



**WBGA & WCWGA Joint Convention 2005**  
Western Barley Growers Association & Western Canadian Wheat Growers Association  
February 16, 17 & 18, 2005 • Radisson Convention Centre • Canmore, AB



*For Immediate Release*

*February 9, 2005*

***Meeting the Challenges Head-On:  
Getting our Grains to Market***

One of the items foremost on the minds of Western Canadian farmers is the issue of transport . . . getting our grains to market in the most efficient and effective manner. The Western Canadian Wheat Growers Association (WCWGA) and the Western Barley Growers Association (WBGA) are broaching this important topic during a transportation seminar at their upcoming joint conference, *Meeting the Challenges Head-On*, Wednesday February 16 through to Friday February 18 at the Radisson Convention Centre in Canmore, Alberta.

“Transportation capacity and timely investments are key issues for all export industries,” comments Doug Campbell, Convention Co-Chair and Vice-President, Alberta Region for the WCWGA. “With this segment of our joint conference, we intend to provide grain producers and exporters with the issues and the facts regarding transport capacity and costs, and to explore the opportunity for improved reliability and efficiency gains.”

The transport segment of the conference begins Friday February 18 at 8:30 a.m., running through until noon, and features highly renowned speakers with in-depth expertise. Marcella Szel, VP Marketing and Sales for Canadian Pacific Railway and Ed Harris, Senior VP Operations for CN, start the day with an in-depth discussion of rail capacity and grain logistics challenges. The transport seminar continues with detailed coverage of the challenges faced by key grain ports, with Jim Cox, VP of Infrastructure Development for the Vancouver Port Authority and Lorne Keller, VP, Marketing and Development for Prince Rupert Port Authority. The increasing importance of container traffic in our marketing tools will be addressed as will a report from Quorum Corp, the firm monitoring rail system performance for Ottawa.

“Today’s farmer must not only be an expert at the agronomic level, but also be a skilled marketer and savvy about transportation,” noted Doug Robertson, Convention Co-Chair and Alberta Vice President of the WBGA. “There are a myriad of decisions that can severely impact farming profitability, so we need to be well-informed on issues well beyond the farm gate.”

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 those only wishing to attend the transport seminar, they may do so at a special discount. For more information on the conference, including an agenda and registration form, visit [www.wheatgrowers.ca](http://www.wheatgrowers.ca) or [www.wbga.org](http://www.wbga.org).

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. 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.

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