

The Blue Book

Alberta's Crop Protection Guide



Four of Alberta's crop commissions launch The Blue Book website with an advanced ordering system for spring shipping

December 7, 2020 (Calgary, Alberta) – Alberta Barley, Alberta Canola, Alberta Pulse Growers and the Alberta Wheat Commission are pleased to announce the launch of albertabluebook.com, the new website for Alberta's Crop Protection Guide. In addition to today's launch, The Blue Book website is now accepting advanced pre-orders of the 2021 Blue Book for shipping in March of 2021.

While the commissions are currently producing the 2021 Blue Book and paper copies will be available in March of 2021, the commissions felt it was key to offer an advanced ordering system for deliveries in the spring. This new feature allows retailers, agronomists and farmers to place their 2021 Blue Book orders well in advance of the busy spring season.

Engagement and feedback are important to the commissions in this startup year of producing The Blue Book. The commissions encourage industry to subscribe to The Blue Book's email list to receive updates and news on the publication going forward, and provide input through the feedback form embedded on the albertabluebook.com website.

Quotes

"We are very excited to be unveiling the new Blue Book website. With this advanced ordering system, we hope that ordering The Blue Book is one less thing farmers and agronomists need to worry about when spring rolls around."

- Dave Bishop, Alberta Barley Chair

"The winter planning season for the next crop year is well under way and to be able to have this resource is extremely valuable. I'm very proud of the effort that our commissions have put into making this resource available in such a timely fashion."

- John Guelly, Alberta Canola Chair

"Collaboration among the commissions was essential to ensuring that The Blue Book is updated and available in time for the 2021 growing season."

- Don Shepert, Alberta Pulse Growers Chair

"The Blue Book is a coveted resource in Alberta and we are incredibly proud to be delivering it going forward. I encourage industry to subscribe to The Blue Book email list for continual communications and information so you don't miss a beat on The Blue Book."

- Todd Hames, Alberta Wheat Commission Chair

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