

IN THIS ISSUE: CIGI's 1st accredited grain marketing program/Durum workshop update

INSTITUTE IMAGES

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CIGI pulse facility open for business

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Executive Director's Message

Review provides timely input

In 2004 CIGI initiated its first independent review of the programs, technical services and publications it offers to international and domestic industry members. It was a timely opportunity to gather one-on-one input from individuals and organizations that have a long history with CIGI and others whose relationships with us are more recent or have yet to be established.

The results of the review, which was conducted by Greg Arason, who is well known to many in the industry here in Canada and overseas, are both reassuring and a call to action. Without exception, those interviewed by Greg confirmed that CIGI has a positive image and there is a strong belief that our programs and services have been beneficial to Canada's grain industry and for customers using Canadian grain and grain products. We are also unique in the eyes of many. In his final report, Greg states that very few, if any, could identify an organization from a competitor country that has the positive reputation or the ability to provide services equivalent to those delivered by CIGI.

As positive as those statements are we don't take them for granted. Many of those interviewed also spoke candidly about the kinds of initiatives CIGI could be undertaking to better serve the industry now and into the future: new programs to suit changing needs, a strategy to expand the use of our pilot facilities, a greater presence in other regions of the country, particularly Eastern Canada. These are just a few of the ideas brought forward in the review, together with the message that we must not lose sight of the core values and commitment to excellence that got us to where we are today.

Where do we go from here? The new year has already brought with it some new developments with the official opening of our Pulse Processing and Specialty Milling Facility and the delivery of our first ever accredited grain marketing program for financial professionals, both of which are featured in this issue of *Institute Images*.

There is much to be proud of and still much more to accomplish. We look forward to working with our industry partners and customers as we provide programs and services that continue to distinguish Canada as a country that is second to none in the production of quality field crops used in markets around the world.

Barry W. Senft
Executive Director

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CIGI Opens New Pulse Processing and Specialty Milling Facility



The new year launched a new chapter in CIGI's efforts to promote Canada's field crops and their products with the official opening of a Pulse Processing and Specialty Milling Facility on January 21.

Designed to support the marketing efforts of the Canadian pulse industry, the facility will be used for the testing of peas, beans, lentils and chickpeas to determine their processing and end-use characteristics. It will also provide training opportunities and technical information for customers and be a resource on collaborative projects with Canadian researchers and domestic and international customers.

"We will be able to offer technical help to customers and support the efforts of Canadian plant breeders by providing them with information on new cultivars," says Dr. Linda Malcolmson, Director of Special Crops, Oilseeds and Pulses at CIGI. "As an added value, individual companies will be able to access the facilities and technical expertise to explore specific business opportunities."

The pulse facility is located adjacent to CIGI's pilot flour mill and will allow for the de-hulling and splitting of pulses which can then be tested for recovery, colour, water hydration and cooking properties. Pulses will



A ribbon cutting marked the official opening of CIGI's Pulse Processing and Specialty Milling Facility. From left to right: Dr. Linda Malcolmson, CIGI; Brent DePape, Western Economic Diversification; Lloyd Affleck, Pulse Canada Board of Directors; Art Macklin, CIGI Board of Directors; Chris Hamblin, Canadian Grain Commission; and Barry Senft, CIGI.

be evaluated on both a pilot scale to reflect commercial processes and on a laboratory scale for smaller quantities where the effects of processing conditions on end-quality can be studied. Desi chickpeas, lentils, peas and beans will also be ground into flour for testing in specialty end products (for example, bean paste filling for steam buns and cakes, fine chickpea flour for snack foods, and course chickpea flour to produce sweet goods).

"Our goal is to process pulses the same way it's being done commercially," says Linda. "We are pleased the pulse industry has partnered with us and



Ashok Sarkar (left), CIGI Head of Milling and Pasta Technology, shows Dr. Ning Wang, CGC Research Scientist, yellow peas split by the new equipment.

we are looking forward to working with domestic processors to assist us in developing our processing capabilities."

Contributors to the new facility included Alberta Pulse Growers, Government of Alberta, Agriculture

Continued on next page

Pulse Processing and Specialty Milling Equipment

CIGI's Pulse Processing and Specialty Milling Facility was designed for versatility in the scale of processing that can be undertaken. Pilot-scale equipment dehulls and splits pulses, allowing for minimum breakage. Laboratory equipment processes small quantities for research purposes while the milling equipment further processes pulses into flour.

Pilot Processing

Buhler pilot-scale equipment has a capacity of 100-200 kilograms/hour and consists of:

- Grader
- Hopper
- Feeder
- Magnet
- Dehuller and splitter
- Aspiration channel
- Intermediate separator
- Pneumatic air handling system

Laboratory Processing

Small-scale equipment has a capacity of 3-5 kilograms per batch and includes:

- SK Engineering Laboratory Equipment
 - Pitting Machine
 - Heating unit
 - Tempering bin
 - Sheller
 - Husk aspirator
- Schule Verticle Shelling and PEARLING Machine

Milling

- Hammer Mill
- Stone Mill



The new facility supports the Canadian pulse industry through the testing of peas, beans, lentils and chickpeas for processing and end-use characteristics.



Paul Ebbinghaus, CIGI Technician, discusses a display of various dehulled and split pulses with Lasby Lowes, Manager of the Marketing and Farm Business Management Branch, Government of Manitoba.

and Food Council (Alberta), Canadian Grain Commission, Manitoba Pulse Growers, Saskatchewan Pulse Growers, Pulse Canada, Western Economic Diversification, and CIGI.

The official opening was attended by approximately 60 guests from industry, government, universities and media. The event featured speeches by CIGI representatives, funders, and a representative from Buhler Inc.—manufacturer of the pilot mill equipment—who presented a congratulatory gift to mark the occasion. The speeches were followed by a ribbon cutting and reception that offered a number of food items produced from pulses. A display also showcased a number of commercial pulse products as well as processed pulse products from the pilot and laboratory scale equipment.

At the opening Barry Senft, CIGI's Executive Director, provided an overview of the facility's equipment, emphasizing its ability to optimize processing conditions and demonstrate the commercial processing quality of Canadian pulses to visitors from potential and existing customer countries.

"The pulse facility builds on the successes CIGI has experienced in our other technology areas in milling, baking, pasta, and noodles and steamed breads," Barry said. "It reflects a planned approach to utilize the expertise gained through these experiences and expand our efforts into other commodities. This facility will operate in collaboration with our partners to support the Canadian pulse industry."

Art Macklin, Chairman of the CIGI Board of Directors, called the facility a significant addition to CIGI's ability to serve the Canadian agriculture industry. "As CIGI enters its 33rd year, we anticipate an exciting future, working closely with all our partners in promoting Canada and Canadian field crops as the best in the world."

Speaking on behalf of the pulse industry, Lloyd Affleck, Vice-



The facility opening featured a display of international food products made from pulses.

Chairman of Pulse Canada's Board of Directors and Board Member with Saskatchewan Pulse Growers, said the new pulse facility is key to the future of Pulse Canada. "This will strengthen our ability to educate and support our customer base. It will also help our breeders and our research community meet future needs." He said work in the new facility may also help Pulse

Canada develop a strategy for new uses for pulses and the organization looks forward to being an important partner with CIGI.

Brent DePape, Senior Policy Analyst with Western Economic Diversification Canada, a department of the federal government, said the new facility provides an innovative edge in developing new products, processes and markets for Canadian agriculture. "That is why Western

Economic Diversification is pleased to support this industry and CIGI through our funding contribution to this state-of-the-art facility. CIGI has an outstanding record of applied research and development and a well-deserved reputation for taking new ideas and innovations and transforming them into commercial opportunities for Canadians."

Given the increasing interest and demand for pulses worldwide, the launch of the facility is well-timed. A combination of factors are driving the demand for pulses including increasingly health conscious consumers and population growth in some regions of the world that is outpacing the capacity of local producers. On average 70 percent of Canada's pulses are exported. During the last five years Canadian pulses have been exported to over 150 nations (see *Primer on Pulses* on page 8).

"The pulse industry is an important industry for Canada," says Chris Hamblin, Chief Commissioner of the Canadian Grain Commission. "It is growing and I think this facility is going to help it grow even more and continue to prosper into the future."

For more information on CIGI's Pulse Processing and Specialty Milling Facility please contact Dr. Linda Malcolmson at (204) 983-8584 or lmalcolmson@cigi.ca

Pulse Processing and Specialty Milling Facility Highlights

Staff

- Linda Malcolmson, Ph.D.
Director of Special Crops, Oilseeds and Pulses
- Ashok Sarkar, B.Sc., Dipl. Milling Technology
Head, Milling and Pasta Technology
- Myl Subramaniam, B.Sc. (Eng.), Dipl. Milling Technology, *Technical Specialist, Milling*
- Frank Bergen, *Technician*
- Paul Ebbinghaus, *Technician*

Key Activities

Educational Activities

- Develop and deliver specialized pulse processing and specialty milling programs for customers.
- Demonstrate the processing characteristics of Canadian pulses.
- Increase awareness of the merits of Canadian pulses.

Customer Support

- Provide technical information and assistance to customers.
- Initiate and maintain information exchange with domestic and international customers.
- Coordinate marketing testing with customers.
- Participate in international technical missions.
- Perform pulse processing and specialty milling services for customers and industry organizations.

Applied Research

- Evaluate the processing properties and commercial viability of Canadian pulses.
- Participate in the evaluation of new pulse varieties.
- Conduct comparative quality evaluations of competing products.
- Collaborate on projects with researchers and international and domestic customers.

A Passion for Pulses

As a city kid growing up in the west end of Winnipeg, Greg Cherewyk never imagined his career path would one day be lined with peas, beans, chickpeas and lentils. But today, working as Pulse Canada's Director of Programs, Greg says without hesitation that he's right where he wants to be.

Thoughts of a future in agriculture were about as far away from his childhood reality as the vast distance separating his urban home from the nearest farm in rural Manitoba. "When I was growing up it wasn't an area of interest that came to mind. Never in a million years could I have envisioned that I'd be working in this field but now I can't imagine myself being anywhere else."

So what planted the seed that would ultimately lead him to a multi-faceted role where he feels at home talking feed peas with customers in China and meeting with domestic pulse producers from Alberta through to Ontario? As Greg explains it, the path that eventually paved his way to the pulse industry initially took a number of twists and turns.

"I guess you could say I stumbled into agriculture. I had started university at 17 and at that age I was still trying to figure out exactly where I wanted to be. I finished my degree in arts but I knew I needed to look beyond that so I started talking to different people about their careers. I encountered someone who was studying food science in agriculture which seemed to fit a little bit with my interest in nutrition, health and fitness at the time. They also mentioned that the employment rate in the field of agriculture was high."

He soon found himself at the University of Manitoba immersed in classes in organic chemistry, biochemistry and microbiology plus all of the lab work that went with them. "Those were tough years to get through. I was trying to look for a light at the end of the tunnel because I wasn't happy being in the lab. It just wasn't my place even though people kept saying it would get better."

"This is an industry that is always challenging, always interesting and always forcing you to be creative."

Where he did feel at home was in a class in agricultural economics that he was taking with the late Dr. Darryl Kraft. "I just fell in love with economics and world trade and it was at that point I knew what I really wanted to do was go into international marketing."

With the help of Dr. Kraft and others at the university, he began to pursue studies in both commerce as well as agriculture. "I was actually the first person in the faculty of agriculture to be allowed to take the international

marketing course through the commerce department," says Greg.

While he may have "stumbled" into agriculture, once he'd discovered his niche Greg wasted little time finding his stride and developing the knowledge and industry contacts he would need to set foot in the real world. "I had the obvious problem of being a 'metro-aggie'—someone from the city who didn't have any agricultural experience, or as they would say, 'have his feet dirty'." As he continued with his studies, he set about to change that fact, first taking a short-term position as a communications advisor with the Manitoba Rural Adaptation Council. Contacts there pointed him in the direction of

Gordon Bacon, Chief Executive Officer of a newly formed organization called Pulse Canada.

In 1998 Greg landed a summer job with Pulse Canada as a market analyst and so began his introduction to the domestic and international pulse industry. "Gordon didn't have anyone else working for him at the time and I began pulling together information that would be used in preparing a position for upcoming World Trade Organization negotiations."

This international focus was a new step for the domestic pulse industry.

Pulses pave the way to an exciting career for Greg Cherewyk

"We didn't have a lot of information on where Canadian pulses were disadvantaged in international markets relative to other products and where our focus needed to be. I began collecting information, doing market profiles and working with Agriculture and Agri-Food Canada to prepare tariff schedules so we could look at different markets around the world and decide where the priorities were."

He returned to university in the fall to complete his studies, graduating with a Bachelor of Science in Agribusiness Management in the spring of 1999. A position as an agri-food trade specialist with Manitoba Agriculture and Food soon followed, where he built on his university and Pulse Canada experiences with responsibilities that included working on federal-provincial teams developing strategies for priority markets for a variety of Canadian agricultural commodities

and products, including pulses. After three years with Manitoba Agriculture and Food, Greg decided to pursue a year-long opportunity to gain some experience farther afield—some 10,800 kilometres afield—in Taiwan.

"My wife, Katharine, had just finished her Master's Degree (in aquatic entomology) and it was the perfect window for her to take some time and do something different between her school life and establishing a career in her field. For me it was an opportunity to learn about the Chinese culture and language and I just jumped at it."

While officially working as the director of foreign staff at a school

in Hsinchu, unofficially Greg was intent on learning more about the business climate and culture in Taiwan and China in general. He got more than he bargained for as his time in Taiwan coincided with an event that soon captured headlines around the world—the outbreak of SARS.

"Taiwan was the second hardest hit country in the world, behind China. It was a very tense time and an eye-opening experience to see first hand how they handled a crisis like that."

SARS curtailed many of his plans to participate in trade and marketing-related activities involving the agriculture industry as all of the trade missions, major visits by industry organizations and food shows in the region were cancelled.

To stay connected Greg continued to go to Taipei regularly to meet with his contacts in the Canadian trade office and prior to returning to Canada had meetings with government representatives and agriculture department officials. "I still managed to bring back some valuable knowledge about the industry and the market and how to deal with the Chinese administration."

He also brought back a new appreciation for the Chinese culture and he continues to study the Chinese language with the goal of one day being able to hold his own in conversations. "It's a very hard language to learn, especially if you are not immersed in it all the time. I don't expect I'll be conducting meetings in Chinese anytime soon but it will be valuable to be able to speak casually with people in their own language

Please see **Pulse page 21**



A Primer on Pulses

Pulses are dry seeds of legumes that are used as food or feed. They include peas, beans, lentils, and chickpeas. Pulses are excellent sources of protein, vitamins and minerals while being low in fat and high in fibre. Pulses were first cultivated in the Middle East and Central and South America, but their nutritional properties and excellent taste have led to their extensive use around the world. There is currently a renewed interest in pulses in both developed and developing countries.

Canada's pulse industry

- Canada can grow high-quality pulses at relatively low cost because our climate is favourable and farmers alternate high-scale production of pulses with cereals, using modern agricultural technology on reasonably priced farmland. In fact, Canadian farmers can grow more pulses relative to cereal yields than almost any other country.
- Canada's cool climate provides pulse crops with natural protection against insects and disease. In addition, Canada has a well established infrastructure to store and move grain and pulses from the producing regions to the port terminals for export to international markets.
- Most of the growth in pulse crops is driven by international demand, as, on average, 70 percent of Canada's pulses are exported. During the last five years, Canadian pulses have been exported to over 150 nations.
- Canada has been the world's largest exporter of pulses for the past nine years, with an average market share of 32 percent. Currently, Canada is the world's largest exporter of lentils and dry peas and the fourth largest for chickpeas and dry beans.
- The largest market for Canadian pulses is India, accounting for 22 percent of Canadian exports. Spain is the second largest market, with a 14 percent share.

Growing interest

The dramatic increase in the demand for pulses worldwide is driven by several factors:

- Some country populations are growing at a pace that cannot be matched by the expansion of their own agricultural sectors.
- Globalization is allowing local producers to stop the cultivation of pulses for the domestic market if they can produce more profitable crops for export.
- Weather patterns are changing and disturbing the expected agricultural output in some regions of the world.

- Health-conscious consumers in affluent markets are increasing the consumption of plant-based protein in their diets and pulses are the perfect fit for this purpose.
- Feed peas are used extensively as feed ingredients in Canada, the U.S., and Europe. Since feed ingredients are under scrutiny because of their impact on the final meat product, feed peas are well-positioned to take over a larger part of the international market.

Canada an innovative leader

- Canada has taken a leadership role in innovative research and development in the pulse sector. Ongoing research and careful crop management have contributed to the high quality of Canadian crops. Importers have noted the willingness of the Canadian pulse industry to develop and produce new varieties in Canada in order to meet the needs of their customers.
- In the absence of international standards, Canada has taken the lead in standardizing terminology and developing quality evaluation methods for the pulse industry worldwide.
- Canada is also pursuing policies that will allow pulse producers to better meet their business needs while remaining market-oriented and globally competitive. These policies are integrating food safety, innovation, and environmental responsibility.

Information courtesy of Agriculture and Agri-Food Canada

For more information on Canadian pulses, please see the following websites:

Pulse Canada
<http://www.pulsecanada.com>

Manitoba Pulse Growers
<http://www.manitobapulse.ca>

Alberta Pulse Growers
<http://www.pulse.ab.ca>

Saskatchewan Pulse Growers
<http://www.saskpulse.com>

“Risk Management” the focus of CIGI’s first accredited grain marketing program



Role playing put theory into practice when participants formed their own grain companies and later became traders in a mock demonstration on the trading floor of the Minneapolis Grain Exchange.

With a revised format and a new partnership with the Canadian Securities Institute, CIGI held its first accredited grain marketing program for financial professionals working in the agricultural industry.

The 52nd Grain Marketing Course, held January 31 to February 4, brought the resources of the Canadian Securities Institute (CSI), Canada’s most respected and recognized leader in financial education, to the program’s 25 participants. Registrants were people involved in the areas of marketing and risk management in the grains and oilseeds sector in Canada. On completing the course, they were automatically enrolled in the CSI Agricultural Risk Management (ARM) Course. Course materials provided by CSI allow participants to obtain recognized accreditation for their studies and advance towards CSI’s Derivatives Market Specialist designation.


While CIGI has provided training in grain marketing to Canada’s

agricultural industry since its inception, the 52nd Grain Marketing Course represents a major shift in focus, reflecting the realities of today’s environment.

“Risk management has become an important factor in the agricultural industry,” said Bruce Love, CIGI’s Director of Commodity Merchandising and Strategic Business Planning. Increased vulnerability caused by reduced profit margins is creating a need for financial professionals to be proficient in managing risk. “Offering risk management as part of the curriculum keeps our program current with industry practices and trends,” added Bruce. “This course provided the first step for participants on the path to valuable career development while providing them with a practical training opportunity.”

The program began with classroom sessions and hands-on workshops, and included visits to the Canadian Wheat Board, the Minneapolis Grain Exchange, the Chicago Mercantile

Exchange, and the Chicago Board of Trade. An intensive learning experience, participants found the program’s pace, agenda and concepts challenging. For Lee Giroux, Manager of the Grain and Rebate Program for Saskatchewan Agriculture Food and Rural Revitalization, the combination of theoretical and practical work in the first half of the program helped when the participants hit the trading floors for simulation exercises. “Seeing the trading floor in Chicago was an experience I will never forget,” she said. “It really completed the course in a high adrenalin, connect-all-the-dots manner.”

With risk management one of the fastest-growing aspects of management in the agricultural community, Bruce anticipates further refinement and an even more in-depth focus on these important financial tools in future programs. 

Seeking a win-win solution can be a challenge. For the 19 delegates who participated in the Agriculture, Biotechnology, Biosafety and Trade Program October 18 to 22, the subject provided both challenge and opportunity. The opportunity is the ability to implement a global system which protects biological diversity. The challenge is to do so without undue costs and disruption to the efficient bulk grain handling systems used throughout the world.

The program was developed by the Government of Canada to encourage discussion regarding the Biosafety Protocol (BSP). Charles Charron, Deputy Director in the markets and trades sector of Agriculture and Agri-Food Canada, welcomed the group, and introduced the week's agenda. Attending the program were government and industry officials from agricultural, environmental and trade policy sectors in Africa, Asia, Latin America, the Middle East and Canada.

The Biosafety Protocol came into force on September 11, 2003 with more than 100 countries ratifying the agreement to date. The Protocol seeks to protect biological diversity by regulating international trade of living modified organisms (LMOs)—basically, organisms that have been genetically altered through biotechnology. This includes genetically modified (GM) crops, which in Canada include varieties of canola, corn and soybeans.

"Canada supports the Protocol's objective, and signed the agreement in 2001, but we have not yet ratified the agreement due to the potential impact it could have on the world grain trade," said Charles in his opening remarks. "The Canadian industry has invited you here to discuss these issues and to develop a common understanding of the potential impact on developed and developing nations of key provisions of the Protocol."

Discussion highlights included the potential impact of mandatory testing and labeling of all grain commodities and the roadblocks to achieving this

International delegates examine agricultural issues related to biotechnology, biosafety and trade



Delegates had an opportunity to discuss Canadian research initiatives and laboratory techniques used in plant biotechnology with personnel from the Saskatchewan Research Station of Agriculture and Agri-Food Canada in Saskatoon. Before departing the city, they also toured AgWest Bio and the Plant Biotechnology Institute.


due to an absence of sampling and testing methods which could be universally adapted.

Another key focus during the program was an examination of the activities involved in a bulk handling system. In Canada, grains with similar qualities received from different producers are blended into larger lots to ensure consistent quality. Some discussion ensued about the plausibility of using an identify-preserved (I.P.) shipping method for all grains. Although Canada has some I.P. products, the vast majority of grain is shipped in bulk. The Canadian perspective was that the existing I.P. system would be slow, complex, too expensive for routine use in bulk commodities, and that more research is required before a viable system can be implemented.

A visit to the Canadian Grain Commission's laboratories and tours of primary and terminal handling

facilities and a container-loading facility highlighted the quality control measures employed at every step in Canada's grain handling chain from the farm to elevator, to train, to port, and finally, to export vessel.

Through discussions and tours of several plant research facilities in Saskatoon, participants also learned about the Canadian regulatory framework for plants with novel traits, including living modified organisms.

While the practical realities of establishing LMO regulations in the global grain trade is played out on the international stage, Charles said Canada's Agricultural Policy Framework and recent on and off-farm safety initiatives are steps in the right direction. "Our goal is to build on Canada's reputation as a reliable supplier of safe food produced in an environmentally safe manner." 

CIGI held three programs for international customers and trade partners in the fall of 2004.

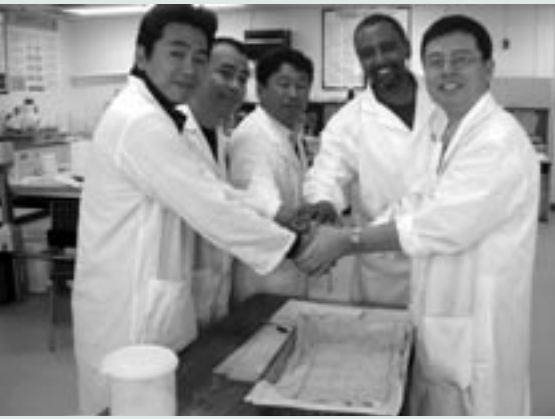
Fall programs provide insight for overseas participants

Durum quality highlighted during Algerian program



A scale model of the Port of Montreal gave participants of the Algeria-Canada Wheat Industry Program a bird's eye view of the transfer elevators and shipping activities of this busy port. In the past decade, a yearly average of 1.3 million tonnes of Canadian durum has passed through this port en route to Algeria.

To ensure one of Canada's key durum markets is kept informed about quality advances in Canada's durum industry, CIGI held the 4th Algeria-Canada Wheat Industry Program from October 4 to 12. Conducted on behalf of the CWB, the program emphasized the milling and processing quality of Canada Western Amber Durum (CWAD) wheat, a commodity used in Algeria to produce couscous, a traditional rice-like staple. While in Winnipeg, participants also examined the processing characteristics of other types of Canadian wheat. Following formal sessions, demonstrations, and local farm and elevator visits, the entourage flew to Quebec where the 15 participants inspected a transfer elevator at the Port of Montreal, from where their Canadian grain purchases are shipped. 



Japanese millers and CIGI technology staff enjoy a moment of camaraderie before getting down to the production of Soba noodles. The program is part of an ongoing technical exchange with Japan to evaluate new buckwheat varieties developed in Canada.

In October, eight Japanese participants attending CIGI's first-ever buckwheat program found themselves deep in the heart of buckwheat country. Considered the buckwheat capital of Canada due to a near-perfect growing environment, Manitoba accounted for 73 percent of the country's buckwheat production in 2004–05.

The Japan-Canada Buckwheat Program, held October 14 to 16, was sponsored by the Canadian Special Crops Association (CSCA) to provide a

Japanese processors visit buckwheat capital of Canada

valuable technical exchange with one of its largest buckwheat customers.

Despite its name, buckwheat is not a type of wheat, but is instead one of Canada's most important special crops. In Japan, buckwheat flour is used to produce the traditional "Soba" noodle. Over a three-day period the participants, members of the Japan Buckwheat Millers Association, learned about the production, handling and marketing of the 8,000 to 12,000 hectares (20,000 to 30,000 acres) of buckwheat harvested in Manitoba each year. They also discussed current buckwheat research efforts in Canada and together with CIGI staff evaluated first hand the milling and noodle making properties of Canadian buckwheat. 🌿

"New Crop" Seminars bring timely information to buyers' doors

Each year following harvest, the Canadian Grain Commission (CGC) processes thousands of grain samples received from farmers throughout the prairie provinces. Exhaustive testing of the samples by trained personnel provides a clear picture of the composite processing qualities of all classes, grades and varieties of Canadian grain for the crop year. In addition to being available in print or through the CGC web site (www.grainscanada.gc.ca) the data from these annual quality reports is also taken on the road when CIGI organizes offshore "new crop" seminars each year on behalf of the Canadian Wheat Board.

The seminars are tailored to specific markets or companies and enable discussions based on the processing conditions, products and expectations of that market.



Representatives from the CWB, CIGI and CMBTC met with COFCO staff in Shanghai, one of four locations in China where malting barley seminars were held last November and December.

CWB-CIGI China Malting Barley Seminars

November 19 to December 2

Seminars on the quality and performance of Canada's 2004 malting barley harvest for China's burgeoning beer industry attracted a total of 254 people during one-day seminars held in Guangzhou, Shanghai, Dalian and Beijing. Seminars scheduled for two other cities were cancelled due to poor weather. The seminars were presented by representatives from the CWB, the Canadian Malting Barley Technical Centre (CMBTC) and CIGI, and emphasized the advantages of the newer two-row malting barley varieties.

Asia New Crop Seminars

November 20 to December 10

A total of 140 participants attended presentations by a five-person CWB/CIGI team in the Philippines, Vietnam and Thailand. A seminar-style format was also used during visits with individual companies in Malaysia.

North Africa New Crop Seminars

November 26 to December 10

Canada's durum wheat quality and varieties were the focus for seminars held in Morocco, Algeria and Tunisia. In Bahrain, Oman and the United Arab Emirates, the focus shifted to emphasize the quality of Canada's red spring and hard white wheat. The four-person team from CIGI and the CWB provided information to 48 customers during the two-week mission.

Europe: 2004 Western Canadian Wheat Quality Seminars

January 28 to February 4

Seminars were provided for key wheat buyers in Greece, Spain, Italy and the United Kingdom. The four-member seminar team consisted of two CIGI and two CWB representatives who provided technical and market information on CWRS during visits to Athens, Barcelona, Liverpool and Milan. For the visit to Foggia, the emphasis shifted to CWAD and its suitability for high-end pasta production in this market. 



Winter in Winnipeg launches domestic program season

More than 250 Canadians braved chilly winds, icy roads and typically notorious Winnipeg winter weather to attend programs at CIGI in recent months. Between October 2004 and February 2005, CIGI held 10 courses designed for various groups including producers, grain marketers and members of Canada's feed industry. An 11th course (for award-winning prairie grain growers) was also getting underway at the end of February (see next issue for highlights).

During the 31st Combine to Customer course, Bill Smith, the CWB's e-communications manager (top right) discussed the board's new e-newsletter for producers, MyCWB, during an informal question and answer session with participants.



Producer programs provide productive exchange

The interaction that producers unfailingly bring to the Combine to Customer courses each year ensures that participants, the industry and, ultimately Canada's grain buyers, are well served. Classrooms were filled to capacity for each of the six producer-oriented programs beginning with the 26th course in November 2004 through to the 31st "C to C" course which ended February 25, 2005.

Each four and one-half day course gives producers a front row seat from which to observe the activities that take place within the industry, including cereal research, market development, producer and customer support. It also helps participants put faces and names to the organizations behind those services. Integral to each course is a day-long visit to the Canadian Wheat Board. The Canadian Grain Commission is another port of call, highlighting this organization's role in regulating the industry and the activities of its world renowned Grain Research Laboratory. At CIGI, participants take part in technology workshops in the Institute's pilot scale processing

facilities to see how Canadian wheat is used by various customers, and the requirements that their wheat must fulfill in order to satisfy the needs of the world's buyers. Similar activities, relating to malting barley, took place in the malting and brewing facilities of the Canadian Malting Barley Technical Centre (CMBTC).

Annual program provides overview for Canadians working in agriculture

CIGI's annual Canadian Grain Industry Course was held for the 26th time from December 13 to 17, 2004 with 34 Canadians attending. The course provides orientation for employees new to the industry and a broad perspective for staff working for Agriculture and Agri-Food Canada, the CWB, CGC, and CIGI. Following the program, participants have a better understanding of the inter-relationships between the major organizations in Canada's grain industry.

Canadian farmers are among the best in the world, the vital front line in Canada's agricultural network that makes "grown in Canada" a guarantee of clean and consistent quality grain.

Just as no two fingerprints are the same, no two farmer's experiences are entirely the same. In Canada's grain belt, which stretches over 80 million acres (32 million hectares) of prairie in Western Canada, the land is a patchwork of different soil types, climates, temperatures, and environmental conditions that dictate distinct approaches.

But in the end, the rituals of seeding, growing and harvesting are the same, and so is the ultimate goal—to earn a satisfying living and sustain a way of life that in itself has changed immensely since their forefathers first broke the sod a century ago. Though less labour intensive, farms are larger today and the challenges can be formidable, demanding an immense personal and financial investment.

One Farmer's Experience

It's this level of knowledge and commitment that leaves a lasting impression with grain buyers when they come face to face with Canadian producers. Last year alone, more than 150 customers visited prairie farms during CIGI programs.

Beginning in this issue of InSTITUTE Images, we profile Owen McAuley, a respected farm leader and prairie producer whose family operates a 6,000 acre (2,400 hectare) mixed grain and livestock farm near the southwestern Manitoba village of McAuley, named for earlier generations of his family. Over the next three issues, we will follow Owen, his wife Anna-Mae, and their daughter and son-in-law Laurie and John Gilbertson through their yearly production cycle ending with the fall harvest.

Winter on the farm

It's the end of February and from the McAuley's kitchen window a thick blanket of snow covers the stubble from the fall harvest. It's deceptively quiet on this crisp prairie morning, the fresh country air, tranquility and open spaces painting a scene that no doubt contributes to a prevailing urban myth about life on a prairie farm.

"Many people still think of farmers as passive individuals whose lives are relatively simple," says Owen. "That's just not the case." He should know. A third generation farmer, he has witnessed both the highs and lows of life on the land and the immense changes that continue to alter the prairie landscape.

Aside from two years at university studying agriculture and a year

working on the oil rigs in Alberta, Owen has lived his life on this land homesteaded by his grandfather nearly a century ago. This man and the land seem inseparable, much like his relationship with his wife and business partner of 36 years. Anna-Mae Marshall and Owen McAuley grew up on farms three and one-half miles apart, married young, and have built their lives around this farm ever since. Two of their now adult children have left the farm, but the legacy of this family farm endures. Their daughter Laurie



season,” says Owen. There’s grain to be cleaned and hauled, machinery to be maintained, repairs to be done, and 400 head of beef cattle to be fed and tended to until the herd can return to the pasture in the spring. And on this particular farm, it’s calving season, a cow-calf venture managed largely by Laurie and John, who will deliver most of the newborns expected this year.

Cropping decisions

With spring seeding still roughly eight weeks away (as of the end of February), the family has finalized its budgeting and cropping plans for the coming season. There’s nothing arbitrary or random about

potential costs, margins and revenue on a per-acre basis before committing to the year’s seeding plans.

A multitude of farm meetings provided by the Canadian Wheat Board, numerous grain companies and farm organizations ensure Canadian producers are up-to-date on agronomic developments in plant breeding, developments in technology, weather and world trade forecasts, customer expectations and global issues that could impact their operations.

But as every farmer knows, there are no guarantees. Events can conspire to undermine the best laid plans, and this past harvest is a recent reminder. Seeding went well, and they narrowly missed being delayed by a late snowstorm in May. Their luck held with their crop yields, among the best they’ve ever had. But a slow, wet harvest and an early frost downgraded the crop’s value.

It’s an unpredictable life and an increasingly high-risk business, but the McAuleys’ wouldn’t trade it for anything. “Agriculture has not been without its ups and downs, but it has clearly treated us well,” Owen remarks.

Nonetheless, he concedes that he doesn’t speak for most farmers. For 11 years, he was Vice Chair of the Debt Review Board in Manitoba. “I can guarantee that’s not what many people would say,” he says. But he attributes bad timing, not poor farm management, for the struggles many farmers have endured.

Owen’s perspective has helped him weather the lows and move forward during the highpoints in farming cycles. “We have made huge strides in building our net worth over the years, but it has always been done in spikes. Most years, we just hope to break even or make a bit of money. Then you get those years when the price of wheat shoots up to \$5 a bushel. That’s when we build huge amounts of equity.”



This winter, Owen took part in two five-day producer programs at CIGI: the 30th Combine to Customer Course in January, and a cross-border exchange with American producers during the Canada-U.S. Farmer Connection Program in March.

these decisions. It begins with an assessment of the previous harvest and their economic status. This is when Anna-Mae’s year-round record keeping as the farm’s unofficial office manager pays off big time. Using farm management software, the family can project, with a few keystrokes,

and husband John joined the family business in 1993.

Though the cropland now lies dormant, activity never stops in the day-to-day business of farming. “Winter is probably our busiest

Feeding trials a shared experience



One of three 50/50 feeding trials underway in China's Guangdong Province is testing feed peas in the diets of Peking ducks.

A new approach to funding CIGI-led feeding trials is getting a good response from companies in key international markets and is paving the way towards greater awareness and use of Canadian feed ingredients.

Dr. Rex Newkirk, CIGI's Director of Feed, uses the term '50/50 feeding trials' to describe the initiative. As the phrase implies, the approach involves a shared financial commitment between those involved in the trials.

"Basically feed companies pay for half of the cost of the ingredients to conduct the trials and the other half is covered by industry partners like Pulse Canada or by CIGI using matching dollars available through its CAFI (Canadian Agriculture and Food International) funding from the Government of Canada," says Rex.

There are currently four 50/50 trials underway—all using feed peas—involving three different companies in Guangdong Province in south China and one in Taiwan. Each received one container of material (26 tonnes) and Rex provides any technical support required.

"By sharing the cost we can penetrate a region very effectively. Asia, and particularly China, is a target market because of the possibilities that exist there. They aren't producing enough of their own feed material to meet their needs," says Rex.

A recent Pulse Canada report indicates the combined feed requirement in China, Taiwan, Japan and South Korea totals 135 million tonnes. It is expected that China's feed requirements alone will double by 2015 to reach 177 million tonnes.

CIGI has a long history of conducting feeding trials in many parts of the world to enable customers to gain practical experience with various Canadian feed ingredients. Typically CIGI or industry partners like the Canola Council of Canada and Pulse Canada would pay the full cost for the materials used in the trials, which would limit the number of studies that could be held within a particular region. In 2004 Rex proposed the 50/50 concept as a way to work with the feed industry to expand the number of feeding trials being conducted.

"We're pleased with the response to the 50/50 trials thus far and with the cooperation of the companies involved," say Rex. "One of the key benefits is that we have buy-in from the companies. While the monies involved are not huge (for example half of the cost of a shipment of feed peas into China in 2004 was approximately C\$3,000) it still represents a commitment on their part. They are invested in the process, not just financially but also through the involvement of their research facilities and staff."

Companies also benefit from the freedom to determine how they want to use the feed ingredient during the trial. For some that may mean testing it in diets for chickens or hogs while for others it could be ducks or tilapia. If the company chooses, the results of the 50/50 trials can also be kept confidential—an option not typically available in studies where the feed material has been provided at no cost and a report of the findings is published and made available to the industry at large.

"It's a competitive industry and some companies like to keep their research confidential. This approach gives them that choice," says Rex.

As the current trials are completed, an evaluation will be done to determine what the future holds for the 50/50 initiative. "There is lots of potential in international markets," says Rex. "The more exposure we can provide to the quality of Canadian feed ingredients, the greater the potential for Canada to further establish itself in these markets. The 50/50 trials are one way of helping to make that happen."

Rapid NIR test to focus on feed barley

The Alberta Government, Canadian Wheat Board, Agriculture and Agri-Food Canada, the University of Alberta, Ridley Inc. and CIGI are collaborating on a three-year project to develop a rapid Near Infra-Red Reflectance Spectroscopy (NIR) test that determines the nutrient value of cereal grains with a focus on barley for feed.




A feed analyzer will be used to scan samples.

To develop the test, numerous barley samples from producers across Western Canada will be collected and analyzed for nutritional value then used to calibrate a central NIR set of values that can be applied across the industry.

The NIR test will operate using an instrument to scan a grain sample contained in a cup while software determines the nutritional value of the contents. This approach is very similar to a current test used to determine protein content of grain delivered to elevators.

Once the project is completed CIGI will assist grain companies, feed manufacturers and farmers in implementing the NIR test to determine the value of barley.

The NIR test is expected to provide enhanced market opportunities for producers as the results will allow

for the ability to better negotiate price, based on real value rather than appearance or test weight. A rapid test will also offer end users information to help them best use feed barley in animal rations. 

Soybeans on stage in Asia

Participation in an Asian mission organized by the Canadian Soybean Exporters Association (CSEA) in late 2004 was another step in CIGI's continuing efforts to expand its work with other Canadian commodities.

Dr. Linda Malcolmson, CIGI Director of Special Crops, Oilseeds and Pulses was part of an 11-person industry team that traveled to Singapore, Malaysia, China and Japan from November 19 to December 4 to conduct seminars on behalf of CSEA. Aimed at customers and potential customers of food grade soybeans, the seminars provided information about the new crop, an update on the Canadian Identity Preserved Recognition System (CIPRS) administered by the Canadian Grain Commission, along with details about soybean research, production and the export system in Canada.

Linda's presentations focussed on innovations in the development of soy food products in North America, beyond more familiar items like tofu and soymilk. "In Canada we're developing more mainstream soy-based food products such as frozen desserts, cheeses and yogurts. The industry representatives overseas were genuinely interested to hear about the types of products being developed here and their growing popularity in the North American market because they are looking for new opportunities that will appeal to consumers in their markets as well," says Linda.

The mission was also an opportunity for Linda and others on the team to visit processing facilities and retail outlets to gain an appreciation for the types of soy products currently being manufactured and sold in the different regions. Linda noted for example that the soymilk market in Japan has really taken off, potentially paving the way for the introduction of other products made from soy milk such as ice cream.

Closer to home, work with the Canadian soyfood industry is proceeding as CIGI and the Guelph Food Technology Centre continue to collaborate on projects involving their "virtual" training and technical resource centre initiative announced in 2003. Projects proposed for 2005-06 include courses focussing on the flavour of soy foods and the use of soy ingredients in low carb foods, the continued gathering of market information on soy-based foods in other countries and technical assessments of soy food products in export markets. 



In Singapore, the CSEA delegation visited the Unicurd Tofu plant. Left to right: Roger Rivest, Great Lakes Organic; Bill Riley, Ontario Soybean Growers; Jim Gowland, Ontario Soybean Growers; Linda Malcolmson, CIGI; Francis Goh, Unicurd Tofu; Benoit Brunelle, La Coop Fédérée du Quebec; Malcolm Morrison, AAFC.

Update: International Durum Wheat Workshop

The Third International Durum Wheat Workshop to be held in Winnipeg, Canada, September 6 to 10, 2005 (previously reported in *Institute Images*, December 2004) is expected to bring together international scientists focussed on durum wheat technology and quality, as well as representatives from processing industries including durum millers, pasta and couscous manufacturers, and bakers of durum wheat specialty breads.

Confirmed Speakers

A number of invited speakers and their topics have been confirmed for the workshop and more may be added. To date, they include:

Nutrition - Dr. J. M. Jones, Professor of Nutrition and Food Science, College of St. Catherine, USA

Milling and Manufacturing - Dr. J. Abecassis, Laboratoire de Cereal Technology ENSA-INRA Montpellier, France

New Products Innovations/Developments - Dr. David H. Hahn, Director of Research and Technical Service, New World Pasta Company, Harrisburg, USA

Breeding and Genetics - Dr. J. Clarke, Durum Breeder, AAFC-SPARC, Canada

Quality Evaluation and Prediction - Dr. M. J. Sissons, NSW Agriculture, Tamworth Agricultural Institute, Australia

Food Safety - T. Nowicki, Canadian Grain Commission, Grain Research Laboratory, Canada

Markers and Mapping - Dr. R. Knox, Biotechnologist, Semiarid Prairie Agricultural Research Centre, Canada

In addition, international researchers and Canadian representatives invited to co-chair sessions include:

- Dr. M. Carcea, Unità Cereali, INRAN, Italy
- Dr. J. M. Carrillo, Professor of Genetics and Plant Breeding, Unidad de Genética Escuela Técnica Superior de Ingenieros Agrónomos, Ciudad Universitaria, Spain
- Dr. M. G. D'Egidio, Istituto Sperimentale per la Cerealicoltura, Italy
- Dr. E. M. Elias, Durum Wheat Breeder, North Dakota State University, USA
- Dr. C. Pozniak, Crop Development Centre, University of Saskatchewan
- Dr. J. Dexter, Canadian Grain Commission
- Dr. L. Malcolmson, Canadian International Grains Institute
- G. Worden, Canadian Wheat Board

- P. Betournay, Grisspasta Products Ltd.
- Dr. N. Ames, Cereal Research Centre, Agriculture and Agri-Food Canada
- Dr. B. Marchylo, Canadian Grain Commission

Featuring the theme 'Mapping the Future,' the workshop will focus on recent developments and priorities in durum wheat research and what can be anticipated in the next five to 10 years. Future requirements and developments in the durum processing industry will also be discussed.

THIRD INTERNATIONAL DURUM WHEAT WORKSHOP



Mapping the future

Chair of the local organizing committee, Dr. Brian Marchylo, expects the event will build on the success of the previous international durum wheat workshops in Montpellier, France (2000) and Rome, Italy (2002). Organizers hope up to 150 people will attend the workshop, which will be conducted in English.

As an added incentive, durum workshop attendees will receive a reduction in registration fees for the American Association of Cereal Chemists (AACC) 2005 annual meeting, which takes place immediately following the durum workshop from September 11 to 14 in Orlando, Florida. They will also receive a \$50 coupon that may be used for a variety of purchases from AACC fees to books.

Abstracts deadline April 30

The organizing committee also invites submissions for oral and poster presentations. The deadline for submission of abstracts is April 30.

Information about the workshop is also available at www.mapthefuture.org

More information may also be obtained from:
Dr. Brian Marchylo (Chair)
(204) 983-3320
E-mail: bmarchylo@grainscanada.gc.ca

Linda Schlichting (Coordinator of Submissions)
(204) 984-8450
E-mail: lschlichting@grainscanada.gc.ca

Fax: (204) 983-0724

Mailing address:
Grain Research Laboratory
Canadian Grain Commission
1404-303 Main Street
Winnipeg MB Canada R3C 3G8

CWB signs wheat sales agreement with China



Signing the agreement are (seated) Bill Spafford, Vice President, Marketing for the CWB, and Yu Xubo, Vice President of COFCO. Standing (left to right) is Haiguang Shi, General Manager of the CWB office in Beijing; Joseph Caron, Canadian Ambassador to China; International Trade Minister Jim Peterson; COFCO President M. Liu Fu-chun and Ken Sunquist, Assistant Deputy Minister, International Trade.

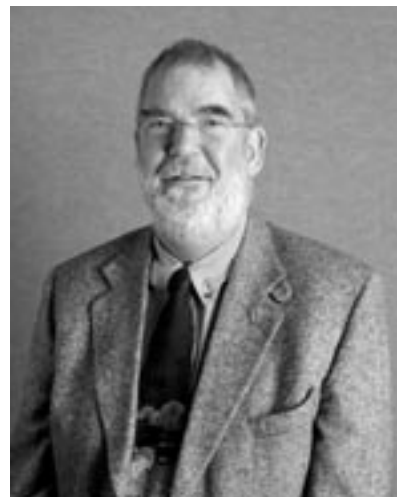
The Canadian Wheat Board (CWB) has signed a Memorandum of Agreement (MOA) with the China National Cereals, Oils and Foodstuffs Import and Export Corporation (COFCO) for the sale of one million tonnes of milling wheat in 2005–06. The wheat sale is to be negotiated under normal commercial practices and at market values. Based on current prices at the time of signing, the value of the agreement is approximately \$250 million.

The agreement was signed January 21 in Beijing by Bill Spafford, the CWB's Vice President, Marketing and Haiguang Shi, General Manager of the CWB's Beijing office, with Mr. Yu Xubo, Vice President of COFCO and Madam Yang Hong, General Manager of COFCO's Wheat Division. The signing, witnessed by Canada's International Trade Minister Jim Peterson, coincided with the Government of Canada's trade mission to China.

"China is an important market for the high-quality milling wheat produced by western Canadian farmers," said Bill. "We are pleased to commit to continue meeting the needs of the Chinese market in the coming year."

China was the largest foreign buyer of Prairie-grown wheat in 2003–04, with imports of 1.8 million tonnes. The CWB's trading relationship with COFCO began in 1961 with a long-term sales agreement for Prairie wheat and barley to China. Since then, China has become one of the CWB's largest customers, importing a total of more than 120 million tonnes of grain. The CWB now provides about half of China's total annual wheat imports and one-fifth of its annual malting barley imports. 🌾

New Director Appointed to Grain Research Laboratory



Dr. Peter Burnett was appointed Director of the Canadian Grain Commission's (CGC) Grain Research Laboratory (GRL) in January. Peter succeeds Dr. Bill Scowcroft, who headed the GRL since May 1999.

Peter previously served as the Assistant Site

Manager of the Agriculture and Agri-Food Canada Cereal Research Centre in Winnipeg. He began his career in 1968 as an entomologist/plant pathologist with the Crop Research Division, Department of Scientific and Industrial Research, in Christchurch, New Zealand. He holds a doctorate in entomology.

"Peter brings a wealth of both scientific and management experience to this critical role in the organization," said Gord Miles, Chief Operating Officer, CGC. "His career has been dedicated to exploring opportunities and challenges in the agricultural sector." 🌾

Ken Preston retires from the CGC



In September 2004 Ken Preston (left) was elected an American Association of Cereal Chemists (AACC) Fellow. Jim Dexter, AACC President and Program Manager of Milling Research at the CGC presented the award. Ken retired from the CGC in December.

Ken Preston retired from Canadian Grain Commission (CGC) last December where he served as a research scientist since 1973. He joined the CGC after receiving his doctorate in plant science from the University of Manitoba. At the time of his retirement he was Manager of Bread Wheat Studies and Baking Research in the CGC's Grain Research Laboratory.

In September 2004 Ken was elected an American Association of Cereal Chemists (AACC) Fellow at the AACC's annual meeting in San Diego, California. Ken was one of only two people elected as Fellows out of the AACC's 4,000 members.

The AACC cited Ken's outstanding publishing record in the fields of wheat quality, wheat processing technology and wheat protein chemistry. It also acknowledged his exceptional work in the development and technical marketing of Canadian wheat classes and varieties.

The AACC is an international organization whose members contribute to the research, development and processing of grains and grain-based products. The Fellows program honours members who have made distinguished contributions in the fields of cereal science and technology in research, industrial achievement, leadership, education, communication or regulatory affairs.

Throughout his career, Ken's reputation made him a much sought after speaker at international conferences, which earned him a Pillsbury Lecture Award and an Australian Government Senior Research Fellowship. He also travelled extensively as a consultant for the Canadian Wheat Board and CIGI.

Ken served for many years as Chair of the Wheat, Rye and Triticale Quality Evaluation team of the Prairie Registration Recommending Committee for Grain and was a member of the Wheat Advisory Committee of the Western Grains Research Foundation. He was active in the AACC, having served on numerous technical committees as well as the awards committee.

Ken also served as Associate Editor for a number of journals including *Cereal Chemistry*, published by AACC, and as a member of the editorial board of the *Journal of Cereal Science*. 🌿

Albert Schatzke re-appointed CGC commissioner

Last December Albert Schatzke, vice-chair of CIGI's Board of Directors was re-appointed as a commissioner with the Canadian Grain Commission (CGC). Albert, of Stony Plain, Alberta, has over 30 years experience in the



grain and livestock industries. He has served as President of the Alberta Canola Growers Association, President of the Prairie Canola Growers Association, Director of Alberta Terminals Ltd. and Director and President of the Stony Plain Seed Plant Association.

In March 2002, he was made an honorary life member of the Canola Council of Canada.

In addition, Jean-Paul Charlebois, of St-Bernardin, Ontario, and Donna Welke, of Regina, Saskatchewan, were each re-appointed as assistant commissioners. The term of Assistant Commissioner Hartmann Nagel, of Woking, Alberta, ended and an appointment to replace him is to be made.

Headquartered in Winnipeg, CGC commissioners set policy and carry out the broad objectives and provisions of the Canada Grain Act. Based in Canada's major grain-growing areas, assistant commissioners deal with inquiries from producers and the grain industry and publicize CGC activities in their regions. 🌿

over lunch or dinner and travelling to and from meetings. That's really my goal—to break down some of those barriers and make it easier to establish a bond with people you're doing business with."

Greg and his wife returned to Winnipeg in December 2003 and in January 2004 he joined Pulse Canada in his current role as Director of Programs. It's a position that makes full use of his experiences in Asia and as an agri-food trade specialist as he works to develop new markets and improve market access for Canadian peas, lentils, beans and chickpeas. His geographic areas of responsibility are Asia, India, the Middle East and Mexico.

"I guess you could say I've come full circle," says Greg, thinking back to his summer job at Pulse Canada. What's changed since that experience is the scope of his work as the production of, and interest in, Canadian pulses continues to increase.

"The pulse sector is growing so quickly that it's an exciting place to be," says Greg. For him the greatest reward is the opportunity to bring together


multi-disciplinary teams to work on specific projects. On any given day he can find himself interacting with animal nutritionists, breeders, researchers, processors and producers, to name just a few. "I've really come to enjoy working with diverse groups of people from throughout the industry. Everyone involved is innovative, creative and enthusiastic about the opportunities that are out there."

In Asia, for example, Pulse Canada's success in the removal of market access barriers for feed peas in China, Korea and parts of Taiwan has led to a number of market development activities involving CIGI designed to give feed manufacturers experience using the product (see story 'Feeding trials a shared experience' on page 16). This spring Greg will see another project in the Asian market come to fruition as Pulse Canada, the Canola Council of Canada and CIGI join forces to hire and train a technical consultant in China to provide an ongoing presence and support in this key market.

While he expects his work will continue to have an international focus in the future, he also anticipates

greater emphasis will be put on the potential that exists in North America, viewed by many in the industry as the biggest new market for pulses. "Many Canadians still see pulses as an 'exotic' product as opposed to something that could become a mainstay in their diet," says Greg. "Adding value to pulses by incorporating them into more mainstream foods, developing new products and emphasizing their health benefits are some of the ways we can help to jumpstart the North American market."

Needless to say there is no shortage of places for Greg to channel his energy, enthusiasm and expertise. "This is an industry that is always challenging, always interesting and always forcing you to be creative in the ways you capture opportunities or overcome challenges," says Greg.

It sounds like the perfect environment for someone who's made the most of his own opportunities and challenges to forge a career he truly loves. 

Programs continued from page 13

CIGI and ANAC partner to help industry put Canada's best feed forward

The 2nd Grain Handlers Seminar held on behalf of the Animal Nutrition Association of Canada (ANAC) brought together 14 Canadians involved in purchasing and receiving feed commodities used for animal feeds. The one-day program, held October 21, 2004, provided participants with practical information for identifying factors that affect the nutritional value of feed grains. The course also provided information about correct sampling procedures for incoming commodities to ensure that only quality ingredients enter the feed chain.




Mycologist Randy Clear from the Canadian Grain Commission led a discussion and demonstration of the major diseases and degrading factors of feed grains affecting animal health and nutrition.

In February CIGI and ANAC partnered again to provide the 7th Feed Commodity Suppliers Course February 16 to 18. Representatives from large and small grain companies, along with three inspectors from the Canadian Food Inspection Agency, attended the sessions. The course provided information on quality specifications for various feed ingredients and helped participants

understand why the value of specific ingredients can fluctuate relative to competing commodities.

Individual laptop computers and freeware formulation software used during the program to assess the relative price value of various feed ingredients helped suppliers understand how such calculations affect the buying decisions of feed manufacturers.

Tracey McGrath, Manager of Technical Services for ANAC, who worked with CIGI's Dr. Rex Newkirk in developing the program, says the opportunity for participants to re-use the software after the program provided more take-home value.

ANAC represents members within Canada's feed industry and provides programs and services that ultimately promote the excellence of Canada's feed industry. 

Although those spikes continue to occur, they don't provide the same opportunities as they have in the past. "The margin between expenses and profit has changed dramatically," says Owen. "When I started farming in 1964, if I spent 50 cents, I got a dollar back, so I could absorb some losses and still make money." For young farmers, there's not the same opportunity to build equity. Today Owen says he spends about 90 cents to earn a dollar. "With those margins, how much risk can you stand?"

"John and Laurie have built equity just on blood, sweat and tears. It's been a real struggle for them because their return on investment is so limited."

Today, at 56, Owen is more representative of the average Canadian farmer than is his 40-year-old son-in-law. In fact, there are three times more farmers in the 55+ age group than farmers under 36.

Paradoxically, it's his commitment to rural life and the family farm that takes him away from the farm several days a week. With his candid demeanour and his capacity to absorb and retain information, Owen has become a vital voice for rural Canada, and has a long history of leadership in agricultural and community issues at the municipal and provincial levels. He also serves on panels at the federal government level focussed on farm safety nets, transportation, and trade issues. Whatever the locale, he is as comfortable on the tractor, as he is in the boardroom or at the podium.

A proponent for change at a time in his life when he'd prefer not to, Owen has nonetheless seen enough to know that standing still is a good way to get run over, both for farmers and the industry beyond the farm gate.

"If I don't want to accept change, I'd better be prepared to live with the



Anna-Mae's managerial skills are put to use year-round with the aid of the latest farm management computer technology.

consequences, and that means my community continues to dissipate, and our young people move away. You have to focus on the bigger picture, the bigger community and that may not be your town; it may be your region, it may be your province, it might be your country. If you haven't got your eye on the bigger community, at the end of the day you're not going to be relevant to the bigger community."✍



Laurie and John Gilbertson, with daughter Kaitlyn (far left).

Next issue: Into the growing season

27th International Grain Industry Program



Back Row L to R: Garth Gusberti, Akbar Sharifi-Khorzoghi, Mohammad Jafari-Aryaee, Carlos Schott Gebler, Roman Jurga, Takeo Teranishi, Gary Warkentine, Gerald Heinrichs, Carl Stewart, Chris Gillen, Grant Halm, Olgierd Lossman.

Middle Row L to R: Paul Tong, Gabriel Posada Cueto, Len Seguin, Yuichi Sato, Ana Elena Rivera, Gary Urwin, Guozhou Yuan, Yue Guo, Jong-Sam Lee, Marilyn Kapitany, Jose Tovar, Isaac Kaonang.

Front Row L to R: Tailin Huang, Wieslaw Kowalewski, Pat Eycott, Paul Westdal, Arnold Tremere, Celine Duguay, Yoshikazu Shoji, Juana Maria De Pool.

Participants from the 27th International Grain Industry Program represented 12 different countries. For a three-week period from May 25 to June 11, 1992 the group was provided a comprehensive overview of the Canadian grain industry through lectures, demonstrations and tours to farms and facilities throughout Western Canada. In addition to CIGI staff, 44 external resource people from Canada, the United States and England contributed their expertise to the program.

We were pleased to be able to locate a number of the participants from this program. Here's an update on their activities.

In the United Kingdom, **Pat Eycott** is a Training and Auditing Specialist with the Campden & Chorleywood Food Research Association (CCFRA) in Chipping Campden, Gloucestershire. CCFRA conducts research and development for the food and drinks industry worldwide. Mrs. Eycott, who joined CCFRA in 1996, was Head of the Cereals

Laboratory at Weston Research Labs at the time of the program. She is also involved with the National Association of British and Irish Millers, preparing a laboratory accreditation and auditing protocol.

Three participants from Poland attended the program. **Dr. Roman Jurga** is now Editor-in-Chief of *Przegląd Zbozowo-Młynarski*, "Grain and Millery Review," in Warsaw. During the program, Dr. Jurga worked for the Central Laboratory for Cereal Grains Storage and Processing. **Wieslaw Kowalewski**, who also worked for the Central Laboratory as Chief of the Milling Machinery and Equipment Group, now has his own company in the milling industry, MLYNPROJEKT, located in Poznan. **Olgierd Lossman**, who was a Specialist with the Central Laboratory, has left the organization. He continues to live in Warsaw.

Korean participant **Jong-Sam Lee** is now General Manager with SGS Korea in Seoul. SGS is an inspection, verification, testing and certification company with offices and laboratories worldwide. During the program, Mr. Lee was a Trader with Samsung

Co. He later became Manager with the company. Mr. Lee left Samsung in 2003.

There were three participants from Japan. **Yoshikazu Shoji** continues to work for the Yamazaki Baking Co. Ltd. in Tokyo where he is General Manager, Purchasing Department. **Takeo Teranishi**, who was Chief of the Quality Evaluation Section with The Food Agency, Ministry of Agriculture, Forestry and Fisheries, has been seconded to the Ministry of Environment Kinki District Office in Osaka where he works as a Deputy Director. **Yuichi Sato**, who also worked for the Ministry of Agriculture, Forestry and Fisheries has left the department. He now lives overseas.

In Singapore, **Isaac Kaonang** continues to work for Prima Limited as Group Systems Engineer. He has been with the company for more than 20 years.

Carlos Schott Gebler from Chile continues to work for Compañía Molinera Schott S.A. in Osorno, Chile. He has been the General Manager for the past 12 years and has worked for the company since 1978.

PARTICIPANT UPDATES

Mexican participant **Gabriel Posada Cueto** is General Manager of a new company he started in 2000 named Grupo Proyecta, which focusses on construction projects in the hotel and entertainment industry. At the time of the program, Mr. Posada Cueto worked with Industrial Harinera La Asuncion in Puebla.

There were 10 Canadian participants on the program.

Celine Duguay is currently Director of Multilateral Technical Trade Issues under the International Policy Directorate with Agriculture and Agri-Food Canada (AAFC) in Ottawa. She has been in this position since 2001. During the program, Ms Duguay was Secretary, Commercial (Agriculture & Food) with the Canadian Embassy in Washington, DC.

Chris Gillen continues to work for the Canadian Wheat Board (CWB) where he is a Marketing Manager in the Sales Department, responsible for Europe, Russia, Central Asia, the Middle East and Africa. He joined the CWB in 1989 and has been in the Sales Department since 1993.

We are sorry to report that **Garth Gusberti** passed away in 2000. Mr. Gusberti was the CWB's Director of Seaboard Operations and had participated on several CIGI programs. His career with the CWB spanned 27 years and he is still fondly remembered for the warmth and humour he shared with colleagues and industry members.

Gerald Heinrichs is the Manager of James Richardson International's (JRI) Thunder Bay Terminal in Ontario. At the time of the program Mr. Heinrichs was a Divisional Manager with Pioneer Grain.

Marilyn Kapitany is currently the Assistant Deputy Minister of Western Economic Diversification, a position she has held for the past year. At the time of the program, Ms Kapitany was the Executive Manager of International Grain Consultation with the Canadian Grain Commission.

Len Seguin remains with the Canadian Grain Commission. He was appointed Chief Grain Inspector for Canada in September 1996. Prior to assuming his current role, Mr. Seguin was Regional Director for the CGC's Prairie Region for two years. During the program in 1992, he was a Deputy Director in the Inspection Division.

Paul Tong who was Marketing Manager for Asia Pacific at the Canadian Wheat Board left the CWB in January 1993. We have no information on his current activities.

Gary Warkentine started his own company, Trade Area Solutions, in 1995. His areas of responsibility include economic analysis and location analysis for retail stores. At the time of the program Mr. Warkentine was a Senior Market Analyst with Agriculture and Agri-Food Canada.

From CIGI, **Arnold Tremere** and **Paul Westdal** have left the organization. Dr. Tremere retired in 2002 and is living in Medicine Hat, Alberta. Mr. Westdal now works as a consultant for Stiltscorp Limited in Winnipeg. He retired from CIGI in 2001.

We were unable to locate the following participants. News from or about these individuals would be welcomed and included in a future issue of *Institute Images*: **Juana Maria De Pool** (Dominican Republic), **Yue Guo** (China), **Grant Halm** (Canada), **Tailin Huang** (China), **Mohammad Jafari-Aryaee** (Iran), **Ana Elena Rivera** (Venezuela), **Akbar Sharifi-Khorzoghi** (Iran), **Carl Stewart** (Canada), **Jose Tovar** (Venezuela), **Gary Urwin** (New Zealand), **Guozhou Yuan** (China).

More participant news

Following our last issue of *Institute Images* we were contacted with news about a few participants missed in recent updates.

Murray Stow, a participant from the 9th International Feed and Oilseed Program (April 27 to May 14, 1992) is an Oilseed Merchant with Agricore United in Winnipeg. During the

program, he was General Manager for Continental Grain Canada in Vancouver, British Columbia.

Fellow Feed and Oilseed Program participant **Charlie Pearson** is now a Provincial Crops Market Analyst with Alberta Agriculture, Food and Rural Development (AAFRD). He was working with the Canadian Wheat Board at the time of the CIGI program.

Edward (Ted) Battrum, a participant from the 26th International Grain Industry Program held in 1991 retired from Pioneer Grain in 1994. He lives in Meota, Saskatchewan.

We also received messages from past participants with news about their careers. Congratulations to **Burke Wood**, a participant from the 5th International Grain Industry Program held in 1975 who was appointed President of United Grain Corporation in Portland, Oregon, U.S.A on December 1, 2004.

Also in December 2004 we received a note from **Carmen Saiz** in Spain. Ms Saiz was a participant on the 29th International Grain Industry Program in June 1995, when she was General Manager of Italgrani Iberia, S.A., a Spanish subsidiary of Italgrani, S.P.A. After 32 years working in the grain industry Ms Saiz is taking a one-year sabbatical, following the liquidation of all the Italgrani Group companies in Spain. Both Mr. Wood and Ms Saiz recalled how much they enjoyed their time on their respective international programs. 🌿

Thank you for staying in touch with us at CIGI. Your news is always welcome and appreciated. Participant updates may be sent to *Institute Images* as follows:

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Thank you to the staff of the Canadian Trade Commissioner Service for their assistance in locating the international participants from the 27th International Grain Industry Program.