EXECUTIVE DIRECTOR'S MESSAGE

APG CONTINUES TO WORK WITH PROVINCIAL AND NATIONAL PARTNERS TO BENEFIT ALBERTA PULSE FARMERS

Leanne Fischbuch, Executive Director

"Coming together is a beginning, staying together is a process and working together is success."
- Henry Ford

American industrialist Henry Ford's comments above resonate with APG because we are experiencing this state across many areas of our business as we work for our farmer members today and over the next year. Nationally and provincially efforts are being pursued that are beginnings, processes, and we are aiming for success.

This fall APG worked with other provincial pulse organizations and Pulse Canada to initiate a national Pulse Research Strategy. While our organizations have come together before to strategically configure pulse research priorities, they have been focused upon the various funding envelopes that the federal government has brought forward. This time, the organizations are thinking beyond a Science Cluster envelope, to look at what our sector needs without the confinements of the Government of Canada priorities.

We will be reaching out with the final strategy to inform researchers in winter of 2022. Although not focused on Cluster, the strategy will inform the next intake of Science Cluster research proposals for the 2023 year. All groups around the table recognize that we need to work together for success.

Around our national tables at Pulse Canada and Grain Growers of Canada with the newly-elected/former federal government, many organizations are realizing that to be successful the sector needs to come to the table with the same messages. This is not something that is new, but it is something that is even more important now. Sharing with government a cohesive message around important issues like climate change and the environment, market access and regulatory work, and arriving with the same interpretation is harder to dismiss than having organizations approach government with similar but not quite the same messaging. Having disparate messages gives decision makers the permission to champion their own messages or worse, dismiss any messages stating that there is no alignment. Canada is a big nation and agriculture is very different regionally, so while we are coming together, we must continue to work together for our success.

Even provincially, APG has continued to work with our Team Alberta colleagues in Barley, Canola and Wheat to keep the pressure on the provincial government specific to MELT and BRMs this year. The drought and heat communications have been a focus and government needs to hear how challenging it was for farmers across the province. Additionally, while we often invite other commissions to work with us, we have formally entered into a dialogue with four other commissions/associations: sugar beet, potato, seed growers and bees to expand Team Alberta Crops. The evolution of this opportunity has demonstrated that we are coming together and it is a beginning, staying together is a process and as we continue down the road – we aim to work together for success.

APG continues to do research, marketing and extension for our grower community and, even more today, we need to work together for advocacy. We are aiming to work together and aim for success just as Henry Ford spoke those words many years ago.

All the best in 2022 and know that your pulse grower organization is continuing to do the hard work to support our members.