laws. The first law states that “Today’s problems come from yesterday’s solutions”. The old school solution to challenging Prairie winters has been to cram all of our seeding into a few short and often inclement weeks between mid April and Mid June. This solution has resulted in massive unseeded acreages during wet springs, single weather events in fall degrading an entire year’s production and selection for pests that have only had to adapt to one ecological system.

Imagine the benefits when tomorrow’s solution is to move ½ of our wheat to a fall seeding regime that spreads our risks, maximizes our yield and grows what the customer wants.

Paul Thoroughgood is Past President of Winter Cereals Canada and a founding Director of the Saskatchewan Winter Wheat Producer’s Commission. Paul farms near Moose Jaw, Saskatchewan and grows Lentil, Canola, Winter Wheat and Durum. He is also Regional Agrologist for Prairie Canada with Ducks Unlimited Canada.

## ASSOCIATION WEBSITES

The websites for Winter Cereals Canada Inc, Winter Cereals Manitoba Inc, and the Saskatchewan Winter Cereals Development Commission are constantly updated with new features and links to breaking news items. Each website has a new “Latest News” section with regularly updated items of interest to producers in each province. Check in regularly for the latest in winter cereals news.

[www.wintercercalscanada.org](http://www.wintercercalscanada.org) • [www.wcml.info](http://www.wcml.info) [www.swcdc.info](http://www.swcdc.info) [www.swcdc.com](http://www.swcdc.com)



## Enter the contest only winter wheat growers can win.

Register your farm’s winter wheat crop and be entered to win one of three Meridian 4,100 bu hopper-mounted galvanized grain bins\*. By taking part in this contest, you have access to expert agronomic support to help maximize your odds of successful winter wheat crops.

The contest starts this fall and runs until spring 2013. Throughout that time, you will share with us the management decisions you’re making to ensure you grow a successful winter wheat crop. These are things like the number of acres you seed and your in-crop treatment schedule.

Register today by calling 1-866-761-5270 or for more information visit [GrowWinterWheat.ca](http://GrowWinterWheat.ca)



Ducks Unlimited Canada  
Conserving Canada's Wetlands



Bayer CropScience



Winter Cereals  
Sustainability in Action

\*Visit [GrowWinterWheat.ca](http://GrowWinterWheat.ca) for full contest details.

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## WINTER CEREALS CANADA INC NOTICE OF ANNUAL GENERAL MEETING

The Annual General Meeting of Winter Cereals Canada Inc. will be held in Portage la Prairie Manitoba on March 13, 2013 at the Canad Inns.

If you are interested in becoming involved with promotion and research pertaining to Winter cereals through participation on the Board of Directors please contact the Winter Cereals Canada Inc.office to learn more about this rewarding possibility. Directors participate in approximately 4 board meetings a year and contribute time to WCCI. Expenses are reimbursed to Directors.

FOR MORE INFORMATION CONTACT J. DAVIDSON, EXECUTIVE DIRECTOR  
1-866-GRAIN-11 • [jake@wintercerealscanada.org](mailto:jake@wintercerealscanada.org)

Winter Cereals Manitoba Inc. is proud to provide funding for the MCVET trials on behalf of Manitoba winter wheat producers and our members.