

EXECUTIVE DIRECTOR'S MESSAGE

APG STARTS A MILESTONE YEAR AND CONTINUES STRATEGIC PLANNING FOCUSING ON EXTENSION



Leanne Fischbuch, Executive Director

Happy Anniversary Alberta Pulse Growers! Our organization is kicking off its 35th anniversary year and there have been many changes since our inception. As Alberta Pulse Growers (APG) makes its way through the year, we plan to share with readers milestones and reflections on the evolution of the organization.

Aside from the celebrations, APG is pursuing efforts on strategic planning including taking the 2024-25 crop year to revisit our strategic plan and assess our opportunities. One of the areas we anticipate continuing to focus on is extension to both farmers and consumers.

This summer, APG began creating 'shorts,' quick video snips that are informative and timely for our designated audiences. For example, APG staff shared short videos on how to scout a field, Ascochyta scorecard, mental health messages, and learning about new crops like lupin. Staff also shared enticing short videos on recipes that will make you want to rush out and create a pulse treat for your family. Check out the Honey, Pecan White Bean Bread Pudding recipe! You can find all APG shorts on our YouTube channel by searching for Alberta Pulse Growers.

In July, APG was proud to partner with Alberta Canola and Alberta Grains to hold the first Crop Diagnostic Days. Inaugural events were held in Vermilion, Donnelly and Olds and in conjunction with Lakeland College, SARDA, and Olds College. The three targeted events displayed collaboration and extension with crop commission colleagues. Experts provided updated information on their specific crops and were present to address questions from the audience related to achieving success in growing pulses, grains and canola.

While the growing conditions across the province this season were a rollercoaster, thanks to weather and moisture levels, there was optimism for the pulse crops which looked good for most of the season. Unfortunately, as the season progressed and record heat arrived in July, farmers are now seeing the impact through yield and crop quality. Hail and other challenges emerged in certain parts of the province as well just as some early harvest opportunities became imminent.

Advocacy work does not take a vacation. Linked to the discussion on weather and yields, at a regularly

scheduled meeting between APG and Agriculture Financial Services Corporation (AFSC) this summer, directors and staff focused upon a dialogue aimed at increasing pulse crop coverage. Directors and staff were pleased to hear of some strong progress on key areas that we have been advocating for. Watch for an announcement later in the year.

Through Pulse Canada and Grain Growers of Canada, APG has also been providing feedback to the development of many efforts to inform and influence the federal government. This includes letters on grain movement and impending strike challenges, changes to the capital gains tax and the impact on farms, as well as through APG directors meeting with their Members of Parliament to share what is important about how they farm, why they farm and providing an opportunity for dialogue to address the MP's questions. APG will continue this important work during the fall sitting.

Reach out to us if you have any questions. See you at the fall meetings.