



For Immediate Release (3 Pages to follow)

February 1, 2005

***Wheat and Barley Growers Join Together
For “Meeting the Challenges Head-On” Conference***

The Western Canadian Wheat Growers Association (WCWGA) and the Western Barley Growers Association (WBGA) are teaming up to present their first ever joint conference, “Meeting the Challenges Head-On,” from Wednesday February 16 through to Friday February 18 at the Radisson Convention Centre in Canmore, Alberta. Over 300 producers and industry leaders are expected to attend this prestigious event, featuring highly renowned speakers with in-depth expertise on topics such as farm financial management, including CAIS and Crop Insurance; marketing the 2004 crop; value-addition maximization, trade barriers and liberalization; food safety, research and biotechnology; as well as grain transportation and grain handling.

“In 2005, the Wheat Growers celebrate 35 years of operations and the Barley Growers commemorate 28 years,” note Doug Robertson, Convention Co-Chair and President of the WBGA. “That is no small feat and we are pleased to collaborate to present a top-notch conference for grain farmers across Western Canada.”

And “top-notch” it is. The agenda features a number of high profile speakers such as Chris Hamblin, Chief Commissioner of the Canadian Grain Commission addressing pertinent marketing issues on Wednesday afternoon. Mayo Schmidt, CEO of the Saskatchewan Wheat Pool provides the keynote address later that same evening. Thursday morning brings Adrian Measner, CEO of the Canadian Wheat Board to discuss the Board’s marketing strategies. Patty Townsend, Executive Director of the Canadian Agri-Food Trade Alliance and Steve Verheul, Senior Negotiator for Agriculture and Agri-Food Canada are on hand Thursday afternoon to highlight trade issues, along with Lorne Hepworth, President of CropLife Canada, who will discuss biotechnology challenges.

“It’s been a difficult year for grain farmers, so our hope is to present an agenda filled with practical information farmers can take home to improve their bottom lines,” said Doug Campbell, Convention Co-Chair and Vice-President, Alberta Region for the WCWGA. “Having one convention between the two organizations makes for a grander event and is also a little easier on the pocket book for our producers,” he added.

Conference activities get underway at 1:00 p.m. on Wednesday February 16. The early-bird registration deadline is February 11 and includes a special rate for couples who would like to attend the event and take advantage of Canmore’s tourist activities. For more information on the conference, including an agenda and registration form, visit www.wheatgrowers.ca or www.wbga.org.

The WBGA is farm organization voluntarily funded by a membership made up of farmers, industry and end users. It provides a leadership role in supporting the value-added industry in Canada and abroad. The WCWGA is an independent producer organization, with a 35-year history of bringing forth innovative, farmer-driven solutions. The association lobbies on behalf of forward thinking, progressive producers in an effort to make farming sustainable and profitable.

- 30 -

For more information contact:

Doug Campbell, Convention Co-Chair &
Vice-President, Alberta Region,
Western Canadian Wheat Growers Association
Cochrane, Alberta
Tel: 403-932-6866

Doug Robertson, Convention Co-Chair &
Alberta Vice President,
Western Barley Growers Association
Carstairs, Alberta
Tel: 403-337-2077

Western Barley Growers Association (WBGA) & Western Canadian Wheat Growers Association (WCWGA)
Joint Convention and Trade Fair: "Meeting the Challenges Head-On"
February 16, 17, 18, 2005 • Radisson Convention Centre • Canmore, AB
Draft Agenda

WEDNESDAY, FEBRUARY 16 – MORNING

11:00 Pre-Registration: Lobby

WEDNESDAY, FEBRUARY 16 – AFTERNOON

- 1:00 Official Opening of Conference
- *Official Welcome*, Doug McBain, WBGA and Randy Hoback, WCWG
 - *Welcome from Province of Alberta*, Lloyd Snelgrove, MLA
 - *Growers Define Their Priorities*, Blair Rutter, Executive Director, WCWG
- 1:30 Farm Financial Management - CAIS and Crop Insurance
- Danny Foster, Director General, AAFC
 - Merle Good, Provincial Tax/Law Specialists, Albert Agriculture, Food & Rural Development
- 2:30 Coffee in Trade Fair
- 3:00 Marketing the 2004 Crop
- *Quantity and Quality: What's in the Bin?* Chris Hamblin, Chief Commissioner, Canadian Grain Commission
 - *Global Competition and Marketing Strategies*, Adrian Measner, President & CEO, Canadian Wheat Board
 - *Global Competition: Supply and Demand for 2004-05*, TBA
- 5:00 Adjourn

WEDNESDAY, FEBRUARY 16 – EVENING

- 6:30 President's Welcome Reception - Buffet Dinner
- Keynote Address, Mayo Schmidt, CEO, Saskatchewan Wheat Pool
 - *Wheat Growers: 35 Years of Achievements*, Cheryl Jolly, President, WCWGA
- 9:30 Adjourn

THURSDAY, FEBRUARY 17 – MORNING

- 7:30 Continental Breakfast in the Trade Fair
- 8:00 Marketing Challenges – Cereals
- *Marketing Malting Barley*, Bob Cuthbert, Senior Marketing Manager, Canadian Wheat Board
 - *Malting Barley*, Phil deKemp, President, Malting Industry Association of Canada
 - *Brewing*, Margo Dewar, VP, Economics & Policy Programs, Brewers of Canada
 - *Farmer View*, TBA
- 9:10 Marketing Challenges – Feedgrains
- *Barley vs. Corn: Feeding Trials and Meat Quality*, Dr. Erasmus Okine, Associate Professor, University of Alberta
 - *Hog Perspective*, Florian Possberg, President, Big Sky Farms
 - *Cattle Perspective*, Hugh Lynch-Staunton, Chairman, Alberta Beef Producers
- 10:00 Discussion and Resolutions
- 10:25 Coffee in Trade Fair
- 10:45 Open Market Options
- *Electronic Trading*, Will Hill, Senior Vice President, Winnipeg Commodity Exchange
 - *Clearing House Option*, Sheldon Fulton
- 11:30 Value Addition
- *Ethanol Plus*, Randy Cook, Manager, Procurement and Sales, Permolex
 - *Bio-Diesel*, Judie Dyck, Executive Director, Saskatchewan Canola Growers Association
 - *Identity Preservation*, Trenton Baisley, CEO, Quality Assured Seeds
- 12:30 Lunch in Trade Fair

THURSDAY, FEBRUARY 17 – AFTERNOON: CONCURRENT SESSION A

- 1:45 Getting Grains to Market: Trade
- *Marketing and Trade Challenges*, Harold Hedley, Director, Grains / Oilseeds Markets and Trade
 - *Trade Barriers to Grain Value Addition*, Nithi Govindasamy, Member, Policy Secretariat, AB Ag., Food and Rural Development
 - *Industry Perspective on Barriers*, Patty Townsend, Executive Director, CAFTA
- 2:45 Coffee in Trade Fair
- 3:15 Getting Grains to Market: Trade, cont'd
- *Trade Barriers and Liberalization: WTO and NAFTA Negotiations, Priorities and Tactics*, Steve Verheul, Chief Agriculture Negotiator, Agriculture & Agri-Food Canada
- 4:20 General Resolutions in Plenary Session
- 5:00 Adjourn

THURSDAY, FEBRUARY 17 – AFTERNOON: CONCURRENT SESSION B

- 1:45 Food Safety, Research and Biotech Challenges – On-Farm Food Safety
- Gordon Cresswell, Chair, On-Farm Food Safety Management Committee
- Food Safety, Research and Biotech Challenges – Research Challenges: Breeders
- *Barley*, Dr. Jim Helm, Head of Research, Field Crop Development Centre
 - *Wheat*, Dr. Rob Graf, Lethbridge Research Centre
- 2:45 Coffee in Trade Fair
- 3:15 Food Safety, Research and Biotech Challenges – Biotech Challenges: Educating Consumers
- Lorne Hepworth, President, CropLife, Canada
 - Dr. Michele Veeman, University of Alberta
- 4:20 General Resolutions in Plenary Session
- 5:00 Adjourn

THURSDAY, FEBRUARY 17 – EVENING

- 6:00 Reception, Keynote Speaker (Richard Phillips) & Fun Auction

FRIDAY, FEBRUARY 18 – MORNING

- 7:30 Continental Breakfast in Trade Fair
- 8:20 Report of Nominations Committee
- 8:30 Getting Grains to Market: Transport – The Rail Challenges
- *Marketing Viewpoint*, Marcella Szel, VP Marketing and Sales, CPR
 - *Operations Viewpoint*, Ed Harris, Senior Vice President, CN
- Getting Grains to Market: Transport – Container Challenges
- TBA
- 9:30 Coffee in Trade Fair
- 10:00 Getting Grains to Market: Transport – The Port Challenges
- Jim Cox, Vice President, Infrastructure Development, Vancouver Port Authority
 - Lorne Keller, Vice President, Marketing and Development, Prince Rupert Port Authority
- Getting Grains to Market: Transport – System Capacity and Performance Monitoring
- Mark Hemmes, Quorum Corporation
- 11:30 Elections
- 11:45 Adjourn

FRIDAY, FEBRUARY 18 – MORNING

- 12:30 Lunch and Luncheon Program: Salon A and B
- Election Results
 - Keynote Address: Global Trends in Grain Harvesting, Kelly Granatier, Marketing Manager, John Deere Ltd.
- 1:45 Association Business Meetings (Until 4:00 p.m.)
- 1:45 Grain Producer Association Reports
- ON Wheat Producers' Marketing Board, Bruce Webster
 - Alberta Barley Commission, Doug Robertson
- 2:15 Resolutions - WBGA and WCWG
- 2:45 Coffee in Trade Fair (Trade Fair closes 4:00 p.m.)
- 3:15 Association Mandates for the Future Year & Producer Survey Results
- 3:30 General Discussion from the Floor
- 3:55 Closing Remarks & Adjournment
- 4:00 Adjourn