

Presidents Report



The weather this season has been the talk of the agriculture community. We all know that in Alberta if you don't like the weather at the moment just wait a few minutes.

As President, my travels around the province have taken me from the Peace river area that is in desperate need of moisture to the central region that got most of the crop in, but late with drowned areas showing up to, to the south where by last report there are more than a million acres unseeded due to excess moisture. When you mix the weather with the different sector issues that are forefront you can see why it can be difficult to have a policy direction that can even come close to addressing all the concerns of producers across this province.

The opinions on this policy can be just as diverse. That is why it is vitally important for all producers to take the opportunities available to them to be involved in the policy that will shape our industry in the future. We as an organization are looking closely at how we can engage producers in the discussions that are vital to the future of both primary agriculture and WRAP. I have spoken to many producers about the issues facing our industry and the consistent reply that I receive is that they haven't the ability to change things.

Just last week CN Rail announced larger than expected profits from their operations. The drive to achieve these returns comes from expectations of the shareholders.

We as shareholders in primary agriculture need to have the same expectations. I believe that these can be more closely achieved by having a strong unified voice speaking for our industry at all levels of policy development. We cannot take the approach that someone

www.wrap.ab.ca

In this issue of
Wild Rose News:

- ⇒ Presidents Report
- ⇒ Director's Report
- ⇒ Farmers paying more than fair share for freight: study
- ⇒ How does WRAP benefit the Alberta Farmer
- ⇒ The Value of Farm Insurance Review

Welcome

to the new Wild Rose news. We have changed our look to better serve you the information you need and want.

If you would like to receive only an email copy of this newsletter please email the office.
wrap@planet.eon.net

else will do this work for the industry. As individuals we must step forward and assert our expectations and be ready to work together to achieve them.

Just last week when I was delivering grain I had a producer ask me why I do what I do for WRAP. My reply was that the future of our industry is important to me and my family. The future should be vitally important to all producers. WRAP members have taken the first step in becoming engaged but there is much more to be done. I encourage all members to take the next step and become more involved both in our organization and in the the commodity organizations that represent producers in this province. When we as producers work together to express our expectations, these expectations can be achieved.

In closing I hope the weather co-operates as is best for every area in this province so that we can maximize returns from our production.

As always remember to work safe, our families depend on it.

Director's Report

By: Dwayne Marshman

The Canadian Government believes there is no need for a costing review even though we are paying 40% more for freight and handling today than we did in 1996 and we do a large portion of the freight and a large portion of the grain handling. In 1992 when the Revenue Cap was established we were actually getting rail service practically to our door and the Grain Companies actually sorted and handled our grain as it came in. High through put terminals today only call for grain that will be immediately loaded out onto 100 car unit trains to leave immediately for export position. Under the Revenue Cap the railroads are guaranteed 20% profit over cost based on the work and maintenance they did in 1992 adjusted for inflation. Minister Ritz recently suggested that

the only one complaining about rail freight rates is the Canadian Wheat Board because they did such a poor job of marketing. Did he not notice that the recent study on a costing review was released by Agricultural Producers Association of Saskatchewan, Keystone Agricultural Producers Association, Wild Rose Agricultural Producers Association, Canadian Federation of Agriculture, National Farmers Union and the Canadian Wheat Board. For a minister of his stature to make such a comment even though he retracted it shows his lack of understanding of Western Canadian Agriculture pricing. As a major exporting area where we produce much more than we consume the price of any commodity whether it is beef, peas, canola etc is the price people that need our product will pay minus the cost of freight. We have developed a strong domestic crush industry for canola, especially around Yorkton because canola is cheap there due to the high cost of freight to the export market. A costing review is essential not only because the railroads do a fraction of the work they once did but maybe in an economy such as we have today 10% profit or less should be considered efficient since agriculture producers are supposed to be happy to just break even.

Farmers paying more than fair share for freight: study

On June 16, 2010 the following news release was issued.

Western Canadian farmers have been paying \$200 million per year more for rail service than was considered fair under former legislation, a new study suggests.

“Farmers were supposed to share in efficiencies in the grain handling and transportation system from elevator and track closings, but so far we have not,” said Greg Marshall, president of the Agricultural Producers Association of Saskatchewan (APAS). “We need a full costing review to determine fair costs for freight.”

The study by respected rail analyst John Edsforth found that, rather than share in efficiencies, farmers have paid \$6.87 per tonne more than what was considered fair and reasonable compensation for moving grain under the former Western Grain Transportation Act (WGTA).

“This means thousands of dollars to the average farmer,” noted Allen Oberg, an Alberta farmer and chair of the CWB’s farmer-controlled board of directors. “On my farm, this amounts to between \$17,000 and \$32,000 per year.”

The independent study was released today by APAS, the Canadian Federation of Agriculture (CFA), the CWB, Keystone Agricultural Producers (KAP), the National Farmers Union (NFU), and Wild Rose Agricultural Producers (WRAP).

The study found that in 2008-09, farmers paid \$8.81 per tonne, or \$275 million overall, more than was deemed fair and reasonable under the WGTA. The previous year, they paid \$4.61 per tonne, or \$123 million, more than was considered fair. High volumes, rail efficiencies and low fuel prices combined to create the increased amount in 2008-09. The study updates a 2008 Travacon report that said farmers paid over \$100 million more than their fair share in 2006-07.

Farmers can estimate how much they have individually paid above their fair share using a new rail cost calculator on the CWB’s Web site at www.cwb.ca/rail.

“Most farmers will be shocked to learn how much more they pay now than under the WGTA,” Marshall said. “No one is saying the railways shouldn’t earn a profit, but we are saying farmers should be paying a fair and reasonable amount.”

Railway costs for grain movement have not been reviewed since 1992. Since then, transportation has seen two major efficiencies: the number of elevators has plummeted from 1,500 to about 240, and the railways have moved to multi-car blocks of at least 50 cars at a time.

Prairie farmers are heavily reliant on railways. Farmers here move their grain more than twice the distance to port of any other grain exporting nation – Saskatchewan is 1,450 kilometres from the nearest port, compared to 650 for a farmer in Kansas and 280 for Australian farmers. For Prairie farmers, transportation is the single largest cost in marketing grain.

The farm groups are encouraging all producers to join a call for action and make their voices heard. Farmers can go to the CFA’s Web site at www.cfa-fca.ca to submit an electronic postcard that will tell political leaders that a costing review is needed.

How does WRAP benefit the Alberta farmer?

- WRAP is a general farm organization, financed by voluntary memberships from farm families, with policy formed from resolutions brought forward in any of the 15 regions of the province, and voted upon by members at the annual general meeting. Resolutions are as diverse as the issues farmers face day to day and year to year.
- Besides its function as a lobby group, Directors represent the farmer’s interests at a multitude of farm related organizations.
- Dwayne Marshman met with Calgary aldermen on the ban of pesticides within the city, and presented the producer point of view on the importance of pesticides in food production. Urban folk thought all pesticide use was for cosmetic reasons, just as spraying dandelions from the front lawn is largely cosmetic. The value of this to the Alberta farmer is that it helped to turn the tide of public opinion on pesticide use in food production.
- Lynn Jacobson has been representing Alberta farmers at the federal safety net and business risk

management meetings, critiquing, advising, and lobbying for better risk management programs. Provincially he has been at the crop insurance table, again seeking improvements to the program. A better crop insurance program has obvious benefits.

- Lynn has been part of the Farmer Rail Car Coalition, the group which discovered the extent to which the railways were overcharging for car maintenance costs, and was eventually successful in getting the railways to reduce those costs. This amounts to a \$3400 saving on every Alberta farm. He is also part of the lobby to have a full costing review, which is predicted to save the average farm \$10,000 per year. WRAP and the Soft Wheat Growers were the only Alberta groups on the Farmer Rail Car Coalition.
- Lynn also represents farmers' interests on seed registration regulations through CFIA. This is direct farmer input on the registration process. Similarly he has been involved in pesticide registration, allowing producers to import products from the U.S. (where they are cheaper) for their own use.
- Andrew Peden has represented WRAP at the Farm Tech Board. Farm Tech is a 3 day event packed with informative speakers on a wide variety of farm topics. It is a wonderful opportunity for learning. Andrew has also represented WRAP at Alberta Farm Animal Care, a group which proactively seeks to research and educate about the best ways to care for livestock. They look at humane handling facilities, reducing stress of transport, branding, castrating, and slaughter, as well as first responders in situations of abuse from lack of feed.. All these activities help prevent a public outcry about how livestock are handled which is invaluable to livestock producers.
- Terry Murray co-chaired the Human Resource Sector Council for agriculture. Until recently, agriculture has not even been on the radar as an employment opportunity. They are raising the profile of the agriculture industry as a source of employment. In a nut shell this group is looking at the training and availability of qualified employees. This may lead, for example to an apprenticeship program for agriculture, and the availability of qualified farm help.
- Keith Degenhardt chairs the Western Grains Research Foundation (WGRF). WGRF currently allocates up to \$3 million, which is the interest only portion of the Endowment Fund. This goes to support all types of agricultural research. Researchers send proposals to WGRF, and their Board, which consists of representatives from many farm groups across the prairies, review these proposals and choose for funding those they believe will provide the most farm gate benefit. This year, for the first time, a significant portion of the \$3 million will be spent on research that farmer groups have deemed to be high priority, such as fungal toxin and agronomic research. The other source of funding is from the wheat and barley check off from the CWB final payment. This is dedicated to plant breeding of new wheat and barley varieties. \$1 invested in research will return \$4 to \$12, and having producers involvement has meant far more of those dollars come back to the farmer instead of multinational seed companies.
- Keith also represents farmers on the Western Standards Committee of the Canadian Grain Commission, and chairs the Wheat Sub Committee of this group. These committees evaluate the grain grading standards and determine if they are adequate, or need to be changed to better meet farmer and customer demands. This helps to ensure that the Canadian farmer has a high quality product to compete both domestically and internationally.
- Humphrey Banack, as President of WRAP keeps abreast of all the issues WRAP is involved with, and represents Alberta farmers at CFA where farmers from all across Canada meet to discuss issues affecting all. CFA plays a major role in formulating agricultural trade policy for Canada. Humphrey also takes a special interest in biofuels and alternate energy, both areas that could have opportunities for farm income.
- Lee Townsend and Russel Wolf are drafting a proposal to increase the involvement of Alberta

Young Farmers, and integrate their activities with those of WRAP. This will have benefits for young farmers by improving opportunities to have their voices heard, and for farmers no longer meeting the “young” qualification, by giving them an opportunity to pass along the reins.

- Past director Robert Filkohazy had a major role in the development of the environmental farm plan. Besides being a very useful tool to raise our own awareness of environmental impacts, completion of an Environmental Farm Plan enabled farmers to access considerable government incentives to bring their farms to an acceptable level of compliance with best management practices.
- WRAP has had representatives at a variety of other groups as well. Alternate Land Use Services, or ALUS is one such group, ALUS advocates for farmers to be paid for the public good they provide in preserving wet lands, sensitive areas, riparian areas, and natural areas. Up to now farmers have provided this service to the public at their own expense. A pilot project is now under way in the County Vermilion River.
- WRAP has representatives on Farm Implement Board, and will be reviewing the Farm Implement Dealership Act which is up for review, and the AB government has asked for input. A producer voice is important for the hands-on applications.
- WRAP has been represented on the Clean Air Strategic Alliance (CASA) Board. CASA’s mandate is to work towards air that is clear, odorless, and free of toxins. Agriculture does impact air quality, and a voice at that table to fairly represent the industry has significant implications for farmers.
- WRAP is also very involved with Canadian Agricultural Safety Association (another CASA). Farm safety and effective methods of raising the safety consciousness of farmers is extremely beneficial to individuals and their families. Just ask any farmer who has been involved in a farm accident, or had a near miss.

The Value of a Farm Insurance Review

Jim’s insurance company is not covering the full cost of his barn fire. He didn’t realize he needed to call his agent when he quadrupled his herd of cattle last year. Because of this oversight, he only had insurance coverage on a quarter of his livestock. Angry and frustrated that he doesn’t have the time or money to deal with this, Jim wonders how this situation may have been avoided.

Farm owners like Jim are busy people. Reading the fine print of their insurance policies is not high on the priority list. But the aftermath of a loss is no time to find out what is not – and what could have been – covered. That’s why farm insurance reviews are important. Clients who review their policies with their agents every year or two can rest assured that they’ve got the protection they need, and are not paying for things they don’t.

So what is a farm review?

A farm review is a visit from your insurance agent, who works with you onsite at your farm. Your agent reviews your coverage and operations and acquires up-to-date information, including current photos. By doing so, he or she can make sure you’re adequately insured based on your property, equipment, and the type of work you do. In Jim’s case, the agent would have realized that his policy didn’t cover all his livestock.

Providing peace of mind.

Clients who have regular reviews feel confident with their coverage, knowing that they’ll be properly protected if the unthinkable happens. Some clients fear farm reviews because they feel they are an inconvenience and just an excuse to raise premiums. But much more worrisome would be an agent who has never seen the property. “In a single visit, we can identify hazards that can be fixed, and confirm coverage,” explains Gary Rosenow, an experienced farm agent who performs farm inspections for The Co-operators, Canada’s largest farm insurer. “Sometimes we’ll suggest adding more protection. Sometimes we’ll find ways you can save money without exposing yourself to more risk.”

The WRAP/FNA Partnership...



Empowering farmers.

WILD ROSE
AGRICULTURAL PRODUCERS

**FARMERS OF
NORTH AMERICA**



*Improving
Farm Profitability*

If you are a member of WRAP, you are now eligible for a \$150 discount off a new 1 year Membership with FNA (regularly \$625), \$400 off a new 3 year Membership (regularly \$1675) or \$650 off a new 5 year Membership (regularly \$2625). To enjoy these special rates, simply call FNA and tell us you are a WRAP member.

Farmers of North America (FNA) is a national Member-based business alliance of farmers. Over the last ten years FNA has saved hundreds of millions of dollars for its Members by exclusively focusing on improving each Member's profitability. WRAP empowers farmers by developing and recommending agriculture policy on behalf of farmers.

At FNA, we also believe that farmers are empowered when they work together and speak with one voice on important issues in agriculture. Participating in your general farm organization is an important part of farmer empowerment, as is being part of a farmers' business alliance like FNA. Thus, WRAP and FNA provide different but complementary empowerment tools for farmers.

Join FNA today to take advantage of Member pricing on hundreds of quality products and services, including:

- Glyphosate & Generic Herbicides
- Grasshopper Control
- Oils & Lubricants
- Inoculants & Water Conditioners
- Pulse Crops Marketing
- Farm Management
- Carbon Credit Trading
- Forage Supplies
- Parts & GPS Autosteer
- Livestock Supplies
- Chemical & Fuel Pumps
- Grain Bags & Bins

PLUS special pricing from Preferred Suppliers like: NAPA, RONA, TOTEM, EMCO, Ocean Trailer, Taurus Salt Co., Western Financial, Concrete Waterers, DSG Power Systems, Dirt Boss Equipment, Dawgs Canada & more!

"All products have met or exceeded our expectations for quality and price. In addition, most are delivered right to our yard. FNA Membership offers an excellent return on investment."
—Kevin & Carmen Kassian, Innisfree, AB

FARMERS OF NORTH AMERICA 1-877-362-3276 | fna.ca

Ask questions.

A farm review is an opportunity for you to ask any questions you might have. Perhaps you purchased a new piece of equipment and forgot to let your agent know. This is the time for the agent to gather all the information about the equipment and provide the coverage. Vice versa, you may not have advised your agent about selling some machinery awhile back, resulting in unnecessary premiums being paid. Maybe you are confused by some of the wordings in your policy package. This is your chance to clarify your coverage and address concerns before they arise.

Know your limits and deductibles.

When reviewing your policy, remember to inquire about specific limits in your policy. For example, items such as tack are usually subject to limits under your farm policy. Your agent can check on your tack room, discuss the values of the tack and determine whether or not you need to increase the limit. You should also ask what items are excluded under your policy, and whether you can purchase coverage for them, if you so choose.

And make sure you know what your deductibles are – that’s the amount you pay towards a claim. The higher the deductible, the lower the premium. Depending on your risk appetite, you may decide to raise or lower your deductible.

Ask if there are any discounts you qualify for. Every company has different ways of setting rates and many offer discounts for different things. So be sure to make sure you’re getting what you’re entitled to.

Small investment of time that will benefit you.

The farm review process can be a rewarding experience if you engage with your insurance agent and ask questions. No two farms are alike and no two clients are alike. That’s why farm reviews are so important. A good agent is a professional who strives to ensure that your policy is tailored to your specific needs. So make sure you have an agent you’re confident in, and take advantage of a farm review. It’s a small investment of your time that could pay big dividends.



Yes! I wish to join Wild Rose Agricultural Producers

Name:

Spouse:

Address:.....

Town:.....

Postal Code:

Telephone:.....

Fax:

Email:

Membership Fee:

1 - year	\$ 147 (140 + 7.00 GST)	\$
3 - year	\$ 388.50 (370 + 18.50 GST)	\$
Associate	\$ 68.25 (65 + 3.25 GST)	\$

Please make cheques out to **Wild Rose Agricultural Producers**

Visa or Mastercard (Please check off one)

Credit Card number.....

Expiry Date.....

Signature.....

GST #: R122545304 | **A receipt will be mailed out to you**

Type of agricultural operation:

grain cattle hogs poultry horticulture

other

Wild Rose Agricultural Producers

#102, 115 Portage Close

Sherwood Park, AB T8H 2R5

Telephone: 780-416-6530

Fax: 780-416-6531

E-mail: wrap@planet.eon.net

Website: www.wrap.ab.ca

WeatherFarm Growing Stronger

The Prairie landscape is now dotted with 750 WeatherFarm weather stations. WeatherFarm™, a free online weather centre, was created in 2009 by the Canadian Wheat Board (CWB) and its partners to help western Canadian grain farmers more efficiently produce and market food, feed, fuel and fibre. Nearly 9,000 farmers have registered for this service. The addition of new, customizable features is part of the reason for its popularity with farmers.

In May, WeatherFarm introduced a feature that enabled farmers to generate a growing-degree-day map of their local region, customizable based on their own seeding dates. Growing-degree days are a measure of heat accumulation used by farmers and agronomists to predict crop growth and stage of development.

“Farmers can now more easily determine the best time and the best conditions to spray their fields,” said CWB agronomist Mike Grenier. “More effective applications can lead to cost-savings that will have a positive impact on farmers’ bottom lines.”

In early August, a risk management tool that takes aim at fusarium head blight (FHB) was added to the WeatherFarm arsenal. Farmers can simply input their assessment date and their wheat variety for customized results. A 60 x 60 km contour map will be generated based on their home station. The map displays areas of risk based on three-scale system. Green indicates low risk, yellow represents moderate risk and red highlights areas at high risk for FHB. Farmers can also select their own local weather station and access tables and graphs, which display FHB data and other weather information. The map will help farmers with their agronomic decisions, specifically whether or not to spray.

The model was developed by Dr. Erick DeWolf of Kansas State University and has been successfully used in numerous states including North Dakota and Minnesota. The CWB, in collaboration with the Pest Management Centre of Agriculture and Agri-Food Canada (AAFC), is working on validating the FHB model for the eastern Prairies. In addition, Dr. Kelly Turkington (AAFC) is investigating fusarium incidence and severity under irrigation in Southern Alberta.



“The future of weather and agronomic information is WeatherFarm,” Grenier said. “For farmers, that future keeps looking brighter as WeatherFarm continues to add new and innovative tools to its free online weather centre.”

Registration is free and easy at www.weatherfarm.com. Registration gives users full access to all of WeatherFarm’s customizable tools. To explore the site as a guest without registering, simply click the Enter as Guest button. Guests will have the freedom to explore the site, but will not be able to customize their experience.

Farmers who want extremely localized weather data can purchase their own field station. Details are available at www.cwb.ca/weatherfarm.

What Can WeatherFarm Offer Me?

- the ability to manage data pulled from 750 weather stations on farms, grain elevators and agri-retail outlets across Western Canada.
- new information harvested every five seconds, localized right to the farm field where each station is located, and from over 100 Environment Canada stations across the West.
- agronomic modelling tools and risk maps to help you determine spray days, prioritize field scouting and assess freeze severity.
- growth stage development and disease models based on YOUR seeding dates, focused on YOUR local area.
- historical and monthly weather data to save and graph over time; three- and seven-day forecasts; weather watches and warnings.
- daily farm news, futures prices and CWB prices.
- the opportunity to buy your own WeatherFarm monitoring station at www.cwb.ca/weatherfarm
- the ability to customize online weather tools to your own fields.



Are your crops at risk?

You don't need a crystal ball to find out.

The pest management maps on WeatherFarm™ can help predict if danger lies ahead on your farm. Simply enter your location and seeding dates for customized results.

Your spraying decisions are clearer than ever.

Registration is free and easy at weatherfarm.com



eWeatherRisk Where the internet touches the prairie... eWeatherRisk.com.

eWeatherRisk was formed for the agricultural producer by a company that has its roots in agriculture. eWeatherRisk provides the producer a means to offset weather risk not covered by Crop Insurance; previously not available in Alberta.

Called weather contracts, these financial instruments, available through eWeatherRisk, can be developed, priced and purchased right from the desktop for those producers in Alberta at www.eWeatherRisk.ca or by calling 1-800-603-3605. Weather contracts are used to protect against the financial impact of adverse weather. Simply put, weather contracts enhance

and supplement crop insurance as well as provide coverage where crop insurance is not available. If the weather event you chose in fact happens at the weather station you chose, you get a payment regardless of whether a physical loss occurs and without loss adjustment. eWeatherRisk.ca offers weather risk protection for temperature and precipitation.

The station, pricing and purchase process takes less than 10 minutes from beginning to end for those that have used the website before and eWeatherRisk offers training to first time users. Producers can develop the desired weather risk management protection right at home and track through the web via their eWeatherRisk portfolio. Request a key and register to learn more about our weather risk offerings, take a look at our case studies, ideas and price your weather risk contract, in real time and available right now.

Directory of Officials 2010

EXECUTIVE

President

Humphrey Banack R R #2, Camrose, AB T4V 2N1 780-672-6068 679-2587 gumbo_hills@hotmail.com

1st Vice President

Lynn Jacobson Box 1914, Enchant, T0K 0V0 403-739-2153 739-2379 ljacob@shockware.com

2nd Vice President

Andrew Peden Box 69, Minburn, AB T0B 3B0 780-593-2114 593-2114 pedenfarms@yahoo.com

BOARD OF DIRECTORS

Grant Hicks	Box 181, McLennan, T0H 2L0	780-324-3688	324-3712	djhicks@telusplanet.net
Keith Degenhardt	Box 239, Hughenden, TOB 2E0	780-856-2383	856-2384	kjdegen@telusplanet.net
Russell Wolf	R.R. #1, Markerville, T0M 1M0	403-746-3622	746-5156	cmrwolf@xplornet.com
Terry Murray	Box 2936, Wainwright, T9W 1S8	780-842-2336	842-6620	murray@ccewireless.ca
Humphrey Banack	R R #2, Camrose, AB T4V 2N1	780-672-6068	679-2587	gumbo_hills@hotmail.com
Lynn Jacobson	Box 1914, Enchant, T0K 0V0	403-739-2153	739-2379	ljacob@shockware.com
Andrew Peden	Box 69, Minburn, T0B 3B0	780-593-2114	593-2114	pedenfarms@yaoos.com
Lee Townsend	RR#1, Stony Plain, T7Z 1X1	780-968-4624	963-8257	Lee@tplrhoneyfarms.com
Dwayne Marshman	Box 214, Rockyford, T0J 2R0	403-572-3354	572-3833	dmmarsh@telusplanet.net

REGIONAL DIRECTORS & CONTACTS

Region 1	Vacant			
Region 2	Ron Matula, Box 1336, High Prairie, T0G 1E0	780-523-2953	523-1904	rmatularon@gmail.com
Region 3	Alex Broadbent, Box 725, Lac La Biche, T0A 2C0	780-623-4374		alexbroadbent@mcsnet.ca
Region 4	Don Shepert, Box 49, St. Brides, T0A 2T0	780-645-2159		dshepert@mcsnet.ca
Region 5	Lee Townsend, R R #1, Stony Plain, T7Z 1X1	780-968-4624	963-8257	Lee@tplrhoneyfarms.com
Region 6	Kent Prins, R R #3, Fort Saskatchewan, T8L 2N9	780-998-3984		
Region 7	Terry Lee Degenhardt, Box 239 Hughenden T0B 2E0	780-856-2383	856-2384	kjdegen@telusplanet.net
Region 8	Bernie Von Tettenborn Box 1001, Round Hill T0B 3Z0	780-672-6976		bernievt@live.ca
Region 9	Alan Holt, R.R. 1, Bashaw, T0B 0H0	780-372-3816	372-4316	eaholt@telusplanet.net
Region 10	Peter Hoff, Box 518, Gleichen, T0J 1N0	403-734-2140	734-3938	p-hoff@hotmail.com
Region 11	Jim Deleff, Box 388, Consort, T0C 1B0	403-577-3793	577-3793	jhdeleff@hotmail.com
Region 12	Ken Lewis, Box 966, Claresholm, T0L 0T0	403-549-2289		lewisk@telus.net
Region 13	Ken Graumans, Box 85, Seven Persons, T0K 1Z0	403-832-2451	832-2044	graumans@telusplanet.net
Region 14	Merv Craddock, Box 4612, Taber, T1G 2C9	403-223-8465		cfarm@shockware.com
Region 15	Garry Gurtler, Box 67, North Star, T0H 2T0	780-836-2125	836-2125	laddie@telusplanet.net

OFFICE ADMINISTRATION

Executive Director Rod Scarlett 780-416-6530 416-6531 wrap@planet.con.net

Web site: www.wrap.ab.ca

Toll-Free: 1-888-616-6530

Wild Rose Agricultural Producers Annual General Meeting

January 12 and 13th, 2011
Fantasyland Hotel, Edmonton

Come out and participate!



New Health & Dental Spending Accounts

Discounts for WRAP members □

* Enroll before September 30th, 2010 and save \$225.

Thanks to a new WRAP member benefits program, you now have another option for reducing your health and dental costs while creating significant tax savings for your farm.

This new option is called a **Health & Dental Spending Account** and is becoming more and more popular with small business owners (including farmers) across Canada. The overall result of using a health and dental spending account is paying less for your family's health expenses □ **and paying less tax!** Whether you currently use an insurance plan or not, a health spending account through Olympia Benefits will likely save you significant dollars for your family and your farm.

Here's how it works:

The new program will allow you to have your farm pay for your family's medical and dental expenses and then deduct 100% of the cost as a farm expense. It provides complete coverage and impressive tax savings, both personally and corporately. Eligible expenses include all dental expenses, vision care, prescription drugs, massage therapy, physiotherapy and more. You can also include premiums paid for other health and dental plans, even when paid through a spousal plan.

For WRAP members with a small group of employees, this program offers a completely different approach to setting up employee benefits. You will only pay for what your employees actually spend. As members of WRAP you are eligible for significant discounts on enrolling in the program □ **especially until September 30th!**

For more information please visit www.OlympiaBenefits.com/wrap

or call 1-866-289-3015.

WILD ROSE

AGRICULTURAL PRODUCERS

www.wrap.ab.ca



Wild Rose Agricultural Producers and Farmers of North America (FNA) have entered into a partnership agreement to encourage new membership growth in both organizations.

The arrangement is designed to be mutually beneficial. The partnership provides an incentive for any farmer in Alberta who is not a member of WRAP or FNA to become a member of both. If a farmer is thinking about becoming a member of FNA and isn't a member of WRAP yet, why not become a member of WRAP and then get that membership fee back by becoming a member of FNA? But FNA is also hoping it will encourage all existing WRAP members who aren't members of FNA yet to take advantage of what their organization has negotiated for them and buy an FNA membership.

While the discount provides WRAP members with a significant benefit, the partnership is about much more. Both organizations work towards empowering farmers, in slightly different ways.

FNA recognizes the importance of general and commodity specific farm organizations. They have and continue to provide farmers with an imperative policy and regulatory tool for success in agriculture. Bob Friesen, VP of Government Affairs for FNA says, "in fact, it's extremely important and, every Canadian farmer should be a member of their general farm organization to develop policy/regulatory recommendations and carry a single, strong message to governments. Farmer empowerment will increase as these organizations grow in stature".

At the same time, FNA also offers Canadian farmers a type of farmer empowerment. FNA is focused on leveraging the strength of a farmers' business alliance to provide lower cost inputs that improve farm profitability. As FNA grows, so will its strength as a profitability tool, to ensure that farmers can again "call the shots" in an industry where farmers face a very concentrated upstream industry. President of WRAP, Humphrey Banack, is a member of FNA and knows first-hand the kind of savings the organization provides its members. "This past year I bought 600 acres of pea inoculant and that paid for my membership all on its own." He goes on to say, "I've also saved with my FNA card shopping at NAPA for parts and filters. I was amazed at the price I was getting."

There is an important link between these tools of empowerment that farm organizations and FNA offer. When farmers are active in their farm organizations, their voice is stronger. When farmers work together through a business alliance like FNA, they are able to influence prices for products in their favour. Each provide their own specific source of farmer empowerment, yet both with the identical objective of improving the profitability of farmers, and in a larger sense, improving the environment within which farmers operate. By working together, farm organizations and FNA will be a more powerful force for agriculture.

Both WRAP and FNA see a future where the farmer is in control; whether it's in the price they pay for inputs or the direction in which they take agriculture policy. The agriculture industry has seen the impact that working together can have, and it's a powerful force.

For more information on becoming a member of FNA, call 1-877-362-3276, and don't forget to tell them you're a member of the Wild Rose Agricultural Producers Association.