



WESTERN WHEAT & BARLEY CHECK-OFF BENEFITS TO YOUR FARM

Your contribution to the Western Wheat & Barley Check-off funds research, technical support and market development activities that deliver significant benefits to your farm.



Maximizing your return on investment

On average, every check-off dollar invested in varietal research returns \$20.40 in value to you for wheat, and \$7.56 for barley.

Study by University of Saskatchewan



Ensuring end-users get the most from your crop

Training and technical support for end-users of your crop contributes to satisfied, long-term customers. Nearly 42,000 people from 115 countries have been trained in the optimal use of Canadian wheat and barley.



Providing superior varieties

Varietal research has delivered nearly 200 new wheat and barley varieties with improved pest resistance and superior agronomic performance over the past 18 years.



Delivering marketing opportunities

Working to maintain and develop markets for Canadian wheat and barley helps to maximize profit opportunities for farmers.



Growing with confidence

Researchers evaluate new varieties and identify which ones feature the best end-use qualities so that you can reduce risk and be confident in what you grow.



Anticipating future markets

Keeping current on evolving markets and consumer preferences helps to prepare your farm for the future.



Promoting your crop worldwide

Reinforcing Canada's reputation for high-quality wheat and barley results in strong demand for your crop and gives you a competitive edge in the global marketplace.

For more information visit
wheatbarleycheckoff.com



western
wheat & barley check-off

DELIVERING NEW VARIETIES & MARKET OPPORTUNITIES TO YOUR FARM

These funds are provided to three organizations that work to support your farm's future. Visit their websites to learn more:



westerngrains.com



cigi.ca



cmbtc.com