



# Grow winter wheat

*Diversify your rotation and reach new markets with the new **Habitat-Friendly Winter Wheat Ecolabel Program**. This initiative is just one way of supporting Canada's agricultural sustainability goals while also increasing your farm's profitability and the yield potential of your land.*

Consumers are increasingly looking for and asking for products that are sustainable or for ingredients that are responsibly grown. This is sending a clear signal to farmers to grow winter wheat as more people recognize the unique benefits of the crop and its place as a value-added choice in our food system.

#### **The ecolabel program:**

- Leverages Canada's grain classification and variety registration system allowing farmers to participate without the need for on-farm audits or certification.
- Creates a niche opportunity to sell your winter wheat to higher-value markets, like consumer food products.
- Demonstrates how you're protecting the environment by growing habitat-friendly winter wheat.
- Is supported by farmers and producer groups across the Prairies.
- Encourages using industry supported BMPs for crop production.

#### **Need a reason to grow winter wheat? How about eight:**

- New, high-yielding, disease-resistant varieties are now on the market
- It is a very high-performing and profitable crop
- Reduces the stress of a busy spring workload
- Early harvest
- Better use of available equipment
- Provides ground cover reducing soil erosion
- Helps manage herbicide resistance
- Increases the effectiveness of crop protection products

#### **The overall program benefits include:**

- Strengthening demand for western Canadian winter wheat.
- Offering farmers another crop rotation option; managing risk and boosting profitability.
- Providing additional nesting habitat – especially waterfowl and songbirds – on the Canadian Prairies.
- Helping brands stand out in a competitive marketplace.
- Empowering consumers with sustainable choices.



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This program is a partnership between Cereals Canada, Ducks Unlimited Canada, Alberta Wheat & Barley Commission, Saskatchewan Winter Cereals Development Commission and Manitoba Crop Alliance.

For agronomic support on growing winter wheat or to connect with a local agronomist, visit [growwinterwheat.ca](http://growwinterwheat.ca)