



**WESTERN BARLEY GROWERS ASSOCIATION
BARLEY GOING GLOBAL
Food - Fuel - Feed ~ Barley does it all
February 13, 14 & 15, 2008
Sheraton Cavalier - Calgary, AB**

For Immediate Release

January 11, 2007

Airdrie, AB; “Wow what a great topic for us to talk about at this year’s convention!” **BARLEY GOING GLOBAL: Food - Fuel - Feed ~ Barley does it all.** Clearly barley producers have known that barley is so much more than just a feed stock for livestock and the breweries. It has been a long road to see all the potential benefits and we have been patiently waiting the ability to have choice to meet and exceed the global demand. We know as producers we can provide the quality and quantity that is needed; with that, we must be rewarded fairly and adequately for our efforts. “Creating greater value here at home, in our communities and within western Canada, is I believe, our producers’ chief goal” states Jeff Nielsen, President of the Western Barley Growers Association (WBGA).

The WBGA cordially invite you to share in fellowship and to share in open discussions Wednesday February 13 through to Friday February 15 at the Sheraton Cavalier (403-291-0192) in Calgary, Alberta.

Featuring first-rate speakers and an exciting agenda

Hon. George Groeneveld, Agriculture Minister - Alberta Agriculture and Food

Alanna Koch, Saskatchewan Deputy Minister of Agriculture

Dr. Kevin B. Hicks, Research Leader, ARS, USDA - “Increasing the Yield of Fuel Ethanol from Barley”

Dr. David Bressler, Carman Read & David Shambrock -

“Ethanol from Barley, A new market and a better bottom line”

PANEL -- Fuel versus Food Debate

Bob Sutton, Rahr Malting; Dr. Kevin Hicks, Researcher & Rich Smith, Alberta Beef Producers

Russ Crawford - Agricultural Commodity Clearinghouse- “Improve Contractual Risk Management”

Tim Stonehouse, Munton’s Malt - UK

“Barley and Malt: Production and Usage in the EU and Challenges in the Future EU”

The Port Challenges - Prince Rupert Port Authority

John Christensen - “Barley Designed for Going Global”

Larry Weber - “Global and Local Grain Price Differences”

Tony Overwater & Lynn Kennett - “Land Use - Carbon Credits & Climate Control”

Petra Rowell - “Water for Life - A Wetland Policy and Implementation Plan”

Activities commence with a President’s reception for convention attendees on the evening of Wednesday, February 13 along with the presentation of WBGA Lifetime Awards. The full program commences at 8:00 a.m. Thursday, February 14. Convention delegates are being offered a special room rate - The “**cut-off date**” for accepting reservations into this guest room block is January 18, 2008. Program and registration details can be found at www.wbga.org or by calling Cheryl or Dianne at 403. 912.3998.

WBGA is farm organization voluntarily funded by a membership made up of farmers, industry and end users. It provides a leadership role in supporting the value-added industry in Canada and abroad.

“With that, it might sound repetitious, but I believe the future for barley continues and that excites me. I look forward to meeting the delegates attending our convention and welcome our industry partners” concludes Nielsen.

All media are welcome to attend any portion of the program (except the banquet) free of charge.

For comment before, during or after the convention, please contact:

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