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## MWBGA Welcomes Kate Rodger as Communications Coordinator

**Carman, MB – September 18, 2018** - Manitoba Wheat and Barley Growers Association (MWBGA) is excited to announce the hiring of Kate Rodger, who will be filling the organization's newly established role of Communications Coordinator. Kate will be responsible for implementing communications strategies and extension activities focusing on MWBGA-funded research, market development initiatives and promotion of MWBGA activities and resources to its members and industry stakeholders.

"We are excited to have Kate join the MWBGA team," says MWBGA Chair Fred Greig. "We are starting to receive final project reports from numerous MWBGA-funded projects. We want to ensure our members hear about our great work and use the results to improve the profitability of their farms."

Kate obtained a Bachelor of Environmental Studies degree from the University of Manitoba, with a focus in land systems/agriculture. She has training in public involvement and engagement strategies where she learned how to plan and implement effective public initiatives. Kate was a forest firefighter during the 2015/2016 high-risk season, a demanding job that saw her fighting fires across Canada. She is an author and photographer. She also helps on her boyfriend's family farm south of Carman.

"Kate will work closely and develop relationships with many of MWBGA strategic partner's communications staff, including SaskWheat, Alberta Wheat Commission, SaskBarley Alberta Barley Commission, Cereals Canada, the Canadian Wheat Research Coalition and fellow Manitoba grower associations, to develop coordinated communication strategies," says Pam de Rocquigny, MWBGA general manager.

"I am thrilled to join the MWBGA. All my previous work experiences had a communication aspect and I look forward to using those skills to create communications pieces producers can use on their farms," says Kate. "I can't wait to build on the many collaborative relationships with researchers, other commodity groups and industry partners that already exist."

Kate is relocating from her hometown of Kenora, Ontario to Carman, Manitoba and will start at MWBGA on September 24, 2018.

### **For more information, please contact:**

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### **About Manitoba Wheat and Barley Growers Association:**

Headquartered in Carman, Manitoba the **Manitoba Wheat and Barley Growers Association (MWBGA)** is a not-for-profit organization operated by a farmer-elected board of directors who represents over 7,000 farmers who grow spring wheat and barley in the province of Manitoba. The MWBGA is dedicated to advancing the spring wheat and barley industries in Manitoba in the areas of research, market development and communication. For more information, visit [mbwheatandbarley.ca](http://mbwheatandbarley.ca).