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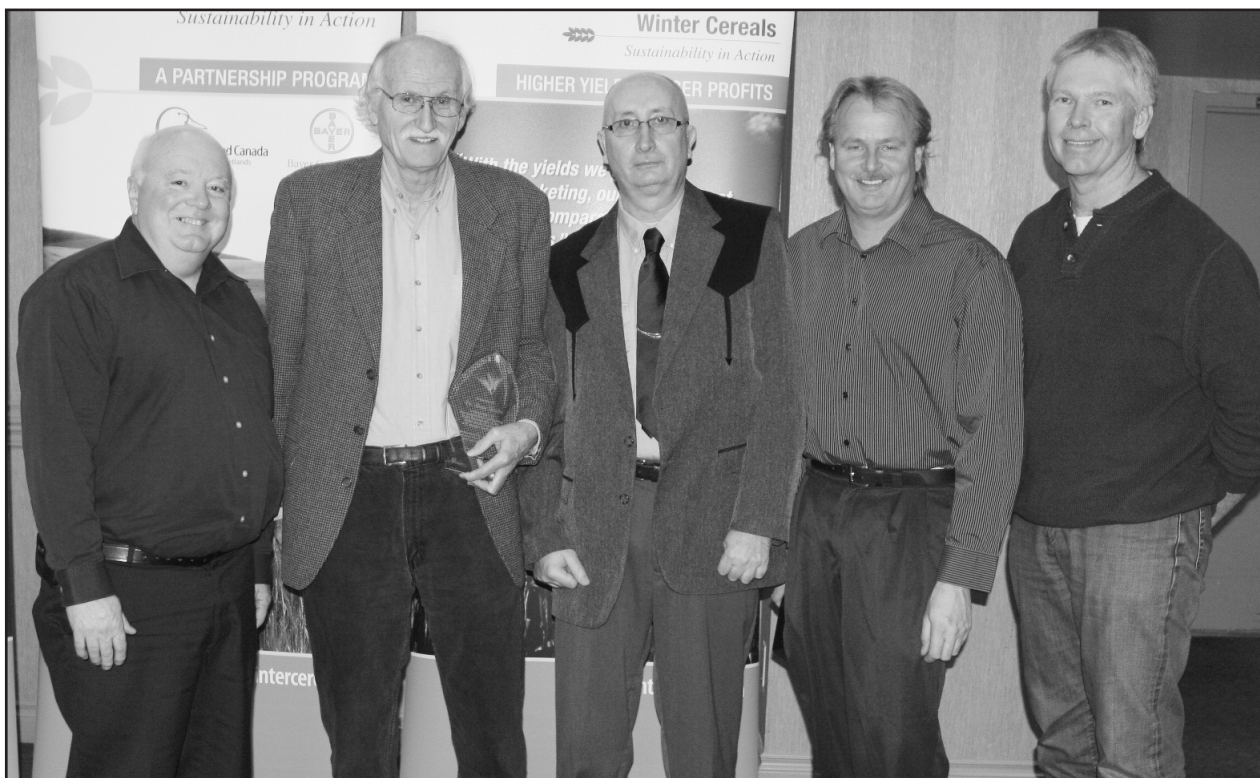
ISSUE NO. 43

SPRING 2011

OFFICIAL NEWSLETTER OF WINTER CEREALS

WINTER WHEAT GENOME FUNDING ANNOUNCED - BRIAN FOWLER RECEIVES \$600,000

PRODUCER GROUPS RECOGNIZE DR. BRIAN FOWLER'S CONTRIBUTION TO WINTER CEREALS



Rick Istead, AWWPC, Dr. Brian Fowler, Jake Davidson, SWCDC, Dale Hicks, SWCDC and Doug Martin, WCMI at the SWCDC 2011 AGM after presenting Dr. Fowler with an award recognizing his contribution to the winter wheat industry. (Photo: DUC)

On January 10, 2011 at the 2011 Saskatchewan Winter Cereals Development Commission AGM everything looked brighter for the future of winter wheat in western Canada. At the annual meeting held during Crop Production Week the following good news announcement was made by Paul Thoroughgood of Ducks Unlimited Canada.

Ducks Unlimited Canada (DUC) and Bayer Crop Science (BCS) announced today that they will be providing funding to Dr. Brian Fowler at the University of Saskatchewan for winter wheat research in the amount of \$200,000 per year over the next three years. DUC and BCS presented this information at the Saskatchewan Winter Cereals Development Commission AGM on the opening day of Crop Production Week.

"This important funding shows DU Canada's continued support in finding new and improved winter Wheat varieties on the Prairies," said Paul Thoroughgood, Regional Agrologist for DUC.

"We have a very good working relationship with Dr. Fowler and have been actively funding his research since the early 90's. It isn't often that you get to work with someone who is recognized as a world leader in their field. Dr. Fowler's area of expertise is cold hardiness research."

Dr. Fowler's varieties have occupied the majority of winter wheat acres on the Prairies for more than 10 years. He is currently in the process of winding down his plant breeding program, shifting his energies to understanding winter hardiness in cereals, particularly wheat.

The funding for this project comes from a multi year partnership between DUC and BCS called "Winter Cereals – Sustainability in Action."

WCC, WCMI and the SWCDC all congratulate Dr. Fowler of receiving this three years of funding and thank Ducks Unlimited Canada and Bayer Crop Science for their ongoing support of our industry.

Western Canadian producer organizations with a united interest in the future of Winter Wheat joined together at the 2011 annual general meeting of the Saskatchewan Winter Cereals Development Commission to recognize the vast contribution Dr. Brian Fowler has made to both the agronomic and also plant breeding aspects of the industry over his career.

Rick Istead, Alberta Winter Wheat Producers Commission, Dale Hicks from the SWCDC and Doug Martin from Winter Cereals Manitoba Inc joined Jake Davidson, Executive Director of the SWCDC in presenting Dr. Fowler with an etched crystal award in the shape of a wheat kernel acknowledging his contribution.

"Without the contributions from Dr. Fowler none of us would have been able to join together as a group, for without his work there would be no basis for commissions and therefore no producer driven research initiatives in place to ensure that his goal of making winter wheat the dominant wheat crop in western Canada succeeds" said Jake Davidson for the SWCDC.

The three groups on behalf of their thousands of member producers congratulate Dr. Fowler on the quality and scope of his contributions and we look forward to the innovations that will result from his work on the genomics of winter wheat.

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ROD FEDORUK RECOGNIZED BY SWCDC WITH DIAMOND AWARD



Jake Davidso, Executive Director, presents Rod Fedoruk with the SWCDC "Diamond" award for his contribution to the formation and leadership of the Saskatchewan Winter Cereals Development Commission

The Saskatchewan Winter Cereals Development Commission recognized Rod Fedoruk of Kamsack, Saskatchewan with the inaugural "Diamond Award" for his contribution to the leadership and creation of the SWCDC on January 10th at the SWCDC's 4th annual general meeting in Saskatoon, Saskatchewan.

As a member of the board of directors of Winter Cereals Canada Inc. Rod was instrumental in leading the drive for the formation of a Saskatchewan commission that would have the ability to collect levy and subsequently fund cutting edge research. From the first meetings with the Agri-Food Council Rod's knowledge of the grain industry and winter cereals industry was critical to the success of the commission.

Rod was named the Interim Chairperson of the commission when it was signed into law by the provincial cabinet. Subsequently he became the elected Chairperson for the first four years. Effective 2011 the position of Chairperson has been assumed by Dale Hicks and Rod has stepped back slightly in his involvement and is now Vice Chair of the commission.

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 deadlines are March 1st, June 1st and September 15th.

Material should be submitted to:

Winter Cereals Canada Inc.
P.O. Box 689, Minnedosa, MB R0J 1E0
204-874-2330 • jake@wintercerealscanada.org

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.

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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 producers of Winter Wheat in the province of Manitoba.

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

Telephone 204-874-2330, 1-866-874-2330
E-mail jake@wcmi.info,
Mail: Box 689, Minnedosa, Manitoba R0J 1E0

If you no longer wish to receive the Winter Cereal 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.

FROM THE CANADIAN GRAINS COMMISSION: CWRW and how grade standards change

One of the strengths of Canada's grain grading system is its consistency. Each year, customers of Canadian grain know what end-use quality to expect from the grain they buy, based on its grade.

But just because the system is consistent doesn't mean it never changes. The grading system is under constant review and is revised when necessary. Proposed changes for the grading of Canada Western Red Winter (CWRW) wheat are a case in point.

Upcoming grade changes

To ensure that the CWRW class remains competitive in the marketplace, the Canadian Grain Commission, based on recommendations from the Western Standards Committee, has proposed these grade standards changes for August 1, 2011.

- Set a minimum grade specification of 11% protein for No. 1 and No. 2 CWRW
- Create a No. 3 CWRW grade for deliveries with less than 11% protein
- Reduce fusarium-damaged kernels (FDK) tolerances

Right now, these changes are only proposed. The Western Standards Committee will review the revised grade tables at its April 7, 2011 meeting. If the committee approves of the recommended changes, they will take effect August 1, 2011.

How grades change

The Canadian Grain Commission changes grade standards under the authority of the Canada Grain Act. However, we base changes on recommendations we get from the Western Standards Committee. The Western Standards Committee receives advice from four sub-committees representing specific commodities: Wheat, Oilseed, Pulses and Barley and Other Cereals.

The Western Standards Committee proposes research and discusses and approves recommended changes to grading standards. Committee members include producers, grain handlers, processors, exporters and government representatives. Because the

committee is made up of a cross-section of Canada's grain sector, it is able to consider how any one change will affect the entire sector. As a producer, you can bring grading issues to the attention of the Committee by contacting a producer or other representative. Contact information for members is available on our site at <http://www.grainscanada.gc.ca/gsccommittee-comiteng/wgsc-cngo-eng.htm>.

The research that the Western Standards Committee relies on for its recommendations is conducted by our inspectors and scientists. They work together to conduct grading and grain quality research. With CWRW, our experts researched the effect protein content has on milling quality. As well, our experts studied how fusarium damage affects end-use quality and safety of CWRW.

Why change is needed

In 2010, the Canadian Wheat Board and the Canadian Grain Commission consulted with producers and the grain industry about CWRW quality issues. During these consultations, producers told us that they wanted the CWRW class to reflect high milling quality. Milling quality is a valuable asset in the global marketplace. However, quality issues, like protein levels, were hurting the ability of CWRW to compete globally. We realized a change was needed and began work to propose grade standards changes that would address these quality issues.

For more information

For more information about CWRW changes, please refer to the article "Proposed changes to the CWRW variety classification" in the spring 2010 edition of this newsletter.

For more information about Canada's grading system, visit www.grainscanada.gc.ca.

Contact

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Email: randy.dennis@grainscanada.gc.ca

VISIT OUR NEW UPDATED INTERNET SITES

The websites for Winter Cereals Canada Inc, Winter Cereals Manitoba Inc, and the Saskatchewan Winter Cereals Development Commission have all undergone a major reconstruction by our website designers, Post Publishers.

www.wintercercalscanada.org • www.wcmi.info • www.swcdc.info

All the contact information you need for all three organizations can be found on our new web presence.

MANITOBA ACRES ILLUSTRATE THE IMPORTANCE OF FALCON REPLACEMENT

The Manitoba Agricultural Services Corporation (Insurance Division) 2010 Variety Market Share report demonstrates the importance of the development of a replacement variety for CFC Falcon in the immediate future. The report prepared by Danielle McAllister, Crop Research Assistant in the Program Development-Insurance division clearly illustrates Manitoba's dependence on CFC Falcon as the primary Manitoba variety. The report on CWRW production is based on 210,102 reported seeded acres. The report on pedigreed Winter Wheat is based on 8,023 seeded acres.

VARIETY CWRW	% ACRES	PEDIGREED VARIETY	% ACRES
CDC FALCON	76.5	CDC FALCON	85.3
CDC BUTEO	12.9	CDC BUTEO	8.2
MCCLINTOCK	5.6	ACCIPITER	4.2
CDC PTARMIGAN	1.9	PEREGRINE	2.1
CDC CLAIR	0.9	BROADVIEW (W425)	0.2
CDC RAPTOR	0.7		
CDC HARRIER	0.4		
25R47	0.4		
UNNAMED	0.3		
CDC KESTRAL	0.3		
ACCIPITER	0.1		

At this time the apparent replacements for CDC Falcon that will fit the new CWRW grade requirements are AC Flourish (W434) and W454 a new variety which received registration approval this winter. Winter Cereals contacted Mr. Todd Hyra of SeCan to find out the current status of W434. We are advised that all available breeder seed for W434 was planted in the fall of 2010. SeCan will allocate all available breeder and select seed to grower members in the fall of 2011. Seed will be multiplied in the 2012 and 2013 seasons. SeCan expects that the first year of certified sales for W434 will be in the fall of 2013 and supplies are expected to be adequate as long as we have "normal" production years in the next three seasons.

At the time of printing WCC has no information on when W454 will be commercially available however we expect that 2014 would be the first opportunity for commercial plantings

Ron Brand of Canterra Seeds advises that they will have registered seed for AC Broadview available in the fall of 2012. Broadview is similar to Falcon but has been assigned to the General Purpose class and will not be CWRW eligible.

NEWS FROM THE CANADIAN WHEAT BOARD: Changes to 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.

In the past, farmers have signed Guaranteed Delivery Contracts for Select winter-wheat varieties throughout the crop year. This year, the program will be 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.

The purpose of the form is to relay early information to the CWB to better project potential supplies available for sale.

After harvest, farmers interested in marketing their Select wheat through the CWB should complete a delivery contract. "After contract sign-up ends, we'll look at where the grain is being signed up and then settle on some key delivery points for farmers," says Charray Dutka, Senior Quality Control and Inventory Manager for the CWB.

Once the CWB has established delivery points for CWRW Select, farmers with contracts at other delivery points have a few options to consider:

- Deliver to a designated delivery point and receive the Select premium,
- Ship via producer car and receive the Select premium,
- Transfer the Identity Preserved contract to a generic contract without penalty,
- Cancel the Identity Preserved contract without penalty.

The CWB will contact farmers with contracts at other delivery points in early October. At that time, the CWB will adjust the contract to reflect the chosen option of each farmer.

"We recognize this will be a hardship for some farmers who may have to truck their grain longer distances," she says. "The reason we're making this change is that it's difficult to source small volumes of grain from a wide variety of locations across the Prairie. This program ensures we will have the right grain in the right place at the right time."

New for 2011-12

CWRW Select requires spring sign up and must be delivered at designated stations.

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

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