

FARMERS — WORKING FOR — FARMERS



Manitoba
Canola Growers



ANNUAL REPORT 2016-17

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As a farmer it is great to be able to talk to researchers face to face and discuss the challenges we are seeing in the field. This two way communication helps drive research that will bring value to Manitoba farmers.

- **Clayton Harder**, *director & farmer*



RESEARCH & PRODUCTION

\$7.2 MILLION

Total collaborative Research Investment



Every **\$1** invested by MCGA was matched by **\$12** of partner funding

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MCGA's investment into farmer driven research is leveraged through partnerships and matched funding resulting in an impressive return on investment. This allows us to explore research that we would likely never be able to fund on our own farms.

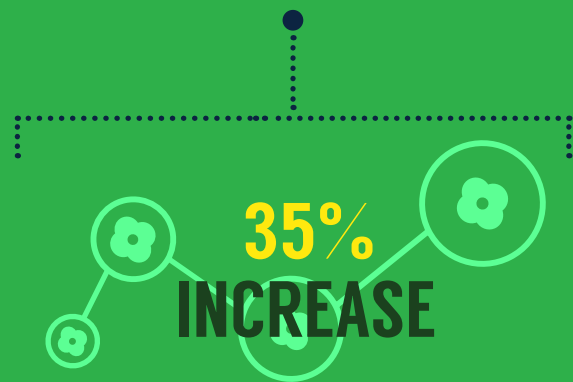
- **Curtis McRae**, *director & farmer*

Manitoba Canola Growers Association contributed more than **\$580,000** directly to nearly 50 research initiatives in 2016-17, in addition to the core funding provided to the Canola Council of Canada that also supports research. Projects were funded in key areas such as pest management (focus on clubroot, blackleg, and swede midge), yield, crop management and storage, health and wellness, and economics and risk.



LEADERSHIP & TRAINING

Manitoba Canola Growers Association is committed to connecting farmers to the resources and learning events that will have a direct impact on farm profitability and sustainability. In the past year there has been a **35%** increase across these programs.



Leadership & Training

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Farmers have historically been independent and relatively small economic units compared to the global industry that we operate in. Organizations like the MCGA are a way for farmers to band together and increase their influence in this global industry.

- **Bill Nicholson**, *director & farmer*

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The way we grew canola 20 years ago is very different from how we grow it today. Meetings, publications and events hosted by MCGA help farmers stay ahead of the constant changes. Farming really is a lifelong learning event.

- **Ron Krahn**, *director & farmer*

Representatives on the MCGA board of directors bring leadership to every level of the canola value chain.



MARKET DEVELOPMENT

Canola Eat Well is a consumer outreach brand for Market Development on a provincial and national scale.

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Farmers make up **2%** of the Canadian population. In order to maintain our sustainable production practices it is important for us to share with consumers and policy makers what we do on our farms and why we do it.

- **Brian Chorney**, *director & farmer*

Canola Eat Well has created a network of influential professionals who work together to promote canola oil across a variety of audiences. This group of influencers has seen **100%** growth over the past year resulting in the canola messaging quadrupling its reach.

Farmers were able to connect and share their stories with this group at more than 20 Canola Eat Well events over the year.

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Events like Canola Connect Community Summit provide an opportunity for dietitians, chefs, and farmers to come together in a safe environment to talk about the issues relating to food production.

- **Ed Rempel**, *director & farmer*





COMMUNICATIONS



The MCGA Board of Directors has identified communications with our membership as a continued priority. Communicating with our membership is vital to have members priorities brought to the MCGA table and to be able to reciprocate valuable information back to the producer.

- **Jack Froese**, *director & farmer*

Manitoba Canola Growers Association is dedicated to engaging with Manitoba farmers and other key audiences to discuss, share and promote research, agronomy, market development, advocacy, and leadership through a variety of communication platforms, events, and training opportunities.



I have found my connection to MCGA to be a great value. I have been able to attend meetings and events with leading producers and researchers in canola production that has helped me understand agronomic issues and identify where I can make improvements on my farm.

- **Chuck Fossay**, *director & farmer*

A few highlights from the past year:



CanoLAB



Canola Learning Centre



CanolaPALOOZA



Great Tastes of Manitoba



Canola Connect Community Summit



Canola Eat Well Harvest Camp



CropConnect Conference



Canola Eat Well Learning Workshops



Canola Museum Exhibit



Manitoba Ag Days



CHUCK FOSSAY

"Communications with our members is a high priority. We are constantly striving to create a strong two way network where we can share results found with invested check off dollars and also hear from our membership to help drive the association going forward."



CLAYTON HARDER

"MCGA is important to the canola industry but more importantly, it is important to Manitoba farmers. MCGA represents farmers voices to the whole industry at large."



JACK FROESE

"When you see the Prime Minister intervene at the highest level on behalf of farmers with the Chinese delegation you know that the composition of the whole industry is doing its job and it starts right at the grassroots level with getting farmers involved."



RON KRAHN

"There is always merit in research and information from groups like MCGA that is shared with farmers with no vested interest aside from the fact that they hope we succeed in our businesses."



BRIAN CHORNEY

"The more connections that we can make with the consumer population the greater impact we can have on their buying decision and policy considerations in the future."



CURTIS MCRAE

"MCGA offers farmers a way to get research done at a reasonable price, that we would never be able to fund on our own farms."



ED REMPEL

"MCGA is a part of a value added chain that is unrivalled anywhere in North America."



BILL NICHOLSON

"MCGA endeavours to provide current, useful and independent agronomic and variety performance information that we believe is valuable to canola growers in a rapidly changing industry."

VALUE OF MEMBERSHIP

**THE MANITOBA
CANOLA GROWERS
ASSOCIATION IS
COMMITTED
TO MAXIMIZING
NET INCOME
FOR CANOLA
FARMERS THROUGH
SUSTAINABLE
PRODUCTION.**



400-167 Lombard Ave
Winnipeg, MB R3B 0T6
Phone: (204) 982-2122
Fax: (204) 942-1841

Email: info@canolagrowers.com

www.CanolaGrowers.com
[@CanolaGrowers](https://www.instagram.com/CanolaGrowers)



www.CanolaEatWell.com
[@CanolaEatWell](https://www.instagram.com/CanolaEatWell)

