



ANNUAL REPORT

2023/2024



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Established in 2013, the purpose of the Saskatchewan Barley Development Commission (SaskBarley) is to increase the production and value of barley for both the producer and consumer. SaskBarley is led by a producer-elected Board of Directors from across Saskatchewan.

Saskatchewan Barley Development Commission
306.653.7232 | info@saskbarley.com

225-415 Wellman Crescent
Saskatoon, SK S7T 0J1



SASKBARLEY BY THE NUMBERS

Growing Barley

All of SaskBarley activities are driven by four strategic areas:

SaskBarley 

Aug. 1, 2023 - July 31, 2024

RESEARCH

Research Investments to Date

VALUE OF INVESTMENT TO DATE → **\$11,013,679**

53 Number of projects completed

58 Number lead researchers funded

61 Current number of active projects

2023-2024 Research Activity

TOTAL NEW RESEARCH INVESTMENT → **\$3,107,434**

34 New projects

71% Total Research Expenditures as % of budget

4 Leverage ratio for projects funded (for every \$1 SaskBarley has invested, there are another \$4 from strategic partners)



MARKET DEVELOPMENT



\$321,500

Funding support for market development, including memberships.

3 OF **5**

malt varieties from the CMBTC recommended list — that were developed with SaskBarley funding — have increasing domestic and international demand:

AAC Connect CDC Fraser CDC Churchill

SASKBARLEY BY THE NUMBERS

Growing Barley

SaskBarley 

All of SaskBarley activities are driven by four strategic areas:

Aug. 1, 2023 - July 31, 2024

ADVOCACY



10

Number of policy priorities

112

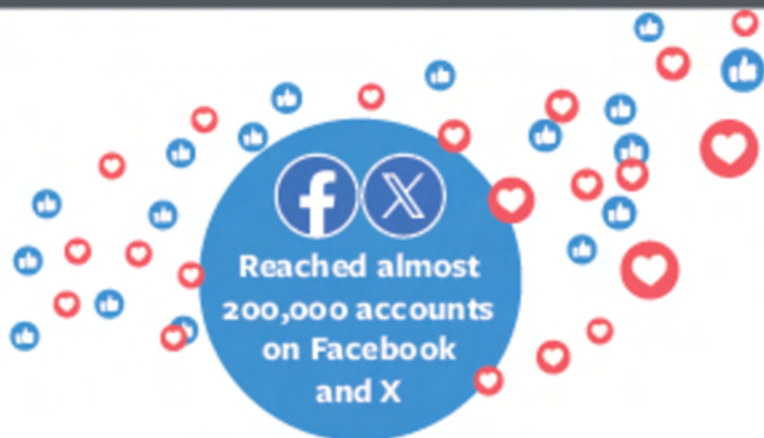
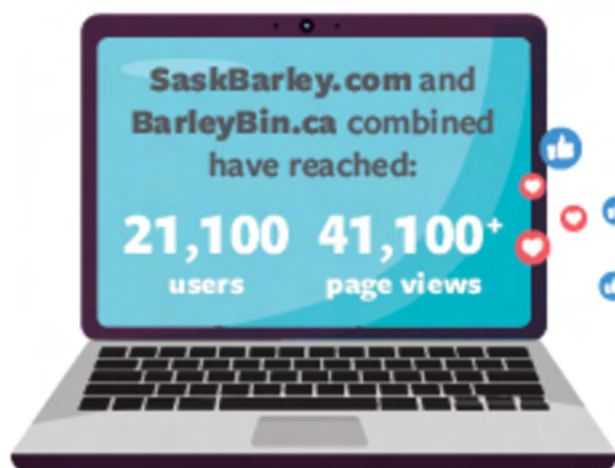
Engagements with policy and regulatory agencies

14

Communications issued on behalf of Sask producers — SaskCrops included

COMMUNICATIONS & EXTENSION

theBarleyBin 



67

Number of new resources **BarleyBin.ca** has published — Market reports, production tips and research updates.



Distributed more than **17,000** copies of the BarleyBin Magazine

2,400+

Producers reached through **19 events** that we partnered, sponsored or hosted



2,200+ MONTHLY E-NEWSLETTER SUBSCRIBERS

Our Mission

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

Our Vision

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

Guiding Principles

- Maintaining and enhancing Saskatchewan's brand for quality
- Communicating best management practices for barley production
- Demonstrating transparency and good governance
- Building and sustaining collaborative relationships with organizations that share common objectives
- Identifying and leveraging available resources
- Maintaining an organization that is nimble and responsive to issues affecting Saskatchewan barley producers



Our Staff



Jill McDonald
Executive Director



Mitchell Japp
Research & Extension Manager



Serra McSymtz
Communications Manager

To reduce overhead costs and increase opportunities for collaboration, SaskBarley shares resources and office space with **SaskOilseeds**.



Brittany Peterson
Office Administrator



Regan Udell
Finance Administrator



Message from the Chair

I am proud to reflect on a year of significant achievements and progress for Saskatchewan's barley sector. I was elected Chair in January 2024, taking over that position from Keith Rueve. Keith's leadership and dedication to Saskatchewan's barley industry have left a lasting legacy, and I want to thank Keith for his service as he completed his second term with SaskBarley. Building on Keith's leadership, SaskBarley continued to deliver on its mission to support producers by advancing research, promoting our crop on the world stage, and advocating for policies that enhance the profitability of barley production.

This year, research took centre stage as we invested in innovative agronomy projects that address real challenges facing producers. From field trials evaluating varieties to studies improving crop management techniques, our goal is to equip farmers with the knowledge and tools needed to maximize yields and maintain quality. Two unique projects were the Novel and Niche Barley Varieties, showcasing a wide range of varieties for different end uses, and a PGR Mixing project that explored the potential of plant growth regulators alone and in combination on three malt varieties.

Additionally, SaskBarley worked to expand market opportunities by building relationships with key partners. From hosting tours for international maltsters and brewers to participating in events like the Canada-China Barley Seminar in Qingdao, China, we showcased the quality and sustainability of Saskatchewan barley to some of the largest players in the industry. Strengthening these connections is vital to ensuring Canadian barley remains a preferred choice in competitive global markets.

Advocacy remained a cornerstone of SaskBarley's work in 2023-24, with a focus on aligning priorities across the barley value chain. Efforts included engaging with global end-users in the malting and brewing industries, highlighting the quality, sustainability, and innovation that our producers are known for. In addition, SaskBarley was a key leader in advocating for continued investment of public dollars into barley research. These efforts are essential to developing new varieties and maintaining barley as a competitive crop choice.

We concluded the year by engaging in strategic planning. One of the changes brought forward by the board is to evolve our advocacy pillar to focus on sector partnerships. With a small but dedicated team managing resources effectively, SaskBarley recognizes the importance of working with other industry organizations. By building partnerships through targeted memberships, sponsorships, and strategic engagements, SaskBarley seeks to achieve greater impact for our efforts and maximize value for producers. Partner organizations have the capacity and expertise to help meet shared objectives and drive the Canadian barley industry in the future.

These successes are only possible thanks to the dedication of our staff, the insights of our board, and the trust placed in us by Saskatchewan's barley producers. Together, we are building a resilient, innovative, and sustainable barley sector. I look forward to another year of progress and collaboration.

Cody Glenn,
Chair

Our Board



Cody Glenn, Chair
Climax, 306-293-7525



New January, 2024
Chad Ferguson
Naicam, 306-874-8168



Renewed January, 2024
Matt Enns, Vice-Chair
Rosthern, 306.717.6099



New January, 2024
Gord Moellenbeck
Englefeld, 306-287-7799



Zenneth Faye
Foam Lake, 306-272-7080



Maurice Berry
Carievale, 306-452-7504



In Memory of Brent Johnson, 1977-2024

Brent was an integral member of SaskBarley's Board of Directors from 2014-2022 and continued to represent SaskBarley on an external committee until his passing. His passion for agriculture and ability to advocate for farmers left a lasting impact on those who worked alongside him. His leadership and unwavering commitment to Saskatchewan agriculture will not be forgotten.



Executive Directors Report

The 2023-24 year saw growth, revitalization and strategic investments for SaskBarley as we look to the future. Shifting market dynamics - including changes in the malt industry, and increasing competition from corn in the feed barley market – highlight the need for strong research and diversification strategies to ensure barley is a sustainable option in the crop rotations of Saskatchewan farmers.

Over the past ten years, SaskBarley has completed 53 research projects, and is currently funding 61 more. Specifically, this year, in collaboration with the other members of the Canadian Barley Research Coalition (CBRC), we launched the **Grant for Research Optimization of Western (GROW) Barley Agronomy Program**, a first of its kind initiative to spur agronomic research in barley. This program will invest \$1.5 million over the next seven years to advance barley specific agronomic issues.

To date, SaskBarley’s total research investment is over \$11 million, and the impact of these research investments are just starting to be seen in farmers fields. New malting varieties like CDC Fraser, AAC Connect, AAC Prairie and CDC Churchill are just a few of the new varieties that have been developed with levy investment.

Success for our team is also about impact and reach. Serra McSymytz joined our small staff at SaskBarley and has ramped up communication efforts to our stakeholders.

Our monthly e-newsletter reaches more than 2,200 subscribers. The BarleyBin website and magazine have seen significant growth, with 17,000 copies of the magazine distributed and over 41,000 page views on the website, demonstrating a strong demand for barley production resources.

SaskBarley continues to be a leader in the Canadian barley industry through its relationships with the Canadian Barley Research Coalition (CBRC) and the Canadian Malting Barley Technical Centre (CMBTC) and the Brewing and Malting Barley Research Institute (BMBRI). With it’s unique and effective role within the Canadian barley industry, the CMBTC remains a key organization to future success. The leadership, technical expertise and market support it provides is unique in the world and one of the reasons Canadian barley continues to be a premium product in global markets.

Thank you for continuing to support SaskBarley. Our board and staff remain dedicated to advancing the barley industry with the leadership and vision to ensure barley remains a profitable crop for Saskatchewan producers well into the future.

Jillian McDonald,
Executive Director

Find research updates and resources to boost your barley production at BarleyBin.ca or follow us on social media [@SaskBarley](https://twitter.com/SaskBarley)

Resources from **the BarleyBin.CA**
f X YouTube in

Photo: A new food barley variety, AAC Magenta, developed by Dr. Ana Badea at AAFC has a purple kernel (below).

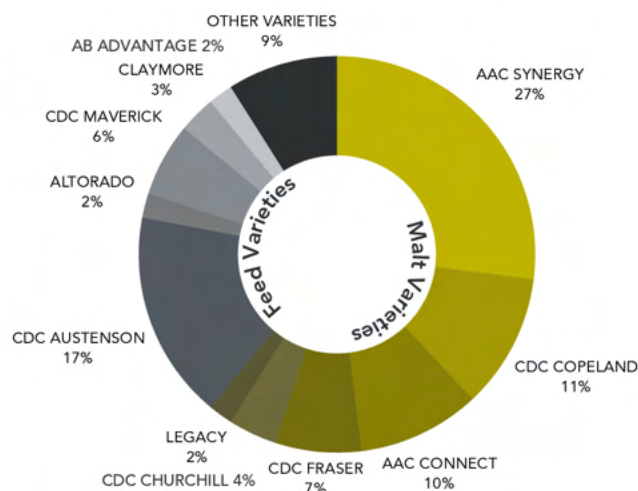


Research Investments & Activities

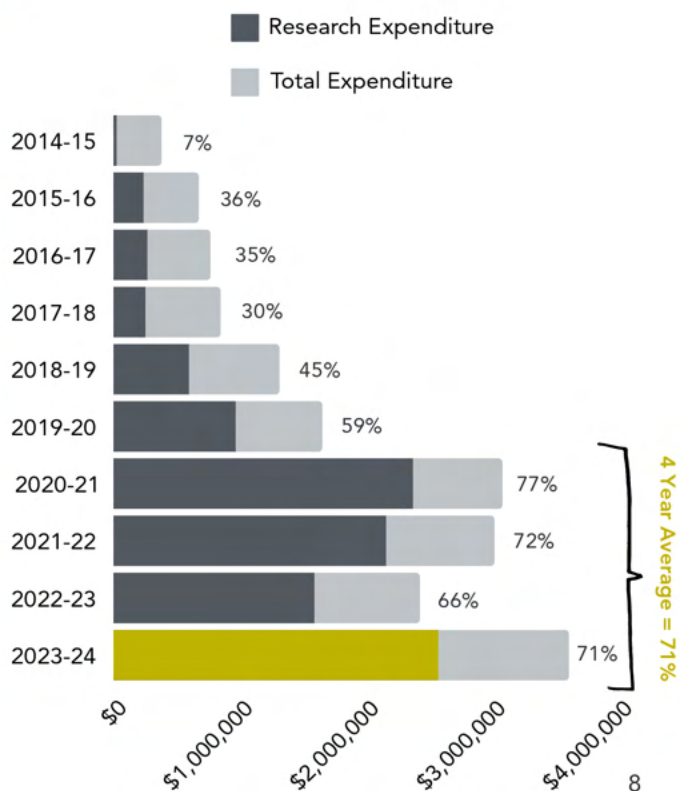
New Research Projects for 2023 - 2024

Project	Principle Investigator	SaskBarley Commitment	Projected End Date
Enhanced Barley Variety Trials 2024 to 2025	Mike Hall	\$142,800	2026
Canadian Barley - Sustainably Growing (Sustainable Canadian Agriculture Partnership Cluster - 12 projects)	various	\$1,138,471	2028
Catch Me if You Can: Identifying Newly Emerging and Masked Mycotoxins in Cereal Grains	Randy Kutcher	\$114,934	2027
Improve Uniform Maturity in Barley - Opportunities for Nitrification Inhibition	Hiroshi Kubota	\$113,642	2026
An Integrated Approach to Study Pathogens Associated with Fusarium Head Blight of Barley and Oat	Xiben Wang	\$139,463	2028
Assessing Seed to Seedling Transmission of <i>Xanthomonas translucens</i> Causing BLS of Cereals to Establish Inoculum Thresholds	Randy Kutcher	\$30,956	2027
Effect of Potassium and Chloride Fertilization on Irrigated Malt Barley and Spring Wheat	Gursahib Singh	\$115,873	2027
Critical Assessment of Ultra-Early Seeding System for Western Canadian Barley	Ana Badea	\$456,751	2028
Defining Optimum Seeding Rates for New Feed Barley Varieties	Hiroshi Kubota	\$83,300	2027
Improving Seedling Survivability and Uniform Maturity in Malt Barley	Hiroshi Kubota	\$271,600	2027
Optimizing In-field and Bulk Barley Grain Testing for Mycotoxins to Minimize Test Result Uncertainty	James Tucker	\$42,272	2026
Developing Multiple Disease Resistances in Barley and Triticale	Sajid Rehman	\$74,520	2027
AgriARM Capital (8 projects)	various	\$160,000	2025
Demonstration of Novel and Niche Barley Varieties	Ishita Patel	\$20,000	2025
Plant Growth Regulator Products and Mixes to Improve Crop Safety and Efficacy in Barley	Chris Holzapfel	\$33,000	2025
Generating Pre-Harvest Sprouting Ratings for Barley Varieties	Gursahib Singh	\$227,792	2026

Top Barley Varieties (seeded area)



Levy Investments into Research



RESEARCH INVESTMENTS & ACTIVITIES CONTINUED...

2024 Scholarship Recipients

Each year, SaskBarley offers scholarships as an investment in promising university students who are carrying out research focused on barley. The scholarship program also encourages and supports new research to benefit Saskatchewan's barley sector. Since 2019, SaskBarley's Scholarship Program has received over **54 graduate and undergraduate student applications** and granted **19 awards** with a **value of \$88,000**.



Sheila Andrade
PhD Student
University of Saskatchewan
\$6,000



Suman Bagale
MSc Student,
University of Alberta
\$4,000



Jessa Fox
Undergraduate Student
University of Saskatchewan
\$2,000

the BarleyBin 
Field Lab
Brought to you by SaskBarley



The BarleyBin Field Lab was established in 2023 with a protocol to evaluate the effect of seeding rate on seedling survivability, yield, and grain quality of barley. The trial was replicated 4 times at 2 sites in Saskatchewan, Luseland and Dodsland. The 2024 BarleyBin Field Lab included several new protocols and eight locations. Results for 2024 will be available in late January 2025 and you can find a full summary of the results and economics for each year at SaskBarley.com/Barley-Bin-Field-Lab.

Connecting with the Barley Industry

CBRC Committee Meeting: Collaborating on Barley Research

*Hosted by Canadian Barley Research Coalition,
July 2024 in Saskatoon, SK*

Highlights:

- Canadian Barley Research Coalition Barley Committee Meeting hosted 35 stakeholders from across the value chain
- Discussed challenges and explored collaboration opportunities in barley research



Celebrating 100 Years of Barley Breeding at AAFC Brandon, MB

*July 2024 at the Agriculture & Agri-Food
Canada research station in Brandon, MB*

Highlights:

- Celebrating 100 years of AAFC's barley breeding program
- Reflected on development of key barley varieties like AC Metcalfe and AAC Synergy
- Explored future varieties under development in the program



Barley Symposium: Bringing Research and Industry Together

*Hosted by CBRC, Canadian Grain
Commission, CMBTC and SaskBarley
February 2024 in Saskatoon, SK*

Highlights:

- Researchers shared results from barley research, including the Barley Cluster
- Keynote by Stuart Smyth on the value of investment in barley breeding
- Poster session for additional insights



Featured Partner in
RESEARCH



Driving Innovation Through Collaboration in Canadian Barley Research

The Canadian Barley Research Coalition (CBRC) is a national not for profit organization founded by the three western barley producer groups: Alberta Grains, the Saskatchewan Barley Development Commission and the Manitoba Crop Alliance. CBRC provides a forum for collaboration on long term research investments that aim to improve the profitability and competitiveness of Canadian barley.

CBRC's research portfolio has grown to over \$15 million and includes the management and administration of the Agriscience Barley Cluster, the Core Breeding Agreements and GROW Barley.

NATIONAL
BARLEY CLUSTER
\$9.6 MILLION

The Sustainable Canadian Agricultural Partnership (SCAP) National Barley Cluster (2023-2028), titled **Canadian Barley – Sustainably Growing** has a total value of just over \$9.6 million. With 10 research activities, supporting both industry and government priorities, the Cluster is investing in essential barley research that will bolster the industry and ensure continued, sustainable growth and profitability for producers and the whole value chain.

Funding partners for the Barley Cluster include the Government of Canada, Alberta Grains, SaskBarley, Manitoba Crop Alliance, Western Grains Research Foundation, Beef Cattle Research Council, Brewing and Malting Barley Research Institute, and the Canadian Field Crop Research Alliance comprised of Atlantic Grains Council, Grain Farmers of Ontario, Les Producteurs de grains du Québec, and SeCan.

BARLEY VARIETY
DEVELOPMENT
\$4.2 MILLION

The Core Breeding Agreements are long-standing producer contributions to barley variety development at the Crop Development Centre, University of Saskatchewan and Agriculture and Agri-Food Canada. The barley varieties from these two public programs have dominated barley acres for decades providing an excellent return on producer investment of \$26 for every dollar invested. The Core Breeding Agreements are funded by Alberta Grains, SaskBarley and the Manitoba Crop Alliance.

GROW BARLEY
AGRONOMY
\$1.5 MILLION

GROW Barley (Grant for Research Optimization of Western Barley Agronomy Program) is the newest CBRC research initiative which aims to maximize barley varietal potential through agronomic research. GROW Barley is led by a steering committee comprised of barley farmers, and end users, and has a seven-year funding commitment, making it a one-of-a-kind investment in barley research. Funding for GROW Barley is provided by Alberta Grains, the Saskatchewan Barley Development Commission, Manitoba Crop Alliance, and the Brewing and Malting Barley Research Institute.

The CBRC funded research portfolio is the key to maintaining barley as a profitable and sustainable cropping option in Canada. Learn more at barleyresearch.ca.

Market Development

Strengthening Market Opportunities

SaskBarley is committed to expanding and safeguarding market opportunities to ensure Saskatchewan barley producers remain competitive in domestic and global markets. From tackling maximum residue limit (MRL) issues to analyzing market consolidation impacts, the commission addresses critical trade challenges, advocates for fair policies, and collaborates with industry partners to protect farmer interests and enhance the profitability and sustainability of barley production.

Market Access

Collaborating with national organizations like the Canadian Malting Barley Technical Centre (CMBTC), Cereals Canada, and the Canada Grains Council, SaskBarley advocated for producer interests on critical market issues.

- **Market Access for Canadian Barley to Brazil:** Addressed specific trade challenges to support expanded opportunities for Saskatchewan producers.
- **Maximum Residue Limit Advocacy:** Continued work towards ensuring maximum residue limits (MRLs) do not hinder export opportunities.



Market Development

SaskBarley took proactive steps to protect market competitiveness and farmer interests.

- **Study on Market Consolidation:** Co-funded an analysis of the Bunge/Viterra merger's potential impacts on market competitiveness, price dynamics, and farmer marketing options. Findings were shared with government ministries and the Competition Bureau.
- **Legal Review of Grain Delivery Contracts:** Partnered with Sask Wheat and Alberta Grains to evaluate liability issues surrounding statutory and commercial declarations under Canada-United States-Mexico Agreement (CUSMA) regulations.



**USING STRATEGIC PARTNERSHIPS TO
DELIVER FARMER-FOCUSED SOLUTIONS.**



MARKET DEVELOPMENT CONTINUED...

2023 Western Canada Barley Tour for International Customers

Hosted by Canadian Malting Barley Technical Centre
August 2023 in Calgary, AB

Highlights:

- 40 participants from four continents: North and South America, Europe, and Asia; representing government, seed, malt and brewing industries.
- Included stops at three grain farms, a feedlot, a barley breeding centre, a grain elevator, two micro malt plants and two microbreweries.
- The group learned about Canadian farmers' commitment to quality, sustainable barley production and processing



Canada-China Barley Seminar: Strengthening International Ties

Hosted by Canadian Malting Barley Technical Centre and
SaskBarley in July 2024 in Qingdao, China

Highlights:

- SaskBarley Chair, Cody Glenn, and Vice Chair, Matt Enns, represented Saskatchewan's barley producers
- Built connections with Chinese brewers and showcased sustainable Canadian farming practices



Featured Partner in
**MARKET
DEVELOPMENT**



Expanding Opportunities for Canadian Barley in a Changing World

Canadian barley holds a reputation for quality, sustainability, and reliability that is recognized worldwide. It's a trusted ingredient in brewing and malting industries across the globe, supported by decades of collaboration and expertise. As the world navigates growing geopolitical complexities, the Canadian Malting Barley Technical Centre (CMBTC) remains focused on ensuring Canadian barley's competitiveness by building connections, fostering trust, and opening doors in critical markets. In 2024, CMBTC worked to leverage Canada's strengths—sustainability, innovation, and reliability—to expand opportunities for Canadian barley in key markets like China, Japan, Mexico, and Latin America.

China remains Canada's largest importer of malting and feed barley, making it a cornerstone of CMBTC's market development efforts. The Canada-China Barley Seminar, held in Qingdao in June, brought together over 100 participants representing 90 per cent of China's malting, brewing, and export sectors. Organized with Tsingtao Brewery and supported by SaskBarley, the seminar highlighted Canadian barley's unique quality and reliability. SaskBarley's Chair, Cody Glenn, joined the delegation, underscoring the sustainability of Canadian grain farmers. Events like this are critical in maintaining Canada's position as a key partner in China, where relationships and trust play a pivotal role in securing market opportunities.

At the same time, CMBTC increased its focus on diversifying Canadian barley's presence in other key markets. In August, the New Crop Tour provided international buyers and stakeholders with a firsthand look at barley production in Saskatchewan. Participants, including major brewing companies from Japan such as Sapporo, Asahi, and Suntory, visited farms, Prairie Malt in Biggar, and the Crop Development Centre in Saskatoon. These tours not only showcased Canada's innovation and production capacity but also reinforced Canada's ability to meet the demands of global brewers. For Japan, a critical market for Canadian malt, fostering these relationships remains a priority.

CMBTC also expanded its efforts in Mexico and Latin America, markets offering significant growth potential. Tailored training programs and one-on-one engagement with brewers in Mexico, Brazil, and Colombia promoted the advantages of Canadian barley, generating increased interest in Malt Academy programs, webinars, and technical services. To support these efforts, CMBTC is working with the Government of Canada to secure market access for Canadian barley in Brazil. Including raw barley alongside processed malt could create new export opportunities, diversifying markets for Canadian producers and enhancing resilience within the barley value chain.

At home, the Malt Academy continued to serve as a vital platform for industry education. Six programs in 2024 welcomed participants from Canada, the United States, Mexico, Brazil, and Europe, equipping them with the knowledge and skills to better understand Canadian barley's value. By combining technical expertise with hands-on training, the academy helps ensure Canadian barley remains an essential part of the global brewing and malting industries.

As CMBTC looks to 2025, it remains committed to adapting to changing global dynamics by deepening connections in critical markets like China and Japan while expanding opportunities in Mexico, Latin America and South Asia. Leveraging Canada's reputation for quality and reliability, CMBTC will continue to open doors and build opportunities, ensuring Canadian barley's future remains strong in a competitive world.

Learn more and follow CMBTC's activities at cmbtc.com.

Advocacy

Using **strategic partnerships** to drive research, market access, and farmer-focused solutions.

Fostering Relationships for Better Advocacy

SaskBarley has remained steadfast in building relationships within the barley sector and across the broader agricultural landscape to address issues and policies affecting Saskatchewan barley producers. Advocacy efforts this year centred on three critical areas: research funding, sustainability initiatives, and market development.

Research Funding

Barley, as a mid-sized crop, faces unique challenges with limited research funding, particularly for variety development. SaskBarley, in partnership with the Canadian Barley Research Coalition (CBRC), championed the need for sustained investment in public breeding programs. Key achievements this year included:

- **Launch of the GROW Barley Agronomy Program:** Aimed at improving on-farm practices and yields.
- **Renewal of Core Breeding Agreements:** Securing partnerships with Agriculture and Agri-Food Canada (AAFC) and the Crop Development Centre (CDC) to ensure the development of high-performing barley varieties continues.

Sustainability Initiatives

SaskBarley contributed farmer-specific insights to a sustainability framework developed by North American maltsters and brewers. This initiative aims to benchmark and measure the production cycle of Canadian malt barley, ensuring sustainable practices are recognized and supported.

Collaborative Advocacy through SaskCrops

SaskBarley joined forces with other Saskatchewan crop commissions, including SaskOilseeds (formerly SaskCanola and SaskFlax), Sask Wheat, Saskatchewan Pulse Growers and SaskOats, to advocate for meaningful policy changes. Key priorities included:

1. Influencing AAFC's Science Strategy to address declining research funding.
2. Advocating for practical and fair climate change mitigation policies.
3. Addressing imbalances in grain contracts and pushing for an export sales reporting system for Canada.

For a complete list of SaskCrops policy submissions, visit www.saskcrops.com/policy.



Featured Partner in
ADVOCACY



Strengthening Trade and Market Access for the Barley Value Chain

As directed by our members, including SaskBarley, Cereals Canada represents the barley sector in matters of international trade policy and market access. Through engagement and joint action with our domestic and international stakeholders, we monitor, identify and work to resolve market access barriers for Canadian crops. This work highlights the effectiveness of the Canadian quality control system in providing valuable, reliable grain with consistent quality to our customers.

Cereals Canada works closely with growers, regulators, customers, and our supply chain partners to ensure that Canada's safe, high-quality grain exports align with international and domestic standards and have access to global markets. We produce monthly exporter update reports which are shared with exporter members and grower groups. The reports summarize the changes from the last month in key markets, for wheat, barley, and oats. In 2023-2024, Cereals Canada has monitored and investigated over 600 pesticides and single commodity MRLs for cereals.

Cereals Canada is dedicated to supporting the Canadian cereals value chain including farmers, exporters, developers, processors, and our customers around the world with a focus on trade, science, and sustainability. cerealscanada.ca



Cereals Canada offers **Combine to Customer**, a three-day interactive program that connects farmers to global customers of Canadian cereals.



**VISIT COMBINETOCUSTOMER.CA
TO LEARN MORE.**

Extension & Communications

Building Connections and Advancing Research

SaskBarley's staff and board members engaged with farmers, researchers, and industry stakeholders at home and abroad this year, fostering relationships and pushing forward critical barley research.

Grade School: Insights for Better Marketing Decisions

*Hosted by Sask Wheat and SaskBarley
November 2023 in Indian Head and Swift Current, SK*

Highlights:

- Grain grading demonstrations and information for farmers provided by the CGC
- SaskBarley Board members provided updates on the commission's activities

Top Notch Farming: Sharing Research and Market Information

*Hosted by SaskCanola, partnering with SaskBarley and SaskFlax
February 2024 in Spiritwood, St. Walburg, Unity, and Melfort, SK*

Highlights:

- Results from on-farm field trials, grain contracts, and market updates
- SaskBarley presentations on maximizing barley production, featuring insights from Barley Max, Enhanced Agronomy Trials, and BarleyBin Field Lab

Feedlot Management School: Enhancing Feed Barley Education

*Hosted by Saskatchewan Cattle Feeders Association February 2024
Saskatoon, SK*

Highlights:

- Included a nutrition demo on the effects of both processed corn and barley
- Attendees got to see SaskBarley funded projects at the Livestock & Forage Centre for Excellence.
- Discussion around the value of feed barley and barley straw for feed

BarleyBin Live: Expert Strategies for Tackling Production Challenges

Hosted by SaskBarley

March 2024 at the Harvest Eatery, Shaunavon, SK

Highlights:

- Intimate Q&A with leading researchers: Dr. Charles Geddes (AAFC), Christiane Catellier (IHARF) and Dr. Phillip Harder (Croptimistic Technology Inc)
- Attendees learned strategies for managing kochia, understanding variety performance data and the benefits of taller stubble for moisture retention
- Premiered a new beer featuring 100% grown, malted and brewed AAC Prairie barley
- Combined educational content with good food and craft beer



Producer Malt Academy: Following Barley from Field to Glass

Hosted by Canadian Malting Barley Technical Centre

March 2024 in Saskatoon, SK

Highlights:

- Overview of malting and brewing processes for malt-quality barley
- Tasting of local craft beers
- Bridging knowledge between barley growers and international beverage industry customers

Sask Crops On-Farm Field Tour: Navigating Weather Challenges

Co-hosted with SaskPulse, Sask Wheat, and SaskCanola

June 2024 in Biggar SK

Highlights:

- Adapted from a field tour to forum format due to weather challenges
- Round-table discussions with researchers and agronomists
- Weather allowed for an afternoon field visit to barley plots



EXTENSION & COMMUNICATIONS CONTINUED...

Agri-ARM Field Days: Highlighting SaskBarley's Research Projects

July 2024 in at Agri-ARM sites in Swift Current, Indian Head, Scott, Melfort and Outlook SK

Highlights:

- Research shared on niche barley varieties, plant growth regulators, and pre-harvest sprouting resistance
- Record-breaking heat in Outlook, yet successful engagement
- Upcoming videos to showcase these projects



Strategic Planning: Focusing on Partnerships

SaskBarley Board of Directors, July, 2024 in Saskatoon, SK

Highlights:

- Strategic planning session with Synthesis Agri-Food Network
- Focus on setting priorities and addressing challenges for Saskatchewan's barley sector
- Shifted the Advocacy pillar of the strategic plan to Sector Partnerships to better capitalize on industry relationships to achieve more on behalf of barley farmers

Featured Partner in
COMMUNICATIONS



Connecting Consumers with Canadian Barley

Farm & Food Care Saskatchewan is a member-based organization dedicated to connecting consumers with the farmers and ranchers who grow their food. They have built a successful engagement platform in CanadianFoodFocus.org. This website and marketing campaign helps farmers share their stories and provide consumers with relatable information about Canadian food and agriculture. They have skyrocketed their reach to over 31,000 social media followers with 44 million impressions, 6 million video views and almost 800,000 annual website page views in the past year. Their following is 61% female and concentrated across the country in some of Canada’s largest cities (Toronto, Hamilton, Kitchener, Calgary, Vancouver, Montreal and Edmonton to name a few).

In 2024 they ran a Barley Campaign which targeted urban consumers aged 25-54 in large Canadian cities and resonated with their values, needs and lifestyle choices. The campaign used reels (video content) driven by digital platforms, using Instagram, Facebook, YouTube Shorts, TikTok and Canadianoodfocus.org as the landing pages for more in-depth content. The reel content was engaging, educational and focused on sharing where barley is found at the grocery store and how to use barley in a recipe. Analytics showed over 430,000 video plays by 346,000 accounts and over 4,800 link clicks to additional information.

SaskBarley Reel Campaign Results



Reel Campaign: Reels were developed and advertised starting in September 2023 through to March 31, 2024.

TOTAL REACH	REEL PLAYS
431,366 Accounts	346,033
ENGAGEMENTS	LINK CLICKS
279,203	4825



SaskBarley Meta and Google Campaign Results

General Barley Campaign: advertised starting in October 2023 through to March 31, 2024 on Meta and through Google.

TOTAL REACH	CONVERSIONS ON GOOGLE
433,840 Accounts	8620
ENGAGEMENTS	LINK CLICKS ON META AND GOOGLE
488,463	21,824

Additionally, they continued to post and advertise existing barley articles on social as part of several ongoing Google and Meta advertising campaigns. Total reach of this activity was over 433,840 accounts with over 21,000 link clicks.

Note: Reach is the total number of people who see your content.



Financials

Saskatchewan Barley Development Commission Financial Statements For the Year Ended July 31, 2024

MANAGEMENT'S RESPONSIBILITY FOR FINANCIAL REPORTING

The financial statements of Saskatchewan Barley Development Commission have been prepared in accordance with Canadian accounting standards for not-for-profit organizations. When alternative accounting methods exist, management has chosen those it deems most appropriate in the circumstances. These statements include certain amounts based on management's estimates and judgments. Management has determined such amounts based on a reasonable basis in order to ensure that the financial statements are presented fairly in all material respects.

The integrity and reliability of Saskatchewan Barley Development Commission's reporting systems are achieved through the use of formal policies and procedures, the careful selection of employees and an appropriate division of responsibilities. These systems are designed to provide reasonable assurance that the financial information is reliable and accurate.

The Board of Directors is responsible for ensuring that management fulfills its responsibility for financial reporting and is ultimately responsible for reviewing and approving the financial statements. The Board carries out this responsibility principally through its Audit Committee. The Audit Committee is appointed by the Board and meets periodically with management and the directors' auditors to review significant accounting, reporting and internal control matters. Following its review of the financial statements and discussions with the auditors, the Audit Committee reports to the Board of Directors prior to its approval of the financial statements. The Committee also considers, for review by the Board and approval by the directors, the engagement or re-appointment of the external auditors.

The financial statements have been audited on behalf of the directors by Lingard + Dreger LLP, in accordance with Canadian accounting standards for not-for-profit organizations.



Management



Management

November 04, 2024

INDEPENDENT AUDITOR'S REPORT

To the Directors of Saskatchewan Barley Development Commission Qualified Opinion

We have audited the financial statements of Saskatchewan Barley Development Commission (the "Commission"), which comprise the statement of financial position as at July 31, 2024, and the statements of operations, changes in net assets and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, except for the possible effects of the matter described in the Basis for Qualified Opinion section of our report, the accompanying financial statements present fairly, in all material respects, the financial position of the Commission as at July 31, 2024, and the results of its operations and cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Basis for Qualified Opinion

The Commission collects a levy from Saskatchewan producers through buyers of barley, the completeness of which is not susceptible of satisfactory audit verification. It was not practical for us to verify whether all buyers of barley produced in Saskatchewan have collected and remitted the required levy to the Commission. Accordingly, our verification of these revenues was limited to the amounts recorded in the records of the Commission. Therefore, we were not able to determine whether any adjustments might be necessary to revenue, excess of revenues over expenses and cash flows from operations for year ended July 31, 2024, current assets as at July 31, 2024 and July 31, 2023, and net assets at both the beginning and end of the July 31, 2024 and July 31, 2023 years. Our audit opinion on the financial statements for the year ended July 31, 2023 was modified accordingly because of the possible effects of this limitation of scope.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Commission in accordance with ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our qualified audit opinion.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Commission's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Commission or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Commission's financial reporting process.

(continues)

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements. As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Commission's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Commission's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Commission to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Lingard + Dreger

Chartered Professional Accountants

Saskatoon, Saskatchewan
November 4, 2024



SASKATCHEWAN BARLEY DEVELOPMENT COMMISSION
Statement of Financial Position
As at July 31, 2024

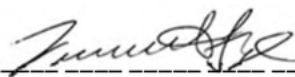
	2024	2023
ASSETS		
CURRENT		
Cash and equivalents	\$ 3,963,259	\$ 4,767,054
Short-term investments (Note 3)	1,092,154	999,878
Accounts receivable (Note 4)	187,779	124,452
Prepaid expenses	130,246	10,456
	5,373,438	5,901,840
LONG-TERM INVESTMENTS (Note 3)	1,077,712	997,708
	\$ 6,451,150	\$ 6,899,548
LIABILITIES		
CURRENT		
Accounts payable and accrued liabilities (Note 5)	\$ 588,960	\$ 489,001
NET ASSETS		
UNRESTRICTED	3,862,190	4,410,547
INTERNALLY RESTRICTED (Note 6)	2,000,000	2,000,000
	5,862,190	6,410,547
	\$ 6,451,150	\$ 6,899,548

COMMITMENTS (Note 7)

APPROVED ON BEHALF OF THE BOARD



 Director



 Director

SASKATCHEWAN BARLEY DEVELOPMENT COMMISSION

Statement of Operations

For the Year Ended July 31, 2024

	Budget (Note 11) 2024	2024	2023
REVENUE			
Producer check-off fees (Note 8)	\$ 2,876,100	\$ 2,772,549	\$ 3,077,933
Refunds	(230,088)	(188,582)	(197,911)
	2,646,012	2,583,967	2,880,022
Grants	10,000	64,880	42,000
Interest income	12,000	231,899	166,526
Investment income	125,000	77,934	16,710
Unrealized gain (loss) on investments	-	88,491	(5,974)
Other	-	463	-
	2,793,012	3,047,634	3,099,284
EXPENSES			
Research projects	2,731,872	2,392,832	1,435,860
Research administration	165,000	168,982	150,490
Market development	329,000	309,728	203,340
Communications and advocacy	255,500	233,976	230,924
Service contracts	264,500	259,130	204,404
Board of directors	118,500	110,188	99,790
Election	50,000	48,888	159
General and administrative	76,900	72,267	94,339
	3,991,272	3,595,991	2,419,306
EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES FOR THE YEAR	\$ (1,198,260)	\$ (548,357)	\$ 679,978

SASKATCHEWAN BARLEY DEVELOPMENT COMMISSION
Statement of Changes in Net Assets
For the Year Ended July 31, 2024

	Unrestricted	Internally restricted	2024	2023
NET ASSETS - BEGINNING OF YEAR	\$ 4,410,547	\$ 2,000,000	\$ 6,410,547	\$ 5,730,569
Excess (deficiency) of revenue over expenses for the year	(548,357)	-	(548,357)	679,978
NET ASSETS - END OF YEAR	\$ 3,862,190	\$ 2,000,000	\$ 5,862,190	\$ 6,410,547

SASKATCHEWAN BARLEY DEVELOPMENT COMMISSION

Statement of Cash Flows

For the Year Ended July 31, 2024

	2024	2023
OPERATING ACTIVITIES		
Excess (deficiency) of revenue over expenses for the year	\$ (548,357)	\$ 679,978
Items not affecting cash:		
Gain (loss) on disposition of investments	(22,089)	20,200
Unrealized gain (loss) on investments	(88,491)	5,974
	(658,937)	706,152
Changes in non-cash working capital:		
Accounts receivable	(63,327)	(2,611)
Prepaid expenses	(119,790)	191,165
Accounts payable and accrued liabilities	99,958	(226,465)
	(83,159)	(37,911)
Cash flow from (used by) operating activities	(742,096)	668,241
INVESTING ACTIVITIES		
Proceeds on disposition of investments	475,646	387,027
Purchase of investments	(461,881)	(420,058)
Reinvested interest	(75,464)	(71,979)
Cash flow used by investing activities	(61,699)	(105,010)
INCREASE (DECREASE) IN CASH	(803,795)	563,231
CASH - BEGINNING OF YEAR	4,767,054	4,203,823
CASH - END OF YEAR	\$ 3,963,259	\$ 4,767,054
CASH CONSISTS OF:		
Cash and equivalents	\$ 3,963,259	\$ 4,767,054

SASKATCHEWAN BARLEY DEVELOPMENT COMMISSION

Notes to the Financial Statements

For the Year Ended July 31, 2024

1. AUTHORITY

The Saskatchewan Barley Development Commission (“the Commission”) was established on June 7, 2013, pursuant to *The Saskatchewan Barley Development Plan Regulations* (“Regulations”), under the authority of *The Agri-Food Act, 2004*. The mandate of the Commission is to invest grower’s check-off dollars in research and market development initiatives that contribute to profitable and sustainable barley production in Saskatchewan.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

The financial statements were prepared in accordance with Canadian accounting standards for not-for-profit organizations in Part III of the *CPA Canada Handbook* and include the following significant accounting policies:

Cash and cash equivalents

Cash and cash equivalents consist of balances with banks and short-term investments with maturities of three months or less.

Revenue recognition

Producer check-off fees are recognized upon receipt of the Buyer’s report. Refunds are recognized when refund applications are received from producers and the requested refund has been agreed to check-off records.

The Commission follows the deferral method of accounting for contributions, which include government funding and grants. Restricted contributions are recognized as revenue in the year in which the related expenses are incurred or restrictions met. Unspent amounts are included in Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Interest revenue is recognized as earned on a time proportion basis.

Investment and other revenue is recognized when earned.

Income taxes

The Commission qualifies as a tax exempt organization under section 149 of the *Income Tax Act*.

Use of estimates

The preparation of financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and reported amount of revenue and expenses during the reporting period. Actual results could differ from these estimates.

Significant estimates include, but are not limited to, the valuation of accounts payable and accruals for certain revenues and expenses.

Administration contract expense

Administration contract expense is a fee charged by the Agriculture Council of Saskatchewan Inc. (“ACS”), to the Commission for administering the check-off fee program. The fee includes a charge for time spent by ACS staff and a share of ACS’s overhead costs. The expense is recognized as the service is received.

SASKATCHEWAN BARLEY DEVELOPMENT COMMISSION

Notes to the Financial Statements

For the Year Ended July 31, 2024

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES *(continued)*

Financial instruments

The Commission initially measures its financial assets and financial liabilities at fair value. It subsequently measures all its financial assets and financial liabilities at amortized cost, except for investments in debt and equity instruments that are quoted in an active market, which are measured at fair value. Changes in fair value are recognized in the statements of operations in the period incurred.

Financial assets subsequently measured at amortized cost include cash, and accounts receivable. Financial liabilities subsequently measured at amortized cost include accounts payable and accrued liabilities. The fair value of the cash, accounts receivable, and accounts payable and accrued liabilities approximates their carrying value due to their short-term nature.

Contributions in-kind

Contributions in-kind are recorded at fair value for goods or services only when a fair value can be reasonably estimated and when the goods or services are used in the normal course of operations and would otherwise have been purchased.

Foreign currency translation

At the transaction date, each asset, liability, revenue or expense arising from a foreign currency transaction of the Commission is translated into Canadian dollars using the exchange rate at that date. At each balance sheet date, monetary items denominated in a foreign currency are adjusted to reflect the exchange rate in effect at the balance sheet date. Exchange gains or losses of the Commission that arise on translation or settlement of foreign currency-denominated monetary items are included in the determination of excess of revenue over expenses for the year.

3. INVESTMENTS

	Maturity	2024 Market value	Yield	2023 Market value
Short-term				
Equity instruments (cost 2024 - \$969,420; 2023 - \$897,804)	-	\$ 1,092,154	-	\$ 999,878
Long-term				
Term deposits (cost 2024 - \$1,131,453; 2023 - \$1,119,281)	4 - 28 years	1,077,712	1.75% - 5.85%	997,708
		\$ 2,169,866		\$ 1,997,586

SASKATCHEWAN BARLEY DEVELOPMENT COMMISSION
Notes to the Financial Statements
For the Year Ended July 31, 2024

4. ACCOUNTS RECEIVABLE

The accounts receivable balance consists of the following:

	2024	2023
Levies receivable	\$ 180,622	\$ 110,808
Collaborator receivables	1,961	13,644
Related party receivables	5,196	-
	\$ 187,779	\$ 124,452

5. ACCOUNTS PAYABLE AND ACCRUED LIABILITIES

The accounts payable and accrued liabilities balance consists of the following:

	2024	2023
Levy refunds payable	\$ 188,582	\$ 199,013
Research payables	320,210	215,690
Trade payables	80,168	74,298
	\$ 588,960	\$ 489,001

6. INTERNALLY RESTRICTED NET ASSETS

The Commission has internally restricted net assets totalling \$2,000,000 as a reserve in the event that the Commission is disbanded or there are other unforeseen circumstances. Any income earned or changes in fair value arising from these assets are recognized in unrestricted net assets. During the year the Board authorized a contribution of \$Nil to the internally restricted net assets (2023 - \$Nil).

SASKATCHEWAN BARLEY DEVELOPMENT COMMISSION
Notes to the Financial Statements
For the Year Ended July 31, 2024

7. COMMENTS

(a) Service contracts:

The Agriculture Council of Saskatchewan Inc. charged the Commission \$42,130 (2023 - \$41,654) for administering the check-off fee program and the business activities of the Commission. During the year the Commission entered into a contract with ACS for administering the check-off fee program and the business activities of the Commission. The Commission agreed to pay a minimum of \$38,181 for levy collection activities for the period August 1, 2024 to July 31, 2025.

The Commission entered into contracts with several corporations and contractors for rent, management and consulting services. Annual payments due in the next year are as follows:

Year ending July 31:		
2025	\$	357,340
2026		223,117
2027		74,490

(b) Research:

The Commission is committed to funding research and development projects over several years to benefit the barley industry. Annual payments due in each of the next five years are as follows:

Year ending July 31:

2025	1,404,076
2026	1,034,059
2027	722,754
2028	273,083
2029	234,565

\$ **3,668,537**

8. PRODUCER CHECK-OFF FEES

Under the Regulations, each buyer of barley is required to remit to the Commission a check-off fee of \$1.06/tonne (2023 - \$1.06/tonne) of barley marketed upon final settlement to producers. Producers can request a refund of check-off fees paid from August 1 to July 31 by submitting a refund application by August 31 of the following fiscal year.

9. RELATED PARTY TRANSACTIONS

During the year ended July 31, 2024 members of the Commission's elected Board of Directors received payments for per diems and expenses of \$76,664 (2023 - \$76,510). All related party transactions are measured at carrying amounts.

SASKATCHEWAN BARLEY DEVELOPMENT COMMISSION
Notes to the Financial Statements
For the Year Ended July 31, 2024

10. FINANCIAL INSTRUMENTS

The Commission as part of its operations carries a number of financial instruments. It is management's opinion that the Commission is not exposed to significant interest, currency or credit risks arising from these financial instruments except as otherwise disclosed.

Credit risk

The Commission is exposed to credit risk from potential non-payment of accounts receivable. Most of the accounts receivable were collected shortly after year-end. As at July 31, 2024 the largest four customers accounted for 55.99% (2023 - 50.23%) of accounts receivable.

Interest rate risk

Interest rate risk is the risk that the value of a financial instrument might be adversely affected by a change in the interest rates. Changes in market interest rates may have an effect on the cash flows associated with some financial assets and liabilities, known as cash flow risk, and on the fair value of other financial assets or liabilities, known as price risk. The Commission is exposed to interest rate risk on its fixed income investments.

Currency risk

Currency risk is the risk that the fair value of future cash flows of a financial instrument will fluctuate because of changes in foreign exchange rates. The Commission is subject to the risk of foreign exchange fluctuations on certain amounts held in foreign currencies and included on the balance sheet in their Canadian dollar equivalent.

Market risk

Market risk is the risk that financial instrument fair values will fluctuate due to changes in market prices. The significant market risks to which the Commission is exposed are currency risk, interest rate risk and other price risk related to investments.

11. BUDGET

The Board approved the 2023/2024 fiscal year budget at the meeting on November 1, 2023. The budget figures included in the accompanying financial statements are unaudited.

SASKATCHEWAN BARLEY DEVELOPMENT COMMISSION
Director Payee List
August 1, 2023 - July 31, 2024

Board of Directors (all amounts included)	Per Diem	Expenses	Total
Glenn, Cody	\$7,775	\$15,689	\$23,464
Rueve Keith	\$6,200	\$3,739	\$9,939
Enns, Matt	\$5,250	\$3,551	\$8,801
Faye, Zenneth	\$5,100	\$4,185	\$9,285
Berry, Maurice	\$6,300	\$8,325	\$14,625
Ferguson, Chad	\$5,300	\$3,128	\$8,428
Moellenbeck, Gordon	\$4,650	\$2,164	\$6,814

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Saskatchewan Barley Development Commission
306.653.7232 | info@saskbarley.com
225-415 Wellman Crescent
Saskatoon, SK S7T 0J1