

# First **In** Grain

VOLUME 1, 2007

## New look, new name

### CWB launches *First in Grain*

Welcome to the inaugural edition of the CWB's new customer newsletter *First in Grain*.

Inside, readers will find information on products and services available through the CWB, news about the Canadian Grain industry and features on CWB activities. Customers who have recently met with CWB staff should also be on the lookout for their photos in the "Faces and Places" section.

*First in Grain* replaces the CWB's previous publication, *Canadian Grain* and will be published and distributed to our valued customers on a quarterly basis.

"The CWB is committed to innovative marketing and excellent customer service," explained Gord Flaten, vice-president of marketing. "*First in Grain* showcases our commitment to being the best marketer of grain anywhere.

"The design is unique and the new name really says it all," he added. "We sell the best wheat and barley available in the world and provide customers with world-renowned service."

Readers of the CWB's previous newsletters will automatically receive *First in Grain*. If you would like to join the mailing list, please send an e-mail to [cynthia\\_hodgson@CWB.ca](mailto:cynthia_hodgson@CWB.ca). *First in Grain* is also available on the CWB's Web site at [www.cwb.ca](http://www.cwb.ca).

## Customer service key to new CWB Web site

[cwb.ca](http://cwb.ca)

**No, your eyes aren't playing tricks on you – the CWB's Web site has been completely redesigned.**



"The first thing visitors will notice is the updated, modern look," explained Deanna Allen, vice-president of farmer relations and public affairs. "But there's more to the redesign than simply looks – the new site is more user-friendly and contains modern features that take advantage of new Internet technologies."

The new features include a tool box that allows viewers to change font sizes and makes the pages easier to read and a way to remove graphics for low-bandwidth viewers.

"The content is similar to what customers have seen before," explained Allen. "But we've reorganized everything to make it easier for buyers and farmers to find exactly what they're looking for."

Launched in November 2006, the new design builds on the CWB's commitment to providing outstanding customer service and innovative marketing. Customers can now access specific information on purchasing wheat and barley grown in Western Canada by clicking on the "customers" tab located near the top of their computer screens.

Each year, the CWB's Web site receives more than 1.3 million visitors, including customers, farmers, the media and the general public.

# CWB showcases farmers' grain at Marketplace

The CWB played host to more than 160 national food writers and 200 Winnipeggers at a special market event in mid-September.



The CWB Marketplace was created as part of the country's foremost culinary conference, Cuisine Canada, a national event that attracts food writers and culinary professionals from across the nation and is designed to promote the use of fine Canadian food products. Members of Cuisine Canada meet every two years in a different region of Canada.

Held in Winnipeg's MTS Centre September 17, the CWB Marketplace offered visitors the chance to sample food and wine from over 15 Manitoba producers at trade booths set up in the foyer. All food was prepared by MTS Centre.

In addition to sponsoring the marketplace, the CWB partnered with Winnipeg-based Gunn's Bakery for the event. Staff from the nationally-renowned bakery set up a stunning display of raised bread and buns inside the new CWB trade booth and offered visitors a variety of bagels made with western Canadian wheat.

"Our aim was to offer Canada's food writers and culinary leaders a chance to learn about, and taste firsthand, the high-quality products made from the grain grown by western Canadian farmers," said Deanna Allen, CWB vice-president of Public Affairs and Farmer Relations.



Other items available for tasting included products made from elk, bison, beef, lentils, pork and fish. Locally-made fruit wines were also available for tasting.

The conference also featured speakers, workshops, field and farm tours, cooking demonstrations and an awards event. David Burrows, CWB director of branding, gave a presentation on the CWB's leading-edge campaign designed to create a global brand for western Canadian wheat and barley.



## Wheat

- Wheat is grown on more land area worldwide than any other crop.
  - Because wheat is such a versatile crop, it is being harvested somewhere in the world every month of the year.
  - Wheat supplies 20 percent of the entire planet's food calories.
  - Some varieties of wheat grow to over two metres tall – but most only grow to between half-a-metre and one metre in height.
  - Wheat is also used to make non-food products, including wallboard, cosmetics, newsprint, paperboard, soap, trash bags, concrete and glue.
- Domestic wheat originated in southwest Asia in what is known as the Fertile Crescent (an area that covers modern-day Syria, Jordan, Turkey, Armenia and Iraq).
  - Archaeological evidence shows that wheat was first cultivated about 9,000 years ago.



# Old Prairie grain elevators restored

**Five western Canadian wooden grain elevators have been restored by a community that wants to pay tribute to the past.**

The town of Inglis is located in Manitoba, about 250 kilometres from the CWB's head office in Winnipeg. This summer, a group of Inglis residents held a grand opening to celebrate the restoration of old grain elevators in their community.

In the past, the Prairie landscape was dotted by nearly 6,000 wooden elevators, constructed in towns along western Canadian railway lines. Standing nearly 25 metres high, these wooden giants served as both the anchor of a town's agricultural industry and a town's major landmark.

These days, fewer than 800 of these wooden elevators remain. For the most part, they have been torn down and replaced by concrete, high-throughput grain terminals.

Residents of Inglis decided to keep the past alive and save the row of elevators in their town by forming the Inglis Area Heritage Committee in 1994.

The former owners of the elevators supported the plan and transferred the ownership of the buildings and the surrounding land to the committee to help conserve the elevator row.

The committee raised funds for the restoration from a variety of sources, including a \$10,000 contribution from the CWB's special account of unclaimed farmer payments.

Work on the elevators included fortifying the foundations, replacing portions of the bin structure and adding new siding, roofing and paint. The office space in the elevators has also been refurbished and one of the elevators contains a gift shop. Visitors from all over the world, including Europe, Japan, Australia and the U.S., have made the trip to Inglis to see the restoration efforts.



## New protocol ensures quality of western Canadian grain

**A new grain-industry protocol will ensure that Canada's grain quality assurance system is safe from contamination by ineligible varieties.**

The protocol is the result of an agreement reached last year between western Canadian grain handlers and the CWB, with the support of farm groups and regulatory agencies. It was implemented among participating grain industry partners for the 2006-07 crop year.

Ineligible varieties include varieties that are not registered for sale in a certain class. In Canada, each class of grain has specific characteristics designed to ensure consistent end-use attributes, such as its performance in milling, baking or pasta production. These characteristics ensure that western Canadian grain performs consistently for customers.

Under the protocol, Prairie farmers are asked to sign a declaration stating that the grain they deliver is an eligible variety. New rules also require retention and testing of elevator samples to ensure accuracy. In addition, those who misrepresent grain may be liable to pay for losses incurred.

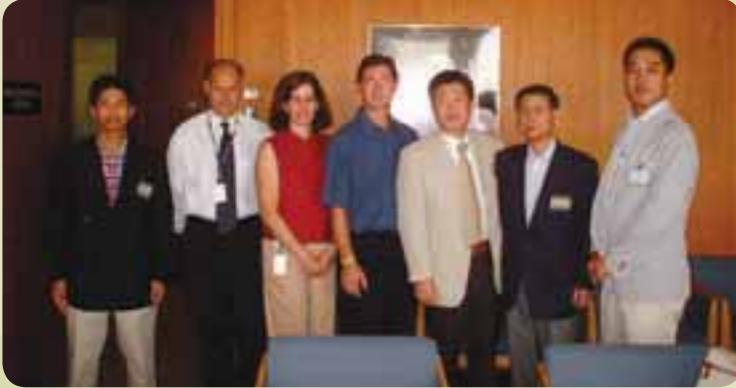
"This protocol supports the CWB's commitment to customer service," said Ward Weisensel, the CWB's chief operating officer. "We want to provide buyers with a product that consistently suits their milling and baking specifications. The agreement also helps to ensure that ineligible varieties will not negatively affect our reputation of effectively meeting customers' quality requirements."

The Canadian Grain Commission (CGC) maintains a list of varieties eligible for delivery to each class of wheat. Farmers can grow varieties not on the list, but they must be delivered only as feed wheat, rather than as milling-quality wheat. For more information on the eligible varieties list, readers can view the CGC's Web site at [www.grainscanada.gc.ca](http://www.grainscanada.gc.ca).





# Faces & Places



**Flour millers from Japan traveled to the CWB in July to meet with CWB marketing staff.**

(L-R) Ken Takemura, Marubeni Corporation; Darrell Bushuk, CWB senior marketing manager; Lisa Nemeth, CWB program manager, technical services; Don Bonner, CWB marketing manager; Toshiaki Hiraga, director, Nikkoku Flour Milling Co. Ltd.; Shigetomi Iwasawa, executive director, Marusho Flour Milling Co., Ltd.; and Shinji Oda, manager of Sales Division, Odazo Flour Milling Co., Ltd.



Derek Sliworsky, recently named general manager of the CWB's Tokyo office sits at his new desk. Derek has been busy meeting with the CWB's Japanese customers and getting acquainted with the city. Derek and his family relocated to Tokyo in July 2006 and say they are extremely happy with their decision.



Derek Sliworsky, CWB general manager, Tokyo office met with Bogasari and Interflour's purchasing and logistical group earlier this year. (L-R) Derek Sliworsky; Joe Chan; N.K. Lee and Y.K. Lo.



Adrian Measner, former CWB president and CEO (on right) met with Primus Cheng, chief executive officer of Prima Ltd., in Winnipeg this fall. Prima Ltd. is Sri Lanka's main flour mill.



Derek also met with representatives from Prima Ltd. (L-R) Daniel Wang, advisor; Derek Sliworsky; and Primus Cheng, president and CEO.



*First in Grain* is a publication of the Canadian Wheat Board (CWB). *First in Grain* is designed to keep our grain industry partners informed about the Canadian system of grain marketing, CWB initiatives and factors that influence the marketing of western Canadian wheat and barley.

**Readers are invited to submit questions and comments to:**

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