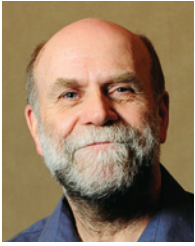


# FIELD NOTES

## Message from the Chair



Welcome to the first official newsletter produced by the Saskatchewan Barley Development Commission (SBDC). We want to take this opportunity to introduce you to the first elected board of SBDC, our staff, and our national partner, the Barley Council of Canada (BCC). Also, please take a

minute to note our upcoming annual general meeting. We hope that you can attend to provide us with your input on our movement forward.

This has been a challenging growing year for most producers and for the barley industry itself. The SBDC has been working on a variety of fronts to build a strong, sustainable and profitable barley industry. To meet these objectives we have been involved in discussions on varietal research, end use and market development, while providing input on transportation and the specific challenges faced in the barley industry.

SBDC joined the BCC in April 2014 to further strengthen our position in the development of the barley industry.

By having the full value chain at the table, and with the board comprised of 50% producers, this organization will provide a strong, balanced voice for both national and international development of food, feed and malt barley markets.

It is a privilege to serve on the first elected board of SBDC and we will continue to update you on the projects, initiatives and investments that we make going forward. The initial start-up phase of our new commission is nearing completion. We welcome your feedback and input as we continue on our efforts to ensure a profitable barley industry focused on Saskatchewan farmers.

As I write this in mid-October, many farmers are nearing completion of harvest. I hope this message finds all of your crop under cover and your critical fall work completed. Please join us at our AGM in January.

*Cam Goff – Chair, SBDC*

### SASKATCHEWAN BARLEY DEVELOPMENT COMMISSION

## Annual General Meeting

Monday January 12, 2015

Gallery D, TCU Place, 2:15 p.m. – 3:15 p.m.



### AGENDA

1. Call to Order and Opening Remarks: Cam Goff, Board Chair
2. Approval of Agenda
3. Review and Approval Minutes of the Last Annual General Meeting
4. Business Arising from the Minutes
5. Chair's Report
6. General Manager's Report
7. Auditor's Report
8. Appointment of Auditor for 2014/2015
9. Call for Resolutions
10. New Business
11. Adjournment



## 2014-2015 Board of Directors

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# Message from the Executive Director



I joined the Saskatchewan Barley Development Commission (SBDC) as the Executive Director in May 2014 and have been busy getting the SBDC through the initial start-up phase and meeting key industry contacts and producers throughout Saskatchewan and Canada.

I was raised near Indian Head on a family farm that consisted of a feedlot, commercial cow-calf herd, and pregnant mare urine contract. I completed both my B.Sc. and M.Sc. in Agricultural Economics from the University of Saskatchewan and then proceeded to work in the agriculture industry in international trade and for a private advertising company. Most recently I was back at the U of S as a lecturer and research associate prior to joining SBDC. While my husband and I currently reside on an acreage just outside of Saskatoon, our families continue to farm in the southern part of the province.

In order to meet the objectives of SBDC, we have been active on many fronts. We are in continuous contact with Western Grains Research Foundation over the renewal of the core barley breeding contracts with Agriculture and Agri-Food Canada and the Crop Development Centre. There is also a strong connection with the Barley Council of Canada (BCC) regarding the development of the barley industry at national and international levels. We have been active in providing barley specific feedback on the current Canadian Transportation Act review and by the time you read this newsletter, will have launched the new SBDC website [saskbarleycommission.com](http://saskbarleycommission.com) to better communicate these activities with barley producers in Saskatchewan.

I hope you can join us at our AGM on January 12th and to participate in CropSphere. I look forward to meeting more barley producers in the months ahead. Please free to contact me with any questions or feedback regarding SBDC and its activities.

*Jillian McDonald*  
*Executive Director, SBDC*

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Conseil de  
l'orge du  
Canada



Barley  
Council of  
Canada

## Barley Council of Canada (BCC)

At the beginning of September, Barley Council of Canada staff participated in a workshop focused on developing the Council's 2015 work plan. A large part of the work plan consists of activating the BCC's four external-facing committees: Research and Innovation; Beneficial Management Practices; Market Development; and Trade and Policy. Thank you to all BCC staff who participated in this important workshop.

We are very pleased to announce that the BCC launched its new website [barleycouncil.com](http://barleycouncil.com) in September. The new website is more interactive and contains the latest information on the BCC, as well as breaking industry developments. It will also be an excellent tool to support the BCC's initiatives and report on them to stakeholders. A special thank you goes out to Public Relations Coordinator Caitlan Carver for her work on this pivotal project.

The BCC attended the Canadian Roundtable for Sustainable Beef in September. The two-day agenda covered a number of areas including the McDonald's Sustainability Pilot Project update, the Global Roundtable for Sustainable Beef update, as well as a number of other innovative initiatives happening in the beef and cattle industry. Due to our mutual interest in feed, it is important that the barley industry is involved in the beef industry and emphasizes sustainable growth for everyone in the beef value chain. This ties in significantly with our work on sustainability in communications, market

development and policy, as we work to ensure the barley industry remains a key (and preferred) player in Canada's feed industry.

In early October, the BCC co-hosted a Beer Canada parliamentary event in Ottawa to celebrate Canadian beer. This was hosted in part by John Sleeman of Sleeman Beer and was well attended by government officials and cabinet staff. BCC directors and staff also arranged a full day of meetings in Ottawa on October 9th with AAFC director generals to discuss industry issues and opportunities such as transportation, trade, Maximum Residue Levels, crop sector modernization and remote data sensing.

BCC chairman Brian Otto also presented to the Standing Ag Committee supporting Bill C-18, stating that it is imperative we ensure that Canada's plant breeders' rights are aligned with those of our global trading partners. Brian Otto also made it clear that as regulations for this Bill are developed BCC will continue to advocate to ensure that a farmer's ability to save seed is not limited in any way.

Looking ahead, the BCC's Beneficial Management Practices committee is actively working on the sustainability file in conjunction with the Feed Coalition, and the Canadian beef and cattle industries. These partnerships give the BCC a true breadth of understanding on the issue, and symbolize a united approach among agricultural organizations.



*The Barley Council of Canada (BCC) works together to ensure long-term profitability and sustainable growth of Canada's barley industry. BCC represents farmers from across Canada, as well as the entire supply chain for barley including members of the research and life science community, malting and brewing sector, feed and livestock industry and select grain handling companies.*

Photo: Gloria Ginger, University of Saskatchewan





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### THE SASKATCHEWAN BARLEY DEVELOPMENT COMMISSION:

The Saskatchewan Barley Development Commission  
was established in 2013 under the *Agri-Food Act, 2004*

### SASKATCHEWAN BARLEY DEVELOPMENT COMMISSION (SBDC)

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