



The Future of Barley

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The presenter will share the changing role of barley in his families farming business, share some of his views arising from a review of Western Canadian barley research and offer some ideas on what and how to move forward.

Today's Western Canadian barley industry faces challenges as never before and, at the same time, significant opportunities for transformation based on the crop's inherent physical, chemical, and biological characteristics. To enable this vital sector of our agriculture to thrive and to realize the opportunities presented by today's changing marketplace will require farmers to provide leadership in new ways and means. To take charge of setting priorities and direction, creating new enabling resources and gaining leverage, reducing system costs, building and streamlining relationships with industry, customers, the R & D and marketing system are but a few of the challenges.

The market forces at work which generate the opportunities include:

- emerging human food and health needs for which barley has an inherent nutritional, health and functional benefits.
- a growing world malt/malting barley market
- declining global position of barley as an animal feedstuff
- the future direction and capacity of Western Canada's livestock industry

The challenges at which we must be successful include:

- enhancing competitiveness of barley, from production to market access
- building and resourcing new leading-edge research, technology development and transfer capacity
- finding new ways to build linkages/networks and improve governance among the many fragmented components of our industry.

Over 70 individuals representing farm, agri-business, institutional, market and government inputted their views on vital issues to the near and long-term future for barley. Identifying the priorities and the needed steps to ensure a valuable viable barley industry in Western Canada will be discussed, including the presenter's views of key 'next steps'.

- the top 10 items 'to make a difference' for the future
- re-defining farmer leadership
- what might be possible
- three first steps to get there