

Growing the Future



Manitoba
Canola Growers



ANNUAL REPORT 2015-16

Sustainability

“Sustainability has to be a key consideration for farmers and organizations that work to benefit farmers. One of the pillars that the Manitoba Canola Growers Association stands upon is sustainability through economics, environment and community.”

- Bill Nicholson, director and farmer



The Manitoba Canola Growers Association (MCGA) is committed to maximizing net income for canola farmers through sustainable production.

“Together with the Canola Council of Canada, we bring the farmer voice to the entire value chain when crucial discussions are happening. We advocate to ensure what’s important to our farm members is a part of those discussions.”

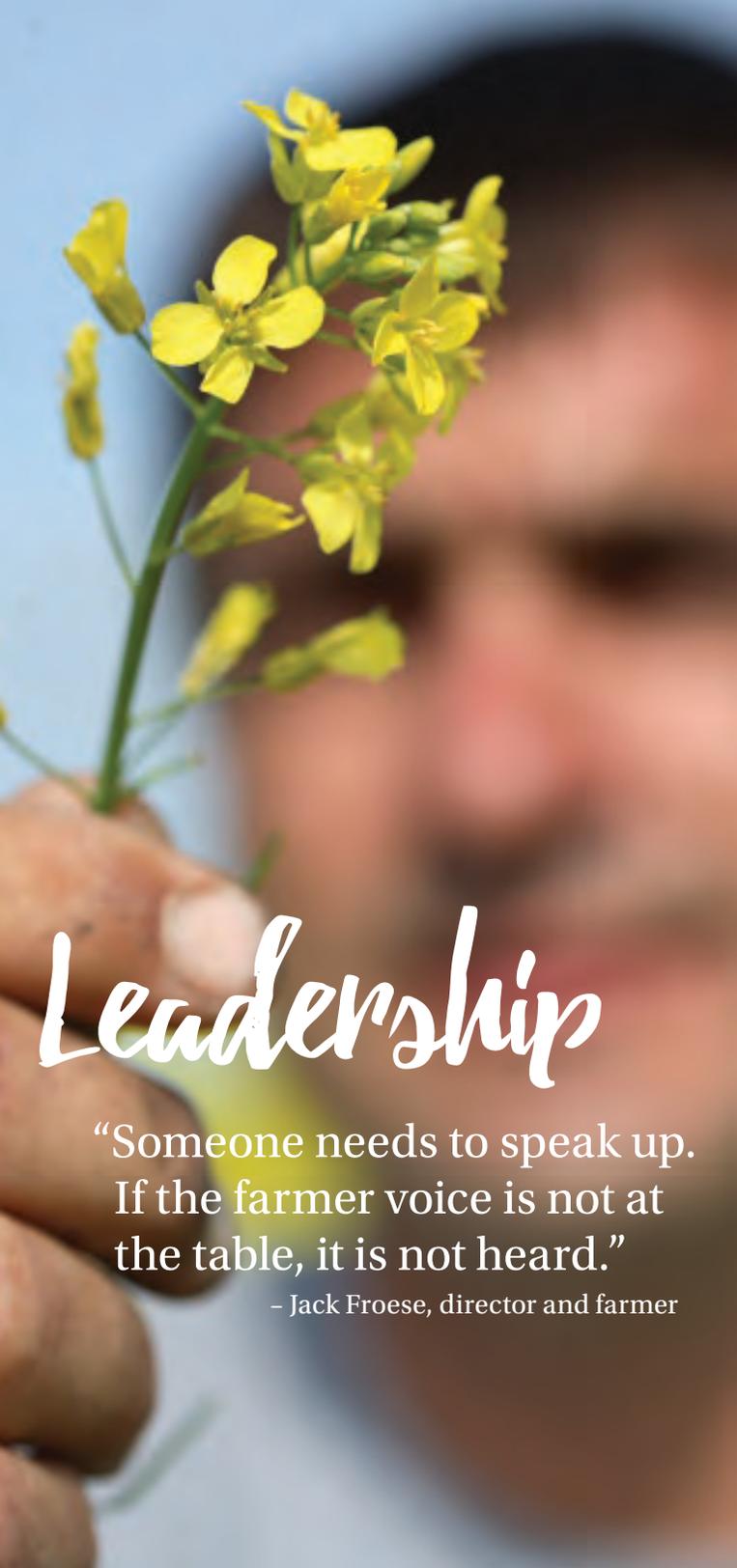
- Brian Chorney, director and farmer

The commitment to sustainable production drives MCGA’s involvement with the Pest Surveillance Initiative (PSI Lab).

“MCGA made the decision to establish the PSI Lab to help identify disease threats such as clubroot in Manitoba. The PSI Lab performs clubroot surveys to allow us to understand to what extent clubroot is showing up in our province so we can help our members make on farm sustainable management decisions.”

- Brian Chorney, director and farmer

Beyond clubroot surveys, the PSI Lab has expanded its services to screen and test for multiple disease threats in Manitoba.



Leadership

“Someone needs to speak up.
If the farmer voice is not at
the table, it is not heard.”

– Jack Froese, director and farmer

MCGA is governed by a board of directors who are leaders of the canola industry in Manitoba.

“The Canadian Canola Growers Association (CCGA) is the collective policy voice for all of the provincial canola organizations at a national level. CCGA has policy directors working on key issues affecting canola growers, ensuring regional issues are brought to national attention.”

– Jack Froese, director and farmer

One of the flagship programs MCGA has spearheaded, the Canola Leadership Conference, focuses on developing and mentoring leaders in Manitoba to give back to their community and the industry. The Canola Leadership Conference has hosted 80 delegates over four years.

“The Canola Leadership Conference helped me develop my leadership skills. I learned the importance of lobbying and relationship management. The Conference encouraged me to join the board of directors as it made me more aware of the opportunities of being involved in farm policy.”

– Ron Krahn, director and farmer

Research

**Total Collaborative
Research Investment
OVER \$2.1 MILLION**

Every \$1 invested by MCGA



was matched
by \$4 of partner
funding



Research investments and priorities are set based on a collection of conversations with MCGA membership, the Canola Council of Canada (Canola Council) agronomy team, industry representatives and researchers.

“It’s important for MCGA to focus and support research on Manitoba specific priorities. In addition, collaborating with SaskCanola and Alberta Canola Producers Commission leverages our check off dollars and allows us to explore different research areas we wouldn’t necessarily be able to fund on our own.”

– Clayton Harder, director and farmer

As a core funder of the Canola Council, 23 cents of every check off dollar are invested annually. The Canola Council advocates for research that is pertinent to the profitability and sustainability of canola farmers.

“MCGA currently has 50 new and ongoing research projects represented through collaborations with the Canola Council, SaskCanola, Alberta Canola Producers Commission, universities, federal and provincial government and industry.”

– Charles Fossay, director and farmer

Outreach

Canola Eat Well created more than **34 million** impressions with consumers. Connections were cultivated through partnerships with #CanolaConnect Alumni and Canola Farm Leaders through hands-on learning workshops, TV appearances and digital outreach. Regardless of the topic or issue, every activity attempts to balance advocacy for farm members by enhancing the farm to food conversation and increasing the exposure of canola oil.



**MORE THAN
34 MILLION
IMPRESSIONS**



Canola Eat Well shares the farm to food story of canola farm families along with canola oil health benefits, versatility and affordability while making it the Canadian kitchen choice.

“Consumers are our customers. Farmers are taking a direct interest in the people we feed and consumers are taking an interest in the people who grow their food. This is the farm to food conversation.”

– Ed Rempel, director

Canola Connect Alumni are a diverse group of chefs, health professionals, writers, recipe developers and influencers. Through partnership with alumni, Canola Eat Well is able to expand its reach and increase its exposure of canola oil messaging.

Creating partnerships and community are key factors in growing the farm to food conversation and increasing canola oil’s market share. Canola Eat Well partners with provincial canola organizations, Canola Council’s CanolaInfo and other organizations as needed to meet programming goals.

Communication to MCGA membership and consumers is critical. MCGA continues to actively implement programming, policy and advocacy to maintain the profitability of growing canola and create a positive impact for the industry.

Board of Directors

Clayton Harder
Narol

Ron Krahn
Rivers

Jack Froese
Winkler

Ed Rempel
Starbuck

Brian Chorney
East Selkirk

Charles Fossay
Starbuck

Bill Nicholson
Shoal Lake



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Manitoba
Canola Growers



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