

WINTER CEREALS

CANADA 

Incorporating  and  News

GROWER

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OFFICIAL NEWSLETTER OF WINTER CEREALS



Photo courtesy of Ducks Unlimited Canada

THIS YEAR'S **MUST GROW** CROP

Karli Reimer. Ducks Unlimited Canada. June 2011

Winter wheat is this year's must grow crop. Despite the challenges many growers faced this spring, if you got winter wheat in the ground last fall, those fields already have an advantage – they have something growing in them.

Growers like you are now ahead of the game. Instead of entering the spring with nothing planted, you now have some of your land in winter wheat, and it's off to a great start. That's just one less thing you have to worry about this spring.

Winter wheat is an integral part of any crop rotation. It spreads out the workload and yields up to 40 per cent higher than spring-sown cereals.

Winter wheat is an attractive choice for many growers and the *Winter Cereals: Sustainability in Action* program showcases the important role winter wheat plays in sustainable agriculture. It combines investment in research, working with producers and engaging additional partners to increase winter wheat acreage across the Prairies, and it highlights an agricultural practice that is profitable and wildlife-friendly.

Winter wheat has gained a foothold in the mindset of many Western Canadian growers. New varieties, improved marketing options and the agronomic advantages provided by winter wheat have made it an attractive choice in many cropping systems.

But despite the many benefits, some growers aren't convinced. As winter wheat producers, it's up to you to become advocates of the crop and share with others why winter wheat makes a difference on your farm. Direct friends and neighbours to wintercereals.ca to get the latest news on winter wheat and agronomic information to help them grow a successful crop this year. Share your own experiences and help us promote growing winter wheat to others – taking it from a might grow crop, to a must grow crop.

Stay tuned for more information on winter wheat tours this summer. If you would like to receive text message updates on winter wheat information, send an email to winterwheat@ducks.ca with your name, cell phone number and state that you would like to receive winter wheat news via text. Have a Twitter account? Follow us @cdnwinterwheat.

Editors Note: Winter Cereals Canada Inc., Winter Cereals Manitoba Inc. and the Saskatchewan Winter Cereals Development Commission are proud to partner with Ducks Unlimited Canada on research and promotion of winter cereals in Western Canada. Ducks Unlimited Canada and the Alberta Winter Wheat Producers Commission are partners with W.C.M.I and the S.W.C.D.C in our ground breaking Developing Innovative Agri-Products (DIAP) research program. Check our websites for the most recent research report on producer funded DIAP projects.



Photo courtesy of Ducks Unlimited Canada

THE CANADIAN WHEAT BOARD AND YOUR PRODUCER ORGANIZATIONS!

Since the recent national election which resulted in a Conservative majority and the recently announced date for the end of the CWB single desk monopoly many different news organizations have contacted the Winter Wheat office to get the winter cereals take on this significant change to the farming landscape.

The position of W.C.C., W.C.M.I. and the S.W.C.D.C. is very simple. We have no position on this issue. The directors of Winter Cereals Manitoba Inc. and the Saskatchewan Winter Cereals Development Commission do not believe that funds generated from a levy on a commodity can be used to fund politically charged issues like the future of the CWB.

Our members represent both sides of the CWB table and it would be inappropriate for producer funds to be used to promote either side of the argument.

Your organizations work closely with the CWB on issues that will have an effect on our members. At the same time we work on issues that concern the non board uses of winter cereals such as ethanol and feed production. Winter Cereals are a one crop fits all opportunities option and your organizations will work to ensure a strong future for all winter cereals producers across Western Canada.

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CHANGES TO CWRW CONTRACTS AT THE CWB COME WITH A TIME DEADLINE. ACT NOW!

Sign-up now for 2011-12 CWRW Select contracts

The CWB has made changes to the Canada Western Red Winter (CWRW) Select contract to improve visibility of potential supplies for sale and to give farmers more influence over delivery points that will be accepting and paying a premium for Select.

The program is now being run under the Identity Preserved contract system. Spring sign-up is an essential part of the program, and the CWB is asking growers to complete the new form before **June 24, 2011**.

Farmers who participate in the program and deliver to a designated delivery point or ship via producer car will receive a \$10 per tonne premium, plus 100 per cent acceptance of their grain and a payment of 5 cents per tonne per day in storage.

For more information on the program, see the CWB website at www.cwb.ca/ipcp.

Canada Western Red Winter (CWRW) Select varieties:

AC Bellatrix	CDC Osprey
AC Readymade	McClintock
AC Tempest	Norstar
CDC Buteo	Radiant

**THE CWB REMINDS YOU BECAUSE
WE CAN'T TELL YOU OFTEN ENOUGH**

Look for CWRW variety eligibility changes beginning in 2013.

On August 1, 2013, there will be a number of changes to the CWRW class eligibility list.

- The CWB will no longer designate CWRW varieties as Select or Generic.
- All the varieties now in the Select category (AC Bellatrix, AC Readymade, AC Tempest, CDC Buteo, CDC Osprey, McClintock, Norstar and Radiant) will remain eligible for the CWRW class. New varieties Flourish and Moats will also be eligible for the CWRW class.
- All the varieties currently in the Generic category would become eligible for the Canada Winter General Purpose (CWGP) class.
- It is important to understand these changes now in order to determine variety selection, new seed purchases and final seeding plans in advance of September 2012.

For more information, visit the Canadian Grain Commission website, at www.grainscanada.gc.ca

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Please Support the Companies that Support Farming in Western Canada

WINTER CEREALS MANITOBA INC. is the provincially designated representative organization for Winter Wheat in the province of Manitoba.
SASKATCHEWAN WINTER CEREALS DEVELOPMENT COMMISSION is the provincially designated representative organization for winter cereals in the province of Saskatchewan.

For information on W.C.M.I , or S.W.C.D.C. levy enquiries or to become involved with the producer Board of Directors contact the Winter Cereals Canada Inc. business office:

Telephone 204-874-2330 • 1-866-472-4611 • E-mail jake@wintercerealscanada.org • Mail: Box 689, Minnedosa, Manitoba R0J 1E0

HAVE YOU MADE A DECISION FOR YOUR FALL SEEDING? CWRW GRADES ARE CHANGING ADJUST YOUR VARIETY CHOICES

- > **Aug 1, 2010,CGC issued notice of intent to modify CWRW grade requirements**
- > **Aug 1, 2011, grade changes will occur:**
 - Minimum 11% protein for #1 and #2
 - Creation of a #3 grade at <11% protein
 - Reduced fusarium tolerance
- > **August 2013**
 - Generic and Select categories end
 - Current Select varieties will remain in CWRW
 - Current Generic varieties will move to General Purpose
- > **July 31, 2013**
 - Last date to sell generic varieties as CWRW
- > **August 1, 2013**
 - Generic varieties move to CWGP
 - Select and generic categories eliminated

On August 1, 2013 the following varieties will no longer be considered CWRW varieties and will be transferred to the General Purpose Wheat class. Producers should expect a significant price reduction and possible reduced marketability of these varieties as compared to the varieties that remain or become eligible for the CWRW grade class.

CDC KESTRAL, CDC CLAIRE, CDC HARRIER, CDC FALCON AND CDC RAPTOR.

Several new varieties have been licensed to replace these varieties and augment the CWRW grade. These new varieties have improved agronomic and milling qualities. Producers should consult with seed suppliers well in advance to ensure seed availability and access to the CWRW grade.

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	\$500.00
6 ¼ x 8 ¼	\$350.00
4 ¼ x 5 ½	\$275.00
2 ½ x 2 ¾	\$130.00

Multiple insertion discount 10%. 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 15th .

Material should be submitted to:
Winter Cereals Canada Inc.
P.O. Box 689 Minnedosa, Manitoba R0J 1E0
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VISIT US ON THE WORLD WIDE WEB!

www.wintercerealscanada.org
www.wcml.info
www.swcdc.info

If you no longer wish to receive the Winter Cereals Grower newsletter, please send us either an e-mail with your name and address or send us a note with your mailing label requesting that your name be removed from the mailing list.



Canadian Grain Commission
Commission canadienne
des grains

Producers, send us your samples

How do customers of Canadian grain learn about each year's crop? They use quality data taken from the Canadian Grain Commission's Harvest Sample Program. But we need your help in providing this valuable information.

Each year, grain producers from across Canada send us samples from their harvest. In exchange, we give them a free, unofficial Canadian Grain Commission grade and quality results. Many producers have told us that having this quality information for their samples before delivering their grain is very useful.

What you get in return

The Harvest Sample Program is voluntary and is a chance to get a free, unofficial Canadian Grain Commission grade and quality results that include:

- 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

The grade we give you through this program is considered unofficial because:

- The sample size does not meet the minimum weight requirement of 750 grams
- Dockage is not kept
- The sample is not collected by one of our inspectors

Your samples help with....

Marketing 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 you finish harvesting. For you, this means receiving your unofficial grade in a timely manner.

For us, it means making crop quality data available to markets to promote the sale of Canadian grain. This quality information confirms Canada's ability to deliver consistent, high-quality grain from year to year.

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 factors or protect the quality reputation of Canadian grain. Your samples also provide information we need to determine the standard samples that will be used to grade grain for that year.

Research projects that benefit producers

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

How to take part

To make sure our quality data accurately represents the quality of grain, we need samples from all growing areas.

You can sign-up at www.grainscanada.gc.ca/quality-qualite/hst-per/hspm-mper-eng.htm or send an email to: harvest-recolte@grainscanada.gc.ca.

Contact:

Twylla McKendry

Program Manager, Analytical Services

Canadian Grain Commission

Telephone: 204-983-2289

Email: twylla.mckendry@grainscanada.gc.ca

EDITORS NOTE: Historically the submission rate for Winter Cereals has been very low. The more samples producers supply to the CGC the better. More samples increases our knowledge of the quality of the crop and more samples increases the CGC's ability to conduct research and determine the need for changes to the grading program. This is a free program designed to help producers and end users of winter cereals. Sign-up now to ensure you are part of this very important initiative.

ASSOCIATION WEBSITES RECEIVE A FACELIFT: The websites for Winter Cereals Canada Inc, Winter Cereals Manitoba Inc, and the Saskatchewan Winter Cereals Development Commission have been updated with new features added. 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 • www.wcml.info • www.swcdc.info • www.swcdc.com

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PRODUCER FUNDED RESEARCH RESULTS AVAILABLE ONLINE - LEVY DOLLARS WORKING TO IMPROVE YIELD AND QUALITY!

The Producer Levy/DIAP program has produced its first tangible report. The study *“Optimizing seed quality and net returns through enhanced N management strategies for milling and general purpose winter wheat production in the Canadian prairies (N-release/placement/form/timing x Variety)”* is the first report coming out of the huge DIAP /Producer/DUC funded agronomy project announced last summer. The paper is authored by Beres, B. L., Irvine, R. B., O’Donovan, J. T., Harker, K. N., Johnson, E. N., Stevenson, F.C., Brandt, S., Grant, C. A., Janzen, H. H., and Turkington, T. K. who are all researchers for Agriculture and Agri Food Canada. This work was started 3 years ago with producer and industry funding and then rolled into the DIAP to maximize the return to producers.

This project was designed to provide information that will increase the efficiency of nutrient management practices, which in turn improve the economic benefits to Canadian producers. Parallel treatments were evaluated in a number of sites to develop improved nutrient management practices suitable to specific agroecosystems, and to quantify interactions between management and environment. Nitrogen is the nutrient most commonly limiting to crop production in annual cropping systems, so the major focus of this study is on N management. The influence of N management on both milling and soft white varieties will be studied so that best management practices are developed for each class, which will allow for a balanced economic assessment of each production system.

Research sites were established at Lethbridge and Lacombe, AB; Scott, Canora, and Swift Current, SK; and Brandon, MB. Parallel treatments were established at each site and evaluated to develop improved nutrient management practices suitable to specific agroecosystems, and to quantify interactions between management and environment.

The study has an interesting set of conclusions on the use of UAN, broadcast Urea, Agrotain and split fertilizer application. To read the full 22 page report complete with tables and full color graphs visit one of our 3 websites (www.swcdc.info , www.wcni.info or www.wintercerealscanada.org) click on the newsletters tab and then choose DIAP Report 1.


As results become available over the next 2.5 years they will be posted in the same manner. Check the “Latest News” updates on the home page to keep up to date.

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