



## MEDIA RELEASE

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**For immediate release**

July 20, 2011

### **WRAP encourages producers to help shape the future of grain marketing**

**Sherwood Park** – Wild Rose Agricultural Producers (WRAP) is encouraging all Alberta producers to become involved in the discussions surrounding the future of wheat and barley marketing in western Canada.

The pending changes to legislation and marketing direction that the federal Conservatives and Agriculture and Agri-Food Minister Gerry Ritz are proposing will dramatically change the way producers market their grain in the future.

WRAP represents a broad spectrum of producers who maintain that farmers should be afforded meaningful consultation and involvement in any decisions that directly affect the marketing of wheat and barley. "Most producers are very passionate about this issue," said Humphrey Banack, WRAP President.

The Canadian Wheat Board (CWB) has evolved into an organization that is heavily involved in many aspects of the agriculture industry. Marketing has been their primary focus, but advocacy on behalf of producers, research check-off collection, advance payment program administration, market development and support are additional services provided by the CWB. These services are very important to the industry and any plan for the future must address how they will be supported and maintained in a seamless manner.

"Producers need to become involved in shaping the future of our industry," stated Banack. "We hope the plebiscite recently initiated by the CWB will be one of those tools that will foster discussions and encourage producers to take charge of the future marketing of wheat and barley. In these times of tight margins and global competitiveness, we cannot afford to get this wrong."

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**For more information, please contact:**

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*Wild Rose Agricultural Producers is Alberta's largest producer funded general farm organization. Whenever decisions are being made that affect the province's agricultural industry, we're there, providing an effective voice for Alberta's farmers.*