



Don Shepert, APG Chair

CHAIR'S REPORT

THANK GOODNESS FOR TECHNOLOGY IN THIS TIME OF PHYSICAL DISTANCING

To say that the COVID-19 pandemic changed the world is an understatement and how we will all do business when it is over remains to be seen.

What we do know is how the business of the Alberta Pulse Growers Commission (APG) and being an Alberta farmer has changed for now. You can read about how the day to day operation of the APG office has changed in Executive Director Leanne Fischbuch's message on the facing page.

Fortunately, technology has progressed to the point that staff can do their jobs and stay in touch with Directors and members just about as well as usual through What's App, email, telephone calls and virtual meetings. We are even able to get together online for regular updates from government officials about the ever-changing situation.

One of the biggest impacts of this situation for APG is that there are significant adjustments and changes to research projects that may change the ability to meet all the deliverables set out in some projects. As you can see from the recent *Pulse Crop News* research report, that could impact many of

our ongoing projects. We have taken the knowledge learned from past research projects to post updated agronomy information to our website and app to benefit farmers this growing season.

We are starting to feel the impact of missing out on the face to face meetings that people like me look forward to, especially when we work alone or with a few people on the farm much of the time.

What has been a welcome break from the isolation, at least mentally, has been knowing that we are all in this together. Nowhere is this more evident than by participating in, or sometimes just monitoring, conversations on social media.

With so many people staying connected via social media, now would be a great time for farmers who aren't already sharing their story to look at dipping their toe in the water with a few posts. There are tips in this issue from experts on how to get started. What I've

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heard in expert presentations is that farm activities we may think are mundane, many consumers would find fascinating and sharing this would help put a face to the farmer producing their food. After all, everyone needs to eat regardless of whether we are isolating or not. We may as well use this time wisely to help consumers see what growing beans, peas, lentils, chickpeas, faba beans and soybeans looks like in Alberta.

