

Alberta. During the past year, the Alberta Department of Agriculture has been reorganized in line with a renewed emphasis on marketing expansion. The Department has seven divisions whose activities are co-ordinated by an executive committee made up of the seven division directors, the Deputy Minister, three Assistant Deputy Ministers and the director of administration. In addition, the Policy Formulation and Liaison Secretariat, through consultation with agribusiness, farm organizations, researchers, etc., advises the Department on requirements for future planning and policy.

The Marketing Division develops programs and policies that support all sectors of the marketing chain for Alberta's agricultural products. Within this Division there are four "action oriented" sections: the market development section emphasizes both export and domestic market expansion, and provides market information; the product development section encourages and supports the development of new foods manufactured from Alberta farm products; the commodities section works with producer commodity groups concerned with marketing; and the consumer marketing section provides consumer education programs primarily in the urban areas. A fifth section, known as market intelligence, supports the other four sections by providing statistical and analytical data on all segments of the Alberta food industry.

Two developmental divisions of the Alberta Department of Agriculture are responsible for policies and programs that will ensure the survival of the family farm and promote the interests of rural communities. The Extension Division co-ordinates the extension programs of every division of the Department. In association with other extension agencies, it leads in formulating and implementing district and regional programs for agriculture, family living and community development. It operates mainly through 57 district extension offices co-ordinated by six regional directors, complemented by an expanding staff of regional specialists in livestock, plant industry, engineering and home economics; leadership training is also provided. Within the Family Farm Division are several branches dealing with land management, engineering and home design, co-operative activities and credit unions, municipal relations and surface rights, as well as the Alberta Agricultural Development Corporation which guarantees or makes loans for the development of agricultural enterprises.

The Plant Industry Division administers programs and policies relating to crop improvement, crop protection and pest control, weeds, soils and fertilizers, horticulture, apiculture and special projects. It operates a crop clinic in Edmonton, a horticultural research centre at Brooks, and an extensive tree nursery at Oliver which supplies millions of trees yearly for farm planting and reforestation.

The Animal Industry Division administers legislation, policies and programs in the broad area of livestock, dairy and poultry production and in processing and marketing. Included are: setting standards for and approving public sales of sires, ROP programs for standards and qualifications for the artificial insemination (AI) industry; supervising feeder associations; brand registration and inspection; licensing of butchers, livestock dealers, stockyard and AI technicians; pound districts and sale of horned cattle. The testing, grading and purchasing of raw produce by all dairy plants are under regulation, as are standards of construction, manufacture, processing, sanitation and temperature control for dairy and frozen-food plants. A regular cow-testing service to provide the basis for breeding, feeding and culling dairy cattle is available to dairy producers, and chemical and bacteriological analyses are conducted for industrial directives. Licences are issued to poultry hatcheries, wholesalers, first receivers and truckers, and programs are conducted for control of pullorum-typhoid diseases of chicken- and turkey-hatching egg supply flocks. Extension programs, cost studies, disease tests and surveys, and research projects with respect to poultry, are also carried out.

The Veterinary Services Division provides diagnoses of livestock and poultry diseases and conducts investigations of disease conditions; provides lecture service for the University of Alberta and for other groups; promotes policies aimed at reducing losses such as vibriosis and mastitis control, stockyard inspection and swine health programs; administers regulations concerning live fur-bearing animals and pelts; and assists fur farmers in care, management and stock improvement.

The Irrigation Division provides professional and technical assistance to farmers in irrigation districts to encourage and ensure the economic viability of irrigated farm units by better conservation and management of the land, water, labour and capital resources