



The Canadian Wheat Board



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CWB LAUNCHES NEW ONLINE WEATHERBUG CENTRE FOR FARMERS
Latest weather station installed at Regina's IPSCO Place for Farm Progress Show

Winnipeg – The CWB today launched an innovative new online weather centre for farmers to manage information from the CWB-WeatherBug® network, now the most extensive weather monitoring network in Western Canada.

The weather centre puts localized, instant weather updates at farmers' fingertips, along with the capability to track historic trends of factors such as temperature, precipitation and wind speed and direction. It is fed with information from a farmer's own weather stations and hundreds of others recently installed on farms, at Pioneer grain elevators and at agri-retail outlets across Western Canada.

The latest station has just been installed on the roof of Regina's IPSCO Place, home of the Western Canada Farm Progress Show. Interested farmers can check out the data at the CWB booth in Banner Hall, today through Friday.

“This new weather network is proving extremely popular with Prairie producers,” said CWB weather analyst Guy Ash, who developed the concept for the Internet-based network and heads the project. “We are struggling to keep up with demand at this point, which is a good indicator of the need that's out there. Producers want very specific weather information to feed into their farm management plans – whether it's for maximizing fertilizer applications or estimating crop quality.”

Bayer CropScience has recently become a major network partner, along with Pioneer Grain, Alberta's Parkland Agri-Services and others.

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Weather station information can also be accessed through home computers, personal handheld devices or cell phones for handy instant updates from anywhere. Current weather information is updated every few seconds, with localized forecasts updated hourly and weather warning alerts available.

Access to the weather centre, through CWB e-Services at www.cwb.ca, is available for a subscription of \$99 per year for farmers with a CWB weather station and \$199 a year for those without. The weather stations cost \$900 for farmers who wish to be put on a waiting list for CWB installation. “Our new network is a cost-effective solution to a longstanding problem for farmers who have been looking for type of weather information,” said Ash.

WeatherBug and the CWB have achieved commitments to date for 900 weather-monitoring stations, greatly surpassing initial projections last August to connect more than 600 stations over a three-year span.

With a worldwide network of weather sensors, WeatherBug Tracking Stations and cameras, WeatherBug maintains the largest exclusive weather network in the world. The weather-tracking stations are wireless and solar-powered and require a high-speed Internet connection. They measure wind speed and direction, humidity, precipitation, temperature, barometric pressure and dew point. The general public can access live, local weather information and forecasts at <http://weather.ca.weatherbug.com>. WeatherBug is a brand of AWS Convergence Technologies, Inc. (<http://www.aws.com>).

Controlled by western Canadian farmers, the CWB is the largest wheat and barley marketer in the world. One of Canada’s biggest exporters, the Winnipeg-based organization sells grain to over 70 countries and returns all sales revenue, less marketing costs, to farmers.

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