

# SaskBarley



## Strategic Plan

2024 - 2027

### **Vision**

Barley is a long-term, profitable and internationally competitive crop choice for Saskatchewan producers.

### **Mission**

To identify, develop and support research, market development, and extension initiatives that establish long-term, profitable and sustainable barley production for Saskatchewan producers.

## Focus Area 1: Research

### Objective

Invest 65% of annual budget in high quality research initiatives that will benefit Saskatchewan barley producers.

### Strategies

- 1.1 Invest in barley breeding efforts focused on increasing yield, disease resistance, and improving agronomic and market quality characteristics.
- 1.2 Lead research calls and collaborate with other stakeholders to fund high quality research projects that improve producer profitability including a focus on agronomic advancements.
- 1.3 Lead research calls and collaborate with stakeholders to fund high quality research projects focused on enhancing processing and end uses of barley including malt, feed, food, and alternative uses.
- 1.4 Foster capacity building, including supporting new researchers and strategic investments, to ensure the longevity of barley focused research.

## Focus Area 2: Market Development

### Objective

Diversify and grow markets for Saskatchewan barley.

### Strategies

- 2.1 Maintain and enhance market access with existing global markets for malt and feed barley.
- 2.2 Promote the increased acceptance and uptake of new malt barley varieties with the value chain.
- 2.3 Drive the development of export market targets and a diversification strategy through collaboration with provincial partners and national organizations.
- 2.4 Promote barley as a profitable feed choice to the livestock sectors.
- 2.5 Explore food barley and alternative use opportunities including developing a food barley strategy.

## Focus Area 3: Communications & Extension

### Objective

Drive adoption of barley production best management practices and communicate SaskBarley activities with producers, consumers and value chain contributors.

### Strategies

- 3.1 Identify and disseminate research outcomes that directly impact farmer profitability and the competitiveness of barley.
- 3.2 Create and share stories that demonstrate the value of SaskBarley levy contributions and activities.
- 3.3 Provide timely insights on agronomy, markets and the broader sector in channels and formats accessible to a wide array of Saskatchewan producers.
- 3.4 Collaborate with partners to communicate the value of barley and modern agriculture to consumers and key stakeholders.

## Focus Area 4: Sector Partnerships

### Objective

Establish and strengthen industry partnerships to advance the interests of Saskatchewan barley producers at the provincial, national and sector level.

### Strategies

- 4.1 Articulate and assert the needs of Saskatchewan barley producers to partners and collaborators.
- 4.2 Develop an action framework for issues management to ensure a focused and consistent advocacy effort.
- 4.3 Collaborate with partners on opportunities and challenges impacting the broader provincial field crop sector.
- 4.4 Focus and strengthen strategic partnerships with national organizations to advance the barley sector.
- 4.5 Lead efforts to maintain and communicate with key stakeholders the importance of issues specific to barley producers.