

## EXECUTIVE DIRECTOR'S MESSAGE

# NEW CROP YEAR BRINGS MARKET OPPORTUNITIES, STRATEGIC PLANNING AND INCREASED DIRECTOR TERMS FOR APG



*Leanne Fischbuch, Executive Director*

Harvest is underway and the Alberta Pulse Growers Commission (APG) is moving into a new year. What will the 2019-20 crop year bring to farmers? Market opportunities, increased protein demand from domestic processors, new research addressing pulse agronomic issues, and continued variety development are all on the horizon as the organization enters 2019-20.

There are many things that APG is planning for this next year including increased advocacy through Team Alberta and working with our national partners, Grain Growers of Canada, development and support of additional work on the 25 by 2025 plans with Pulse Canada and planning a revised research and extension strategy to build on the work of the APG app. APG will also be leading an effort to finalize a new strategic plan that will propel the industry into the next three to five years.

This summer, APG staff were present at a variety of events including participation as proud partners with our commission friends in CanolaPALOOZA and WheatStalk. By joining forces with our colleagues we are able to share in some of the most popular summer agronomy-focused events in Alberta. There were also opportunities to speak to farmers at

other various field days across the province. We are sharing with you some of the candid photos of those events on page 20. These types of events allow us to hear directly from farmers about their concerns and questions. Crop walks also allow us to showcase the work that we are doing for the industry.

In July, APG was informed that the government of Alberta supported some proposed changes to the APG Marketing Plan Regulation. It is important for growers to know that there are now changes to term lengths for director positions on the provincial board. Directors elected from the APG zones can complete three, three-year terms for a total of nine years. The director-at-large positions are now two-year positions and can be held for up to a total of eight years. These changes are effective July 2, 2019. For more information growers can review the APG Marketing Plan Regulation at [http://www.qp.alberta.ca/documents/Regs/1999\\_120.pdf](http://www.qp.alberta.ca/documents/Regs/1999_120.pdf). If you are interested in becoming an APG director, elections take place at the regional meetings in the fall in each zone and director-at-large positions are elected at the annual general meeting in January.

While harvest is presently on your mind, we hope that you don't forget about regional meetings this fall. Dates are chosen and

we look forward to seeing you there. The APG annual general meeting in January at FarmTech is also approaching and it is a great opportunity to join the rest of your farmer network to discuss pulse issues. Have a safe and successful harvest, and if you have any questions or comments about the work of the Alberta Pulse Growers, please drop us a line.

