**Adaptability: The key to success in wheat variety adoption?**

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Wheat acreage in Western Canada is concentrated in a select few varieties each year. While no single factor appears to drive this result, increasing volatility in growing conditions due to climate change is expected to affect the role that a variety’s adaptability (i.e., how consistently a variety performs across growing conditions) plays in these varietal decisions. Using risk zone level data spanning from 2009 to 2018, our research examines which factors drive adoption of new wheat varieties, focusing primarily on the role that adaptability plays to farmers in Alberta, Manitoba, and Saskatchewan. Preliminary results indicate that the more widely adopted varieties are those that have higher adaptability. Such insights may be used to inform policy decisions aimed at allocating resources to breeding programs such that we minimize economic inefficiency and maximize producer surplus.

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