



YOUR

Farm Voice



Manitoba
Canola Growers

Canola!
EAT WELL FOR LIFE

BOARD *of* DIRECTORS



Chuck Fossay
President
Starbuck, MB



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Director
Dacotah, MB



Jack Froese
Director
Winkler, MB



Ron Krahn
Director
Rivers, MB



John Sandborn
Director
Benito, MB

GROWING SEASON

7500

canola farmers in Manitoba grew

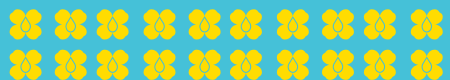
3.4 million

of acres of canola in 2018.



with an average yield of

43.3

 bushels/acre.

THAT IS OVER **147 million**
bushels of canola grown in Manitoba.

If all crushed that would be over

1.6 billion

LITRES OF CANOLA OIL.

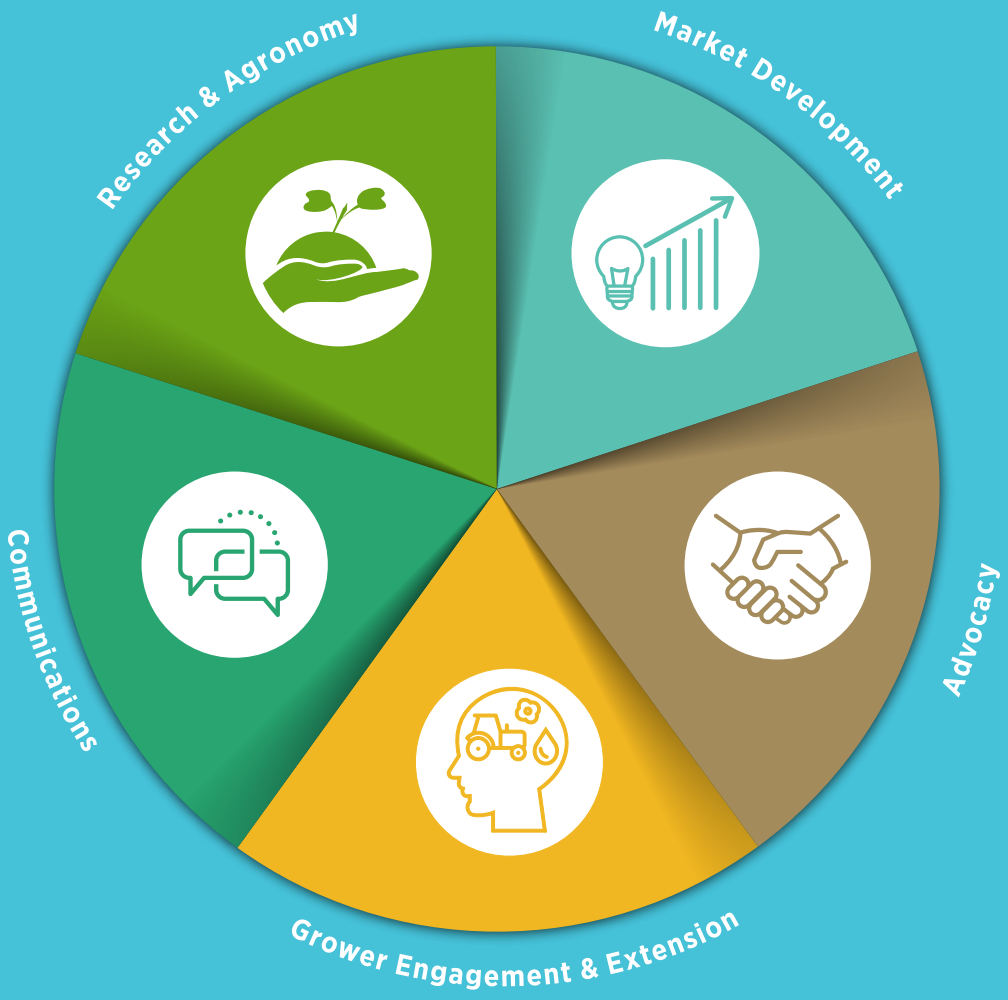


YOUR Farm Voice



- Stimulating, increasing and improving the production and marketing of canola is a part of MCGA's mandate.
- Through strategic and thoughtful investments, Manitoba Canola Growers ensures members are well positioned to take advantage of opportunities to maximize their net income from growing canola.

Manitoba Canola Growers are proud to be the voice of Manitoba farmers working in these five key service areas:



RESEARCH & AGRONOMY

Manitoba Canola Growers works to fund, direct, develop and distribute practical, science-based research focused on agronomy.

In 2018/19 MCGA

- Invested **over \$700,000** into 52 research projects which was **leveraged** eight times by partnered funding resulting in a collaborative research investment of **\$6.2 million**.
- Invested an additional **\$178,000** in research and extension through funding of Canola Council of Canada.

Grower funded research is driven by the needs of Manitoba farmers. Research priorities are set and shared with the research community resulting in funding projects that provide valuable information to help farmers make decisions to best manage the risks and cost of production on their farms.



PSI Lab Director
Dr. Xiaowei Guo

“

As canola growers we have many things we'd like to do better. Having unbiased, well-managed research provides important background information to help us identify the most important of these things, and make crop management decisions that drive improvements to the business. The benefit to canola farmers is the research projects we fund through your check-off dollars are unbiased and provide results that are applicable at the farm level.”

Ron Krahn

MCGA Director

MCGA grew research funding by **10%**

and funded **25%** more projects in 2019 compared to last year.



◀◀ *Looking Back*

2018-19 HIGHLIGHTS

EXTREME MOISTURE RESEARCH

Manitoba Canola Growers signed a new Extreme Moisture research initiative in collaboration with Manitoba Wheat and Barley and Manitoba Pulse and Soybean Growers to find better ways to manage water in Manitoba through nine ambitious projects totalling \$1.4 million.

GET TESTED

Expanded free disease testing for members through the Pest Surveillance Initiative Lab to include free testing for clubroot, blackleg and glyphosate resistant kochia.



CANOLA PROTEIN TECHNOLOGY

MCGA co-patented technology has been licensed for commercialization to start creating plant-based protein from canola meal for human consumption.



The research MCGA funds is part of a growing network of invaluable resources and information developed on behalf of canola farmers. Every year we increase our research investment, expand our collaboration with other funders, and find better ways to get the results back to farmers, so we can get more answers for farmers to ever-more complex questions about canola production and marketing.”

Delaney Ross Burtnack
Executive Director

▶▶ *Focused on the Future*

Stay connected as research projects are being completed and final reports are being added to our research database throughout the year. Research priorities cover agronomic practices, market development opportunities, varietal assessment, human and animal health benefits of canola, and more.

MARKET DEVELOPMENT

“

Farmers are the foundation of the agriculture industry and are a trusted source of information for consumers who are looking to learn more about where their food comes from. Sharing what I do on my farm including all of the choices that go into growing a quality crop and how I choose to be environmentally sustainable builds the kinds of connections people are looking for.”

Bill Nicholson

MCGA Director

“

Canadians are interested in learning more about canola and agriculture. It's our job to build those bridges, create lines of communication and opportunities to connect back to farmers. Through working with key opinion leaders in food communication, we are strategically growing connections, creating dialogue and building trust.”

Ellen Pruden

Canola Eat Well Director

CANOLA OIL

is a high quality, healthy, versatile and sustainable choice.



- ✿ Manitoba Canola Growers through the Canola Eat Well program work to grow demand for canola oil in all uses across all markets through marketing and promotion strategies.
- ✿ The Canola Eat Well program creates an opportunity for the farm voice to be shared with consumers across Canada with a special focus on key urban centres.
- ✿ Connecting farmers and consumers is foundational in building public trust, sharing key messaging and ultimately shaping the buying decisions of Canadians.
- ✿ Based on data research, key opinion leaders in a variety of communities are identified to help carry the voice of farmers forward. This strong network of over 400 leaders are inspired by farmers stories and are now sharing that passion and carrying the canola message forward to a wider audience.
- ✿ Farmers can be proud to grow a high quality product like canola oil that consumers can be equally proud to use in their homes and restaurants.

Food Communicator
Julie Miguel



“

There is a need to expand online communication between key opinion leaders and farm leaders. Since building the bridge between these two communities, we see more in depth communication, impactful connections and genuine curiosity that has led to greater leadership from everyone involved.”

Jennifer Dyck

Canola Eat Well Manager



Focused on the Future

The 2019-2020 season of Great Tastes of Manitoba celebrates **#30GreatYears** of programming.

Great Tastes of Manitoba is about connecting consumers to the farms and foods Manitoba farm families grow. It's a long standing partnership with eight commodity organizations, the Manitoba Government and Frank Digital.

Visit greattastesmb.ca



HARVEST CAMP

Connecting Key Opinion Leaders with local farm leaders to learn about farming, canola oil and sustainability.



HOW TO EAT MORE VEGGIES TOGETHER

This project was a collaboration with high profile food communicators which saw 60,000 resources distributed that build connections with farmers and share healthy canola recipes.



ON-LINE COMMUNITY

The Canola Eat Well website saw 36% more traffic this past year and audiences across Canola Eat Well social media platforms grew by 9%. This growth means more consumers are being reached with strong canola messaging.

CONSUMERS STANDING UP FOR FARMERS

Following China closing the door to canola imports, leaders in the food community stood up in support of canola farmers and the high quality canola oil they produce.

GROWER ENGAGEMENT & EXTENSION

- ✿ Manitoba Canola Growers are committed to delivering exceptional value and service to membership through programming by offering a variety of opportunities to learn, lead and grow.
- ✿ It is a priority of the organization to listen and be responsive to the needs of farmers. Connecting them to learning opportunities and resources that can be used to improve profitability and enhance sustainability while looking ahead and preparing for the future in the ever changing landscape of the agriculture industry.
- ✿ Through collaboration and partnership MCGA is able to maximize the dollars invested in timely, specific educational programs and resources. These collaborative efforts often result in events being hosted that cover a wide range of topics relevant to the overall operation of farm businesses in addition to canola specific production information.

“

Working with input from our members and industry partners I want to bring programming that will positively impact canola production in Manitoba.”

Corina Lepp

**Grower Engagement
and Extension Manager**

“

As a farmer it's important for me to get the latest and most accurate information that matters for our farm. Whether it is best management practices, business risk management, or mental health resources, it is good to know that Manitoba Canola Growers consults farmers as they pull together unbiased information that is specific to canola and our farm businesses.”

Pam Bailey

MCGA Director



2019 Learn to Lead Participants

Farmer and Retired Grower Engagement and Extension Manager Roberta Galbraith

In 2018/2019 Manitoba Canola Growers hosted around **5000 participants** at 10 different learning events. **That is a 25% increase.**



Focused on the Future

Mark your calendar for these upcoming events that will bring together agronomist, equipment experts and farmers to discuss best management practices, new technologies and research results that can enhance your farm operation.

NEW Sprayer and Seeder Clinic
Brandon, MB - March 25, 2020

CROPS-A-PALOOZA
Carberry, MB - July 28, 2020

CROPS-A-PALOOZA

Over 350 people took in last years in field learning event hosted by nine dedicated commodity partners.



LEARN TO LEAD

The 2019 Learn to Lead event marked the fifth leadership training event hosted by MCGA. The 100 participants in the program now make up our Learn to Lead Alumni.



COMBINE COLLEGE

This **SOLD OUT** event hosted farmers and agronomists and focused on optimizing harvest to boost farm profitability.



CROPCONNECT CONFERENCE

The 2019 Conference was another **SOLD OUT** show featuring Keynote Speakers like Rick Mercer and Darby Allen.



CropConnect Conference

ADVOCACY

“

Manitoba Canola Growers provides an influential voice for farmers as well as an opportunity to take a leadership role in the canola industry. Being a director on MCGA allows farmers to collectively work on the challenges and opportunities that arise, thus helping shape the future for a sustainable farm community.”

John Sandborn

MCGA Director

“

I am proud to be a part of the Manitoba Canola Growers team that is engaged and committed to supporting our members. We bring farmer's perspective to the table with passion and conviction on key issues that canola farmers face. Whether we are taking a lead or collaborative role, we offer active support so canola farmers in Manitoba always have a voice.”

Delaney Ross Burtneck

Executive Director

- ✿ Manitoba Canola Growers are an informed and trusted farm voice working with partners to strategically benefit members.
- ✿ Through partnerships at the provincial and national level, MCGA is able to represent a unified farm voice on key advocacy issues that contribute to maximizing the success and sustainability of farmers.
- ✿ MCGA is constantly working to build on the positive reputation and trustworthiness of canola farmers through programming aimed at a variety of audiences including consumers, youth, and government officials.



Directors Pam Bailey, Chuck Fossay and Jack Froese meet with MP Candice Bergen





Focused on the Future

We will continue to represent farmers as we push for action on issues of international trade, market diversity, and other supports that will help Manitoba farmers through a difficult production year.

CHINA TRADE DISRUPTION

Directors sat on several committees and met with various government officials throughout the year to represent farmers in discussions on market access to China.

BIODIESEL MANDATE

Pushing for an increase to the provincial biodiesel mandate while supporting our national partners at the Canadian Canola Growers and the Canola Council of Canada as they lobby for an increase to the federal mandate.



GOVERNMENT CONSULTATIONS

The voice of canola farmers was represented on multiple consultations with the Province of Manitoba including the Manitoba Climate and Green Plan, a new protein strategy and the provincial research priorities.

REGULATORY ACTION

MCGA collaborated broadly to oppose phase out proposals for neonics, Matador and Lorsban, and to revise the Pest Management Regulatory Agency's reevaluation process.

COMMUNICATIONS

- ✦ Manitoba Canola Growers are committed to being a trusted source of current, practical and relevant information for farmers and the agriculture community.
- ✦ As a member driven association, maintaining an interactive communication network is key to leveraging a strong, collective farm voice.
- ✦ That farm voice directs member investment into agronomic research, market development, extension activities and advocacy work generating valuable information.
- ✦ A variety of communication tools are employed to ensure this valuable information is accessible and can be considered by members as they make decisions that impact their farm.



Website



Email



In Person



Canola Digest Magazine



Social Media



Farmer and Director
Curtis McRae

“

Manitoba Canola Growers serves as an ambassador for farmers and often as the voice of reason for the agriculture industry. Through strong two-way communication we are able to continually move our association forward as we represent the voice of farmers and in turn are able to share results found through check-off investments that bring value back to farm operations across Manitoba.”

Jack Froese

MCGA Director

“

Agriculture touches our lives in so many ways and I am proud to work on behalf of the canola farmers in Manitoba. It is essential to hear ideas and opinions from our members as it helps us determine how to best serve and improve the lives of the farmers we work for.”

Leanne Campbell

Communications Manager



Farmer and Learn to Lead Alumni Simon Ellis



Focused on the Future

2019 marked an election year seeing four director seats up to be filled. Join us at our Annual General Meeting on February 13, 2020 or visit our website at www.canolagrowers.com to meet the directors representing your farm voice.

CANOLA DIGEST

Members receive five issues per year which cover a range of topics from agronomics and research to the latest developments in the canola industry.



TWITTER

In October 2018 @CanolaGrowers Twitter account exceeded 10,000 followers. This is a powerful, cost effective tool that allows us to connect with a growing audience.



CANOLA CRUSH NEWSLETTER

Subscriptions doubled for our timely email newsletter covering information and events to help you maximize net income on your farm through sustainable production.



PARTNERSHIPS & COLLABORATIONS

CANOLA COUNCIL OF CANADA



Financial Commitment:

\$414,000 in core funding. The three prairie canola provincial commodity associations cover 50% of the Canola Council of Canada core funding. The breakdown of that 50% is based on an average tonnage calculation per province.

Representation:

Curtis McRae represents Manitoba canola farmers.

Board Structure:

Canola Council of Canada represents the whole canola value chain with 15 board members representing canola growers, processors, life science companies and exporters.

“

Manitoba Canola Growers Association is important to the canola industry but more importantly, it is important to Manitoba farmers. I am proud to represent farmers interests on the Canola Council of Canada board alongside all levels of the canola value chain. As farmers we are the foundation of the canola industry and I sit at the table to make sure that our voice is heard on issues that impact the sustainability and profitability of our farms.”

Curtis McRae

MCGA Board Member

For more information visit canolacouncil.org



CANADIAN CANOLA GROWERS ASSOCIATION



Financial Commitment:

\$1000 membership fee.

Representation:

Clayton Harder and Jack Froese represent Manitoba canola farmers.

Board Structure:

CCGA is a farmer-led organization with 10 board members representing five provincial canola associations.



It is important for farmers to be able to share farm level perspective so legislative decision makers are fully informed and can make strong decisions that do not impede or have negative implications on our farm operations, or our industry. As a farmer driven board, the Canadian Canola Growers Association proudly advocates for farmers across Canada and works together to influence national and international issues, programs and policies aimed to enhance the success of Canadian farmers.”

Clayton Harder

MCGA Board Member

For more information visit ccga.ca

KEYSTONE AGRICULTURAL PRODUCERS



Financial Commitment:

\$1000 commodity group membership fee

Representation:

Chuck Fossay represents Manitoba farmers on behalf of several commodity groups.
- MCGA received three votes at KAP Annual Meetings.

Board Structure:

Keystone Agricultural Producers are represented by a 19 member board made up of farmers working on policy affecting agriculture.



KAP is Manitoba’s general farm policy organization, who speaks up on the issues that matter to farmers and affect the changes needed for farmers to remain successful and profitable. As a farmer representative on the board, I work alongside other farmers to develop a unified policy platform that drives lobbying efforts with the provincial and federal governments.”

Chuck Fossay

MCGA Board Member

For more information visit kap.ca



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