

ABOUT US

The Western Winter Wheat Initiative is a collaboration between industry members who support a sustainability model for Canada's agricultural landscapes. The purpose for this initiative is to build awareness and credibility of winter wheat as a highly productive crop option for Western Canadian farmers.

Our Vision

To establish winter wheat as a high-yielding, top-performing crop that is considered a standard part of a grain producer's crop rotation, with farmers and industry across Western Canada.

Our Mission

The mission of the Western Winter Wheat Initiative is to support, educate, and equip farmers, industry, and end users in the production of winter wheat as a viable cropping choice for Western Canadian growers.

Winter wheat is steadily growing in popularity because farm producers are realizing its excellent yield potential, profitability, and the flexibility in time management that it provides in the busy seasons.

Each year new varieties with greater yield advantage, disease tolerance, and other important traits are introduced to the market. Every fall more farmers are finding that winter wheat is an excellent agronomic and time management fit into crop rotations. Winter wheat is poised to become a significant cropping choice in Western Canada. The Western Winter Wheat Initiative ensures there is a significant support structure in agronomy, products, and grain marketing making this crop a sustainable and profitable option for farmers for decades to come.

More information about the Western Winter Wheat Initiative can be found at www.growwinterwheat.ca.



Western Winter Wheat Initiative

Fact Card

1

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