

Marketing Winter Wheat



Western Winter Wheat Initiative



Winter wheat is a highly valuable crop that can, in many cases, be your most profitable crop, but sometimes, marketing can be a struggle. In a market that doesn't currently recognize the value of winter wheat, there are still opportunities to have winter wheat not only compete with other cereal alternatives, but can often be your most profitable cereal.

"In my experience as a long-time winter wheat grower, the benefits of having winter wheat in my rotation not only make it worth spending a little more time on marketing, but also can provide a substantial return on time invested."

- Paul Thoroughgood, P.Ag.

Here are some tips to help you ensure you get what your winter wheat is worth:

- If your local marketplace is discounting the value of winter wheat, try checking your nearest ethanol plant.
- If cash flow and/or bin space isn't an issue for you, consider waiting until there is a price bump. Because winter wheat is a smaller class, there is often more volatility throughout the crop year as compared to CWRS.

If your marketing glass is half empty, we encourage you to take a deeper look. In the past few years, winter wheat has consistently been one of the top-net income-earning cereals on the Prairies. While marketing may require a little more creativity than the major classes, the yield advantage, combined with an earlier harvest window, provides many opportunities.



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