



WESTERN BARLEY GROWERS ASSOCIATION

A strong voice for a vibrant, market responsive barley industry in western Canada

Agriculture Centre – 97 East Lake Ramp NE

Airdrie, AB T4A 0C3

Phone: (403) 912-3998

Fax: (403) 948-2069 (Airdrie office)

www.wbga.org Email: wbga@wbga.org

For immediate Release

WESTERN BARLEY GROWERS LAUNCHES BARLEY MARKETING TOUR

April 24, 2007, Airdrie, AB: - Jeff Nielsen, President of the Western Barley Growers Association (WBGA) today announced the launch of a series of barley marketing meetings across Western Canada.

The purpose of the meetings is to help answer producers' questions about selling their own barley. Farmers voted for market choice in the recent CWB plebiscite and the federal government has promised to move quickly to allow open barley marketing this year.

"We are into a whole new world now that the doors have been opened to producer marketing. This is something we haven't had the opportunity to do before, so I know many producers have a lot of questions," states Nielsen.

"Although most producers have experience marketing other commodities, barley marketing has its own unique characteristics", Nielsen added.

"The simple fact is that barley marketing in Canada is changing. Up to this point, all we have heard on this subject is rhetoric. What we are aiming to do with our meetings is to provide producers with the practical information they need to thrive in the barley marketplace."

The first two meetings will be held in Yorkton, SK and Red Deer, AB:

YORKTON

April 27, 2007

Wellington West Room, Gallagher Centre

1:00 pm – 3:00 pm

Agenda

Chair: Tom Hewson, Langbank, SK

Presenter: Al Morris, Barley Merchant/Consultant, Winnipeg, MB

Barley - The Big Picture

Presenter: John DePape, a grain-industry consultant based in Winnipeg, MB

Commonly Asked Questions about Barley Marketing in a De-Regulated Market

Questions & Answers

RED DEER

April 30, 2007

Chalet, Westerner Park

7:00 pm – 9:00 pm

Agenda

Chair: Jeff Nielsen, Olds, AB

Presenter: John DePape, a grain-industry consultant based in Winnipeg, MB

Commonly Asked Questions About Barley Marketing In A De-Regulated Market

Presenter: Errol Anderson, Pro-Market Communications, Calgary, AB

Barley Market Update and Strategy Session

Presenter: Alberta Government presentation on exporting to the U.S.

Question & Answers

For more information about the meetings, contact: Western Barley Growers 403-912-3998 or Charlton Communication 306-584-1000

Jeff Nielsen
President ~ WBGA
Olds, AB
Phone: (403) 556-3035
jeffniel@platinum.ca

Tom Hewson
Vice President
Langbank, SK
Phone: (306) 538-4572
hewws@xplornet.com