



News Release

FOR IMMEDIATE RELEASE

NEW WEBSITE TO PROVIDE VALUABLE GROWING INFORMATION FOR WESTERN PRODUCERS

ALBERTA, November 2, 2007 - The Agricultural Research and Extension Council of Alberta (ARECA) today announced the launch of a new website which will ultimately provide important information to producers about high-quality crop variety trials conducted in western Canada.

The website, www.pvttrials.com, provides information to producers about a new western Canada-wide Post-registration Variety Testing (PVT) System that is being developed under the leadership of ARECA.

Funded through grants from Agriculture and Agri Food Canada's Advancing Canadian Agriculture and Agri-Food (ACAAF) program (administered by the Agriculture and Food Council of Alberta), the Alberta Crop Industry Development Fund, the Alberta Barley Commission, and Alberta Agriculture and Food, the project aims to coordinate variety testing trials of spring wheat, durum wheat, oat, barley, spring triticale, flax and pulse crops, and to collect the results for use by both industry and individual producers across western Canada.

"By having access to variety testing results from all of the western provinces, producers will be able to make better decisions about which crops would be most suitable for their specific operations," says Dee Ann Benard, executive director of ARECA.

"This project is an excellent example of collaboration between ACAAf councils in the four western provinces that provides significant benefit to the industry," states Bob Anderson, chair of the Agriculture and Food Council of Alberta.

The completed project ultimately aims to replace three separate regional testing systems in the western Canadian provinces with a more effective and efficient single system. The new system should be partially operational in 2008 and fully operational by 2009.

-2-

Phase I is complete and has produced recommendations that are being considered for implementation by the separate Regional Variety Trial (RVT) systems. Phase II will see the completion of the software programming for the new western Canadian PVT System, as well as the collection of archived performance data from the three existing RVT systems into a single accessible database. The project is being supported through the collaborative efforts of each of the RVT systems in Manitoba, Saskatchewan, Alberta and British Columbia.

ARECA is a non-profit organization working with producers to enhance and improve their operations through field research and new technology. Additional information on ARECA is available at www.areca.ab.ca.

-30 –

For additional information, contact:

Gayah Sieusahai, P.Ag.
Crop Program Manager
ARECA
Ph: 780-427-9945/780-416-6046
sieusahai@areca.ab.ca