

**AFBI** *Alliance For Food &  
Bioproducts Innovation*

Final Report

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**MARKET PROSPECTS**

By

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# MARKET PROSPECTS

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## ABSTRACT

The annual *Market Prospects* series, now finished its twenty-ninth year, uses mass media to provide its primary target audience of Saskatchewan farmers with high quality and timely information on the market conditions and outlooks for the major prairie crops, thereby assisting farmers to identify opportunities and manage risk. Additional related educational programming of current relevance to farmers is also developed each year as part of the series. In 2014, regular core market outlook and situation programming on the major annual prairie crops, including a number of probabilistic price forecasts, as well as educational information on agricultural research and innovation, farmland values, farm succession, chicken production/demand and transportation was provided.

Both core and additional interviews engage leading agricultural experts sourced locally, nationally and internationally and often include discussion of risk management strategies, new domestic and international governance structures and regulations, and research and innovation in new inputs, crops, products and marketing channels as they impact on production and marketing plans and practices. Of note in 2014, similar to past series for many years, was the appearance of the USDA's Chief Economist, Dr. Joseph Glauber, for two interviews in February.

In recent years, the project has provided virtually all prairie farmers, as well as other participants in the agriculture industry and the general public, the opportunity to hear recognized experts comment on conditions specifically affecting the Canadian prairies through dissemination of the programming free of charge via network/satellite television, the internet and public meetings. Each interview appears initially on the weekly broadcast of the CTV Saskatchewan program Farmgate, available on network television across Saskatchewan and on satellite television across Canada. Global reach is provided through interview posting in audio and video form on the project's internet site ([www.marketprospects.usask.ca](http://www.marketprospects.usask.ca)) and in video form on YouTube.

AFBI funding provided support, along with a number of other funding sources, for development and presentation of the *Market Prospects 2014* series. Financial supporters of the *Market Prospects* project were recognized in all television and internet programming as well as in any promotional material the project produces. A 30 second video bulletinboard crediting the *Market Prospects 2014* financial sponsors was shown with each broadcast of CTV Farmgate, usually twice each Saturday, and was also posted on the home page of the *Market Prospects* project.

In 2014, additional to the core programming, an emphasis was placed on prairie farmers' investment in research. University of Saskatchewan scientists, including a wheat breeder and an agricultural economist, and representatives of producer-funded groups (Agricultural Producers of Saskatchewan, Canadian International Grains Institute, Saskatchewan Barley Development Commission, Saskatchewan Canola Development Commission, Saskatchewan Wheat Development Commission and Western Grains Research Foundation) discussed the role, mechanisms, and impact of farmer investment in research in several individual interviews and also at a Market Prospects-produced session titled "The Role of Farmer Investments in Growth Productivity" at the *Farming for Profit? Conference* in Moose Jaw SK in June, 2014.

Lead Investigator, Professor Ken Rosaasen, served with Professor Bill Brown as co-chairs of the *Market Prospects 2014* Planning Committee which is made up of agricultural professionals from the university, government, other public institutions and private industry. James Lokken served as committee vice-chair and regularly worked on the day to day tasks of the project.

*Market Prospects* has a long history of adopting new forms of mass media technology that suit the needs of its audience and continues to seek new ways to provide opportunities for all prairie farmers to access its programming. It provides a unique, effective and longstanding channel for efforts to inform prairie farmers about innovation research, engage them in policy and strategy development, and encourage the adoption, management and commercialization of innovation in primary agricultural production and marketing. It is available to virtually all prairies farmers for a very low cost per viewer and demonstrates ongoing merit in terms of content and reach.

The internet site ([www.marketprospects.usask.ca](http://www.marketprospects.usask.ca)) can be consulted for extensive information regarding *Market Prospects*.

## FINDINGS

With nearly 30,000 weekly adult television viewers of CTV's *Farmgate* in Saskatchewan (Numeris, Spring 2014 survey) and another 3,500 in the rest of Canada (Numeris, Fall 2013 survey), the cost to the project of developing and disseminating each interview of the *Market Prospects* series is about fifteen to seventeen cents per television viewer. The *Market Prospects* and CTV internet sites and YouTube postings increase the availability of the program to the entire prairie agricultural community and far beyond, and decrease the cost per viewer correspondingly. 48,464 successful requests were made for the *Market Prospects* internet site from Jan. 1 to June 30, 2014, an increase of over 9,000 requests from the same period in 2013.



## OUTPUTS

### Market Prospects 2014 Guests and Topics

Dec 20/13	• Erwin Hanley, Chair, SaskFlax, Regina	• Strategies for the Canadian Flax Seed Industry
Jan 25/14	• Marlene Boersch, Mercantile Consulting Venture, Winnipeg	• Pulse Crops: Lentils and Chickpeas
Feb 1/14	• Kent Anholt, Rayglen Commodities, Saskatoon	• Flax, Mustard, Canaryseed Situation and Outlook
Feb 8/14	• Dr. Joseph Glauber, Chief Economist USDA, Washington DC	• U.S. Perspective: Agricultural Trade
Feb 15/14	• Dr. Joseph Glauber, Chief Economist USDA, Washington DC	• U.S. Perspective: Grain and Oilseed Outlook
Feb 22/14	• Dr. Curtis Pozniak, Crop Development Centre, University of Saskatchewan, Saskatoon	• Ag Innovation: Crop Breeding
Mar 1/14	• Ward Weisensel, COO, CWB, Winnipeg	• Wheat Situation and Outlook
Mar 8/14	• Brian Clancey, President, STAT Publishing, Surrey BC	• Pulse Crops: Peas and Beans
Mar 15/14	• Charlie Pearson, Crops Market Analyst, AARD, Edmonton AB	• Barley and Oat Situation and Outlook
Mar 22/14	• Bill Gehl, SWDC Chair, Regina and Cam Goff, SBDC Chair, Hanley SK	• Saskatchewan's Wheat and Barley Development Commissions: Farmers' Investments
Mar 29/14	• Terry Whiteside, Whiteside and Associates, Billings MT	• Grain Transportation
Apr 5/14	• Dan Basse, President, AgResource Co., Chicago	• World Oilseed Outlook
Apr 12/14	• Dr. Derek Brewin, Department of Agribusiness and Agricultural Economics, University of Manitoba, Winnipeg	• Canola Situation and Outlook
Apr 19/14	• Doug Faller, Co-General Manager, APAS, Regina	• Inputs
Apr 26/14	• Dr. J.P. Gervais, Chief Economist, FCC, Quebec City	• Farmland Values and Rental Rates
May 3/14	• Dave Sefton, WGRF Chair, Broadview and Garth Patterson, WGRF Executive Director, Saskatoon	• Western Grains Research Foundation: Farmer Investment
May 10/14	• Mike Pylypchuk, Business Management Specialist, SK Ministry of Agriculture, Regina	• Farm Succession
June 7/14	• Dr. Richard Gray, Bioresource Policy, Business & Economics, University of Saskatchewan, Saskatoon	• Agricultural Research
June 14/14	• Dr. Rex Newkirk, VP Research and Innovation, Cigi, Winnipeg	• Canadian International Grains Institute: Farmers' Investment
June 23/14	• Norm Hall, APAS (moderator); Bill Gehl (SWDC); Cam Goff (SBDC); Dr. Richard Gray, U of Sask; Franck Groeneweg (SaskCanola); Dr. Rex Newkirk (Cigi); Garth Patterson (WGRF)	• The Role of Farmer Investments in Growth Productivity (Farming for Profit? Conference)
June 28/14	• Franck Groeneweg, Chair, SaskCanola, Edgeley SK	• SaskCanola: Farmers' Investment
Dec 6/14	• Marlene Boersch, Mercantile Consulting Venture, Winnipeg	• Grain Market Situation and Outlook
Dec 13/14	• Clinton Monchuk, CEO, Chicken Farmers of Saskatchewan, Saskatoon	• Chicken Production in Saskatchewan
Dec 20/14	• Dr. James Nolan, Bioresource Policy, Business & Economics, University of Saskatchewan, Saskatoon	• The Grain Supply Chain