Robert Semeniuk, APG Chair

CHAIR'S REPORT

APG APP KEEPS ALBERTA PULSE FARMERS INFORMED AS IN-PERSON MEETINGS REMAIN SPORADIC

It was great to see the eagerness of pulse growers to attend their fall zone meetings, whether in-person or online. There were a few hiccups with COVID-19 restrictions, technology and weather, but we accomplished the business that needed to take place and had some good discussions along the way.

Thank you to the zone advisors who completed their terms this fall, and it was good to see other pulse growers step up to fill most of those positions in time for the fall meetings. Check out the new advisory group for your zone in the Zone Update section of this issue. APG zones are designed to have the opportunity for turnover each year, so you could potentially become an advisor less than a year from now. Those with interest are encouraged to reach out to their zone chairs or another advisor at any time during the year.

Just as we thought the end of the pandemic and a return to normal was on the way, we recently heard of a new variant of concern. Despite the cancellation of the FarmTech conference for 2022, Alberta Pulse Growers is still planning to hold our provincial annual general meeting on January 26, albeit virtually. Please visit the Events section of albertapulse.com for more information and to register.

Fortunately, we have a couple of years of practice now at turning on a dime when COVID throws a wrench in meeting plans, so I'm confident that the business of the organization will take place and there will be many opportunities for knowledge transfer and learning along the way. It is good to see farmers taking advantage of the many different ways that APG offers agronomy and other information.

I'm happy to report that the APG News & Agronomy app was downloaded for the 1,000th time recently, which is a third of the way to the 3,000 downloads we aim to have by the year 2025. While this was an exciting milestone, I am not sure why all of our members aren't jumping at the chance to access the latest industry and especially agronomy information in real time.

The value of this tool was brought home again in November when app users were alerted to the last-minute cancellation of the Zone 3 annual meeting due to poor road conditions by having the notice pushed to their phones. This is just the tip of the value of this app. Some might be reluctant to download another app for fear of notifications pinging incessantly. That is not the case with our app. Notifications rarely come out more than once a week, and when they do, it is information that I am glad to be the first to know as an Alberta pulse farmer.

App users are notified of the latest RVT results and Pulse Market Insights first. Recent app exclusives include a research update on Herbicide Residue Damage in Faba Bean from Lakeland College's Robyne Davidson and Understanding Acid Soils from Dr. Ross McKenzie, Retired Agronomy Research Scientist.

The APG app is a free download from the app store or Google Play and if you don't find it valuable, you can always delete it. I don't think you will, but it is an option. If there is anything that you think would make it more valuable, let us know.