

CANOLA GROWERS

Driving
The
Industry
Forward



Manitoba
Canola Growers

CHECK-OFF DOLLARS AT WORK.

EDUCATION AND PROMOTION:
CONSUMER FOCUSED PROGRAMMING TO INCREASE AWARENESS AND CONSUMPTION OF CANOLA OIL.

CANOLA COUNCIL FUNDING:
ANNUAL FUNDS TO THE CANOLA COUNCIL OF CANADA THAT ARE USED FOR OVERALL PROGRAMMING.

MEMBER RELATIONS:
FARMER FOCUSED PROGRAMMING AIMED TO MAXIMIZE NET INCOME AND INCREASE LEADERSHIP FOR THE INDUSTRY.

COMMUNICATIONS:
COMMUNICATION TOOLS AND PROGRAMS EMPLOYED TO SHARE INFORMATION WITH CANOLA MEMBERS AND CONSUMERS.

BOARD OF DIRECTORS:
PROVIDING LEADERSHIP AT LOCAL AND NATIONAL COMMITTEES AND PROGRAMS.

RESEARCH:
AGRONOMIC RESEARCH COMPLETED LOCALLY AND IN PARTNERSHIPS ACROSS CANADA.

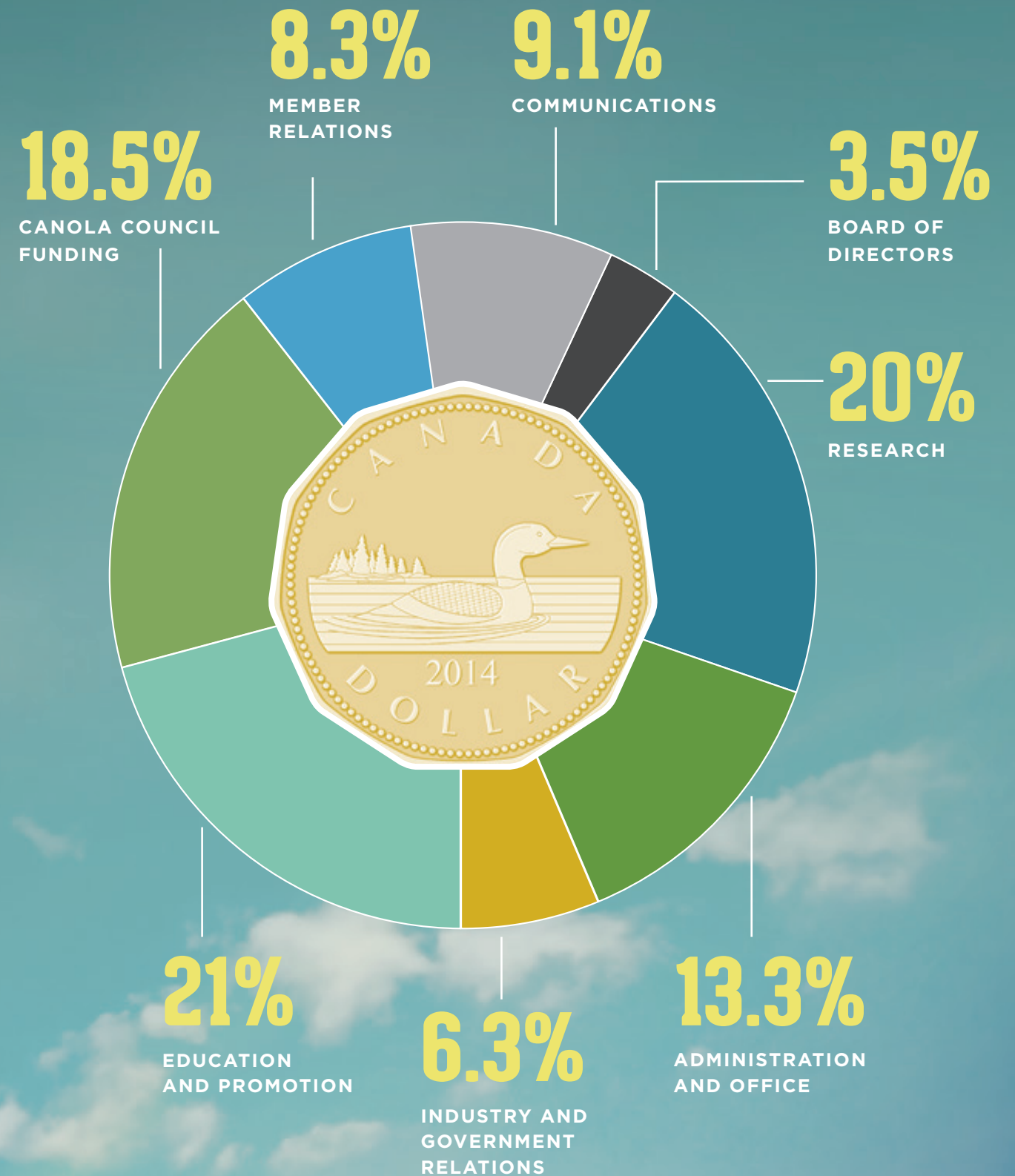
ADMINISTRATION AND OFFICE:
WAGES, OFFICE RENTAL AND SUPPLIES.

INDUSTRY AND GOVERNMENT RELATIONS:
PROGRAMMING AND PARTNERSHIPS WITH INDUSTRY AND GOVERNMENT.

FULL FINANCIAL STATEMENTS CAN BE FOUND ON OUR WEBSITE.

400-167 Lombard Ave
Winnipeg, MB R3B 0T6
204-982-2122

www.CanolaGrowers.com
www.CanolaEatWell.com



KEY AREAS DRIVING THE INDUSTRY FORWARD.

RESEARCH

Investing in research helps canola farmers identify better ways to grow, protect, and manage their canola crop.

Understanding the important role that research plays, every dollar spent by the Manitoba Canola Growers Association is leveraged at the local, national and international levels.

Studies show that every dollar invested by farmers leverages \$11 additional dollars for research.

CANOLA EAT WELL FOR LIFE

Implementing consumer focused programming that showcases canola oil through recipes, videos, social media and learning events. Connecting consumers with farmers in #FarmtoFood conversations both online and in person.

AGRONOMY

Sharing cutting edge agronomic information in a timely manner so that it can be implemented on the farm is a priority.

Offering a mix of seasonal information and off season learning opportunities gives farmers the tools they need to make better management decisions.

LEADERSHIP

Growing leadership capacity for canola and agriculture into the future with hands on learning events.

Empowering farmers to advocate for themselves, their communities, and the entire agriculture industry.

FARMERS: DRIVING THE INDUSTRY FROM THE GROUND UP



WHY CANOLA MATTERS?

MANITOBA CANOLA
GROWERS ARE GROWING
A HEALTHY PRODUCT
FOR CONSUMERS



ALL OVER THE WORLD

THE OVERALL CANADIAN
ECONOMIC CONTRIBUTION
FROM THE CANOLA INDUSTRY IS

\$19.3 BILLION PER YEAR

WITH AN IMPACT OF

\$3.4 BILLION

IN MANITOBA ALONE

9000

CANOLA FARMERS IN
MANITOBA PLANTED

3.04

MILLION ACRES OF CANOLA
WITH AN AVERAGE YIELD OF

34.80

BUSHEL TO THE ACRE

= 2.30

MILLION TONNES OF CANOLA
GROWN IN MANITOBA



OUR VOICE
GREW BY

465%

WHICH CREATED 120
MILLION CONNECTIONS



CANOLA FARMERS INVESTED

\$512,977

IN RESEARCH

