



Agricultural Research and
Extension Council of Alberta

News Release

FOR IMMEDIATE RELEASE

REVISED ARECA WEBSITE NOW IN PRODUCER-FRIENDLY FORMAT

ALBERTA, April 16, 2008 – The Agricultural Research and Extension Council of Alberta (ARECA) has launched its revised website, designed with the needs of producers in mind.

The web address remains the same– www.areca.ab.ca – but the navigation and features being offered have evolved to make important, timely information about applied research and extension much easier to access.

“Our organization is the key source of unbiased field research for producers throughout the province, helping them to make informed decisions about their farming businesses,” said Dee Ann Benard, Executive Director of ARECA. “The new design of our website will ensure that the data needed by Alberta producers to help create sustainable operations is readily available and easy to find.”

The website has added a number of important features, including a lower graphic content that makes downloading fast for both dial-up and high bandwidth users. Visitors will be able to register online for upcoming conferences and events, submit applications for job postings, subscribe to the ARECA e-newsletter, and get updates on programs and projects being carried about by ARECA and its member associations. Each member association will also be represented, with detailed information on regional developments and the benefits of membership.

“It is our hope that through this website, we are able to reach out to a greater percentage of Alberta producers,” said Gerald Kuefler, Chair of ARECA’s Board of Directors. “By doing so, we can become an even more effective voice when speaking out on their behalf to industry leaders and government policy makers.”

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ARECA is a not-for-profit organization, made up of 16 member groups and one associate member, dedicated to helping farmers improve their operations through field research and the adoption of new technology. Through projects and extension work in communities throughout Alberta, ARECA seeks to advance the interests of producers with a view to creating an economically and environmentally sustainable agriculture sector.

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