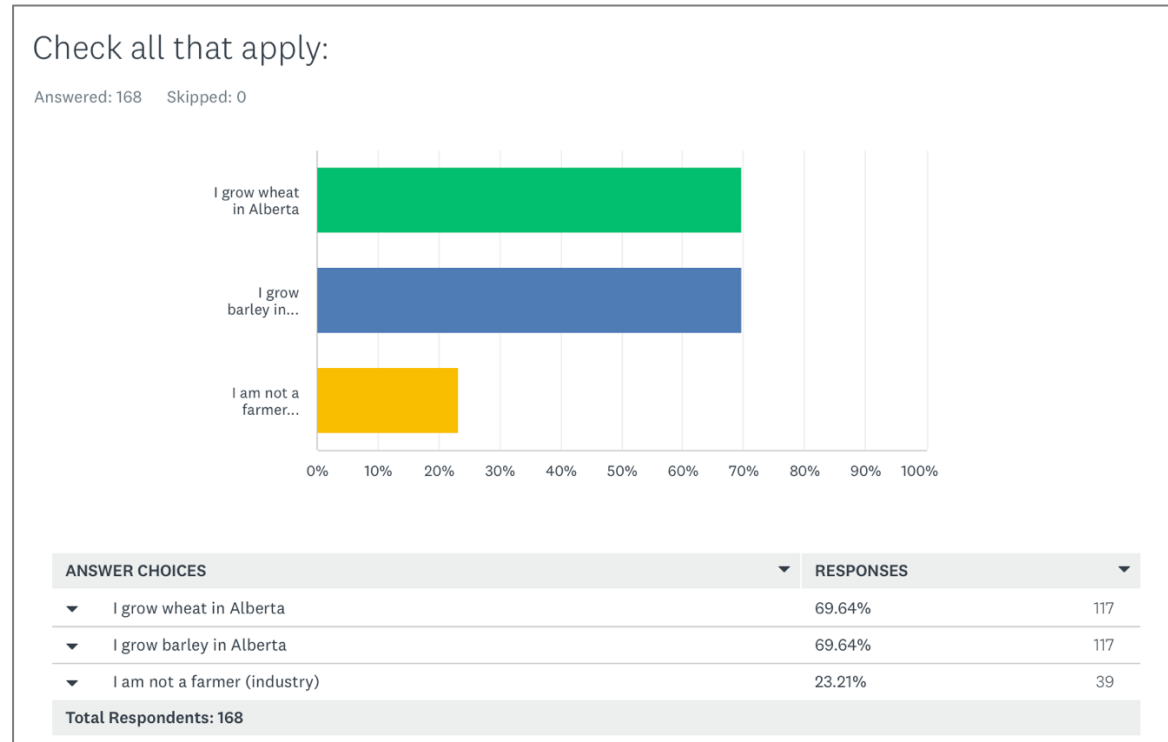


Results from the Online Survey:

Question 1:



Farmer Consultations: Amalgamation of AWC and Alberta Barley

The Alberta Wheat Commission (AWC) and Alberta Barley have been operating in a shared capacity since 2018. This has resulted in efficiencies and combined cost-savings of up to \$400,000 annually between the two commissions.

Given the cost-savings of the shared management model, the commissions have been able to increase funding to key programs including research, extension, market development and policy.

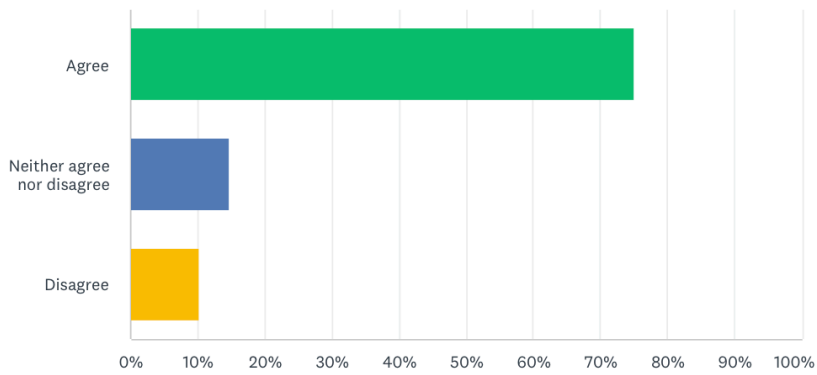
- It has provided funds for an expanded agronomy extension program (The Growing Point newsletter, In the Field webinars and Plot2Farm) and allowed us to hire two research extension agronomists.
- The commissions now share events such as regional meetings and the annual Prairie Cereals Summit.
- It has heightened our kids education efforts (Wally Wheat and Betty Barley's Grain Gallery), as well as partnerships on enhanced communication initiatives such as The Grain Exchange newsletter and Spotlight on Research, and a new joint website www.albertawheatbarley.com.

The commissions are now soliciting wheat and barley farmers' opinions on the potential to formally amalgamate the two commissions in the future.

Question 2:

Based on your knowledge of the Alberta Wheat and Barley Commissions, do you agree that the combined management structure has been a benefit to Alberta farmers?

Answered: 157 Skipped: 11



ANSWER CHOICES	RESPONSES
Agree	75.16% 118
Neither agree nor disagree	14.65% 23
Disagree	10.19% 16
TOTAL	157

Farmer Consultations: Amalgamation of AWC and Alberta Barley

Upon conducting the review of amalgamating the two organizations, the commissions formed an amalgamation sub-committee in 2020 comprised of AWC and Alberta Barley’s past and current directors, regional representatives, and delegates. The sub-committee identified challenges, and opportunities, and developed a draft model of an amalgamated governance structure for farmers’ consideration.

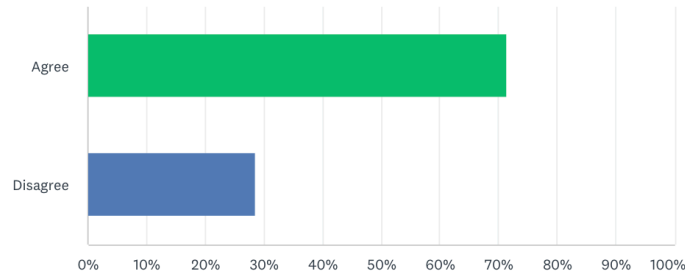
Challenges with the current operating model include management reporting to two separate boards, resulting in duplication of effort. On the other hand, barley and wheat serve different markets and often have different research priorities. The sub-committee concluded that the alignment of governance models and operating structures would create greater consistency of strategic direction for farmers who grow both wheat and barley. The amalgamated governance model would allow commissions to continue to leverage existing efficiencies in the long-term as well as provide future cost-saving opportunities that will create more value for farmers.



Question 3:

GOVERNANCEThe proposed governance structure of the amalgamated organization would be a single board of wheat and barley farmers. The proposed model includes a board with twelve directors from six regions – two directors per region. Do you agree with this proposed board representation?

Answered: 143 Skipped: 25

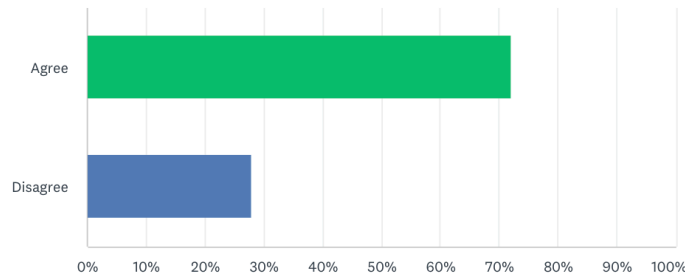


ANSWER CHOICES	RESPONSES
▼ Agree	71.33% 102
▼ Disagree	28.67% 41
TOTAL	143

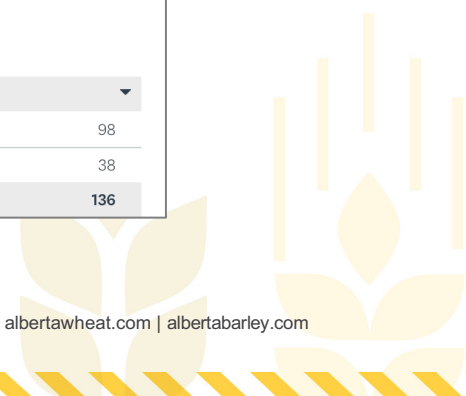
Question 4:

CHECK-OFF and PRIORITIESThe sub-committee proposes there continues to be separate check-offs for barley and wheat under the new organization. Rather than check-offs allocated by commodity, the new investment model would be based on merit, purely focused on value-driven results for all farmers – not just wheat and/or barley farmers. Research would also remain the top investment priority for the new organization and include market development, extension, policy advocacy and communications. Do you agree with the proposed check-off and priorities model?

Answered: 136 Skipped: 32



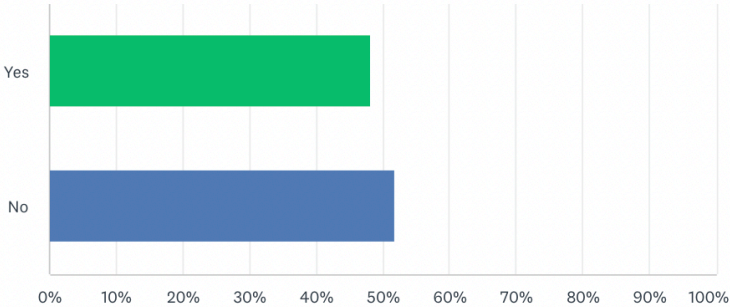
ANSWER CHOICES	RESPONSES
▼ Agree	72.06% 98
▼ Disagree	27.94% 38
TOTAL	136



Question 5:

Alberta Wheat Commission check-off revenues are more than three times higher than Alberta Barley's. Do you have concerns of either crops' representation in a shared operating model?

Answered: 135 Skipped: 33

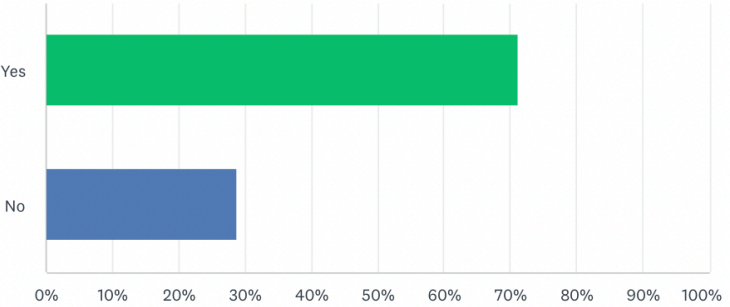


ANSWER CHOICES	RESPONSES	
▼ Yes	48.15%	65
▼ No	51.85%	70
TOTAL		135

Question 6:

Based on the commissions' proposed governance model, priorities and funding structure, do you think AWC and Alberta Barley should formally amalgamate?

Answered: 135 Skipped: 33

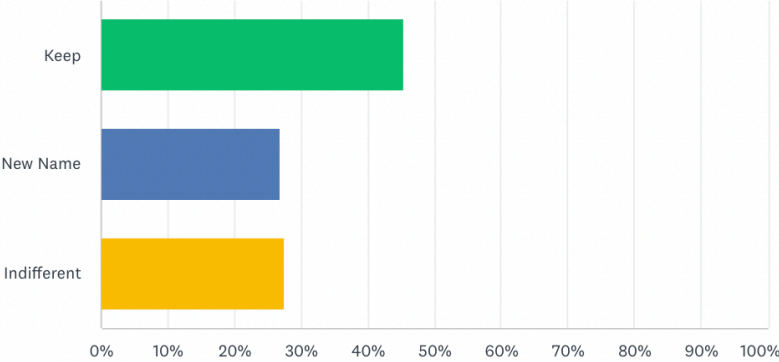


ANSWER CHOICES	RESPONSES	
▼ Yes	71.11%	96
▼ No	28.89%	39
TOTAL		135

Question 7:

Should an amalgamated commission keep wheat and barley in the organization’s name (ex. Alberta Wheat and Barley Commission) or adopt a completely new brand (ex. Alberta Cereals Commission)?

Answered: 134 Skipped: 34



ANSWER CHOICES	RESPONSES
Keep	45.52% 61
New Name	26.87% 36
Indifferent	27.61% 37
TOTAL	134

