



FOR IMMEDIATE RELEASE

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**Grower groups work toward successful implementation of
marketing choice for wheat and barley**
One year to marketing choice for western farmers

Today, with exactly one year to marketing choice for Prairie farmers, the Grain Growers of Canada, the Western Barley Growers Association, and the Western Canadian Wheat Growers Association stated they are working with various players throughout the grain sector to achieve a smooth transition to a marketing choice environment for wheat and barley.

As part of that effort, the three grower groups are discussing key transition items with the Western Grain Elevator Association (WGEA), among others, to ensure the creation of a competitive marketplace when marketing choice is implemented on August 1, 2012.

“The grower groups recognize the importance of working with all players to create a business climate that maximizes competitive choices for farmers,” said Stephen Vandervalk, President of the Grain Growers. “Having these proactive discussions with various players is an important first step to achieving that objective.”

The three grower groups recently approached the WGEA and agreed to work together on how best to move forward on marketing choice. This step was important, as the WGEA represents seven grain companies handling over 90% of western Canada’s bulk grain exports.

“Developing a framework for successfully creating a competitive marketplace for wheat and barley is essential,” said Kevin Bender, President of the Wheat Growers. “We encourage government to continue working with farmers and industry to make sure the transition to marketing choice goes smoothly.”

The farm groups have also approached the Canadian Wheat Board and are planning to meet with the Inland Terminal Association of Canada, railways, and various other key stakeholders in the industry, in an effort to address all transition issues well in advance of the August 2012 implementation date.

“A smooth transition will require a spirit of positive co-operation and determination,” said Brian Otto, President of the Barley Growers. “We want to make sure all players have the opportunity to succeed in an open, commercial, and competitive marketplace.”

Marketing choice for western Canadian growers of wheat and barley will occur on August 1, 2012.

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