

Alberta Winter Wheat Producers Commission

Rick Istead

Executive Director

Presentation to the SWCDC AGM

January 12, 2009

Alberta Winter Wheat Producers Commission (AWWPC)

- My background;
 - Worked for a crop protection company for 34 years
 - Regulatory → research & development → marketing
 - Retired early and set up my own Ag business consulting company Ag Wise Solutions
 - Regulatory, research, new technology, business planning, communications
 - Joined the AWWPC in April 2008 as their ED

Alberta Winter Wheat Producers Commission (AWWPC)

- **Commission established in 1990**
- **Commission operates under the authority of the Marketing of Agricultural Products Act (MAPA)**

Alberta Winter Wheat Producers Commission (AWWPC)

- Created to;
 - Coordinate research with respect to the production, handling, marketing and processing of winter wheat
 - Educate producers, dealers and processors in developing and improving methods regarding the production, processing and marketing of winter wheat

Alberta Winter Wheat Producers Commission (AWWPC)

- Created to;
 - Carry out promotional programs aimed at expanding the awareness and demand for winter wheat and winter wheat products
 - Support the development and promotion of export markets
 - Advise governments on matters concerning winter wheat quality, the standards of the regulated product and the winter wheat industry

Alberta Winter Wheat Producers Commission (AWWPC)

- **To be an eligible producer or member of the AWWPC one must have paid a levy charge (check-off dollars) to the commission in one or more of the last four (4) crop years**
- **An estimated 1,200 Alberta farmers are currently members of the AWWPC**

Alberta Winter Wheat Producers Commission (AWWPC)

- **Dealers who purchase regulated product must by law deduct any proceeds payable to the producer the amount of the levy**
- **Dealers who collect the levy must pay the amount collected to the commission**
- **Current levy charge is \$1.00 per tonne**
- **It is illegal to withhold payment, but producers may request a refund**

Alberta Winter Wheat Producers Commission (AWWPC)

- Levy collection/refunds are managed in-house
- Average annual levies collected ~\$90,000
- Budgeting \$160,000 in 2008-09 crop year
- Levy collection slippage is a significant problem
- Working with Alberta Barley Commission to improve levy collection
- Refund requests are extremely low (<1.0%)

Alberta Winter Wheat Producers Commission (AWWPC)

- Producers are represented by a board;
 - **7 Elected Directors**
 - 6 Regional Directors
 - 1 Director at Large
 - **Term of Office is 3 years**
 - Maximum 3 terms
 - **Following the AGM the board elects the officers of the commission**
 - Chair/Vice Chair
 - Maximum 2 years

Alberta Winter Wheat Producers Commission (AWWPC)

Executive Director
Rick Istead

General Manager
Elizabeth Tokariuk



Jack Swainson

Kent Erickson

Stephen Vandervalk

John Hopkins

Alex Russell →

← Vacant



Alberta Winter Wheat Producers Commission (AWWPC)

- March 2007 Strategic Plan developed;
2010 Vision

Winter wheat is being bought and sold on the basis of quality. Utilization of quality analysis testing has led to the removal of KVD and breeder constraints to varietal development

Alberta Winter Wheat Producers Commission (AWWPC)

- March 2007 Strategic Plan developed;
2015 Vision

The AWWPC owns/controls varieties that have resulted in province wide production. There are now 2 million acres grown annually, farmers have moved up the value chain and are capturing dollars, reinvesting those dollars and have greater influence with end-users

Alberta Winter Wheat Producers Commission (AWWPC)

- **Top Four Opportunities**
 - **Capture parity with US winter wheat prices**
 - **Ensure availability of winter wheat characteristics required by industrial users and understand the opportunities and challenges associated with the ethanol industry**
 - **Increase understanding of the benefits of winter wheat among Alberta farmers**
 - **Position the industry to capitalize on the hard white wheat market**

Alberta Winter Wheat Producers Commission (AWWPC)

- What have I been doing since April 2008
 - Learning about the operation of the AWWPC
 - Getting to know the board
 - Networking with influencers
 - Attending industry meetings
 - Participating in environmental policy forums
 - Working on improving levy collection
 - Communications

Alberta Winter Wheat Producers Commission (AWWPC)

- Where I can best help the board;
 - Reviewing and commenting on scientific reports and political position papers
 - Representing AWWPC at policy discussions
 - Strengthening board/association effectiveness
 - Re-visiting the Strategic Plan
 - Focusing on the things that matter the most
 - Investigating “Learning & Development” opportunities

Alberta Winter Wheat Producers Commission (AWWPC)

- Where I can best help the board;
 - **Enhancing communications**
 - Launch new web site
 - More timely communications with our membership
 - **Developing and implementing a market promotion strategy**

Alberta Winter Wheat Producers Commission (AWWPC)

Winter Wheat Acres and Production

	2008	2007	2006
Acres	270,000	140,000	115,000
Production	386,000	175,000	160,000

Thank You!!



Alberta
Winter
Wheat
Producers
Commission