



TEAMALBERTA

ADVANCING ALBERTA'S CROPPING SECTOR TO 2025 AND BEYOND

Introducing [FarmSustainability.ca](https://farmsustainability.ca) – an online tool to advance farm sustainability

FOR IMMEDIATE RELEASE

April 9, 2018 – Team Alberta is pleased to launch farmsustainability.ca. This farm sustainability readiness tool is a web-based, voluntary, self-assessment and action planning resource that aims to advance on-farm sustainability in Canada.

“Interest in our food system is ever-increasing,” said Jason Lenz, Chair of Alberta Barley. “Consumers not only want food that is safe, nutritious and affordable, but also grown using environmentally and ethically responsible methods.”

“As end-users grow increasingly interested in sourcing sustainable food options, this tool will increase producers’ readiness to take advantage of sustainability-driven market demands,” said Kevin Bender, Alberta Wheat Commission Chair.

The readiness tool removes the guesswork by asking questions compiled from three of the most comprehensive, internationally recognized, sustainability certification programs in a user-friendly format. **The tool addresses the drivers behind sustainable sourcing and certification and will increase producers’ understanding of sustainability in Canada.** Farmers can complete an assessment of their farm when they visit farmsustainability.ca, which will generate an action plan tailored to their operation. The aggregated data gleaned from this tool will give the commissions insight for directing future resources for research and extension of beneficial management practices.

“As producers of food and stewards of the land, sustainability has been fundamental to farming with every generation,” said Don Shepert, Vice-Chair of Alberta Pulse Growers and Industry Co-Chair for the Agri-Environmental Partnership of Alberta. “The action plan component of this readiness tool will help farmers continue to improve the overall performance of their operations.”

“The readiness tool is simple and intuitive for farmers to use, especially those who are interested in completing a sustainability certification program. I encourage any grower open to learning more about their operation to check out farmsustainability.ca,” said John Guelly, Vice-Chair of Alberta Canola and industry advisor for the Alberta Environmental Farm Plan. “The readiness tool will help tell our industry’s sustainability story which is important for earning public trust.”

Team Alberta is made up of Alberta Barley, Alberta Canola, Alberta Pulse Growers and Alberta Wheat Commission. Together the organizations represent over 20,000 farms across Alberta.



The farm sustainability readiness tool was developed by the four crop commissions in conjunction with Alberta Agriculture and Forestry and Groupe Agéco.



Media Contacts

Michelle Chunyua
Communications Coordinator
Alberta Canola
michelle@albertacanola.com
780-224-7970

Victoria Decker
Interim Communications Manager
Alberta Wheat Commission
Alberta Barley
vdecker@albertawheat.com
403-219-7906

Rachel Peterson
Communications Coordinator
Alberta Pulse Growers
rpeterson@albertapulse.com
780-986-9398 ext. 108

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