



INVESTING IN THE FUTURE

ANNUAL REPORT 2017-18

BOARD *of* DIRECTORS



Chuck Fossay
President
Starbuck, MB



Clayton Harder
Vice President
Winnipeg, MB



Curtis McRae
Treasurer
St. Andrews, MB



Bill Nicholson
Secretary
Shoal Lake, MB



Pam Bailey
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 planted



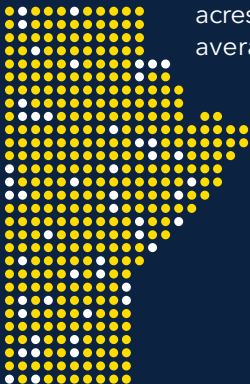
3.2 million

acres of canola with an average yield of **44.6**

bushels/acre equaling

3.2 million

tonnes of canola.



If all crushed that would be

69.3 billion

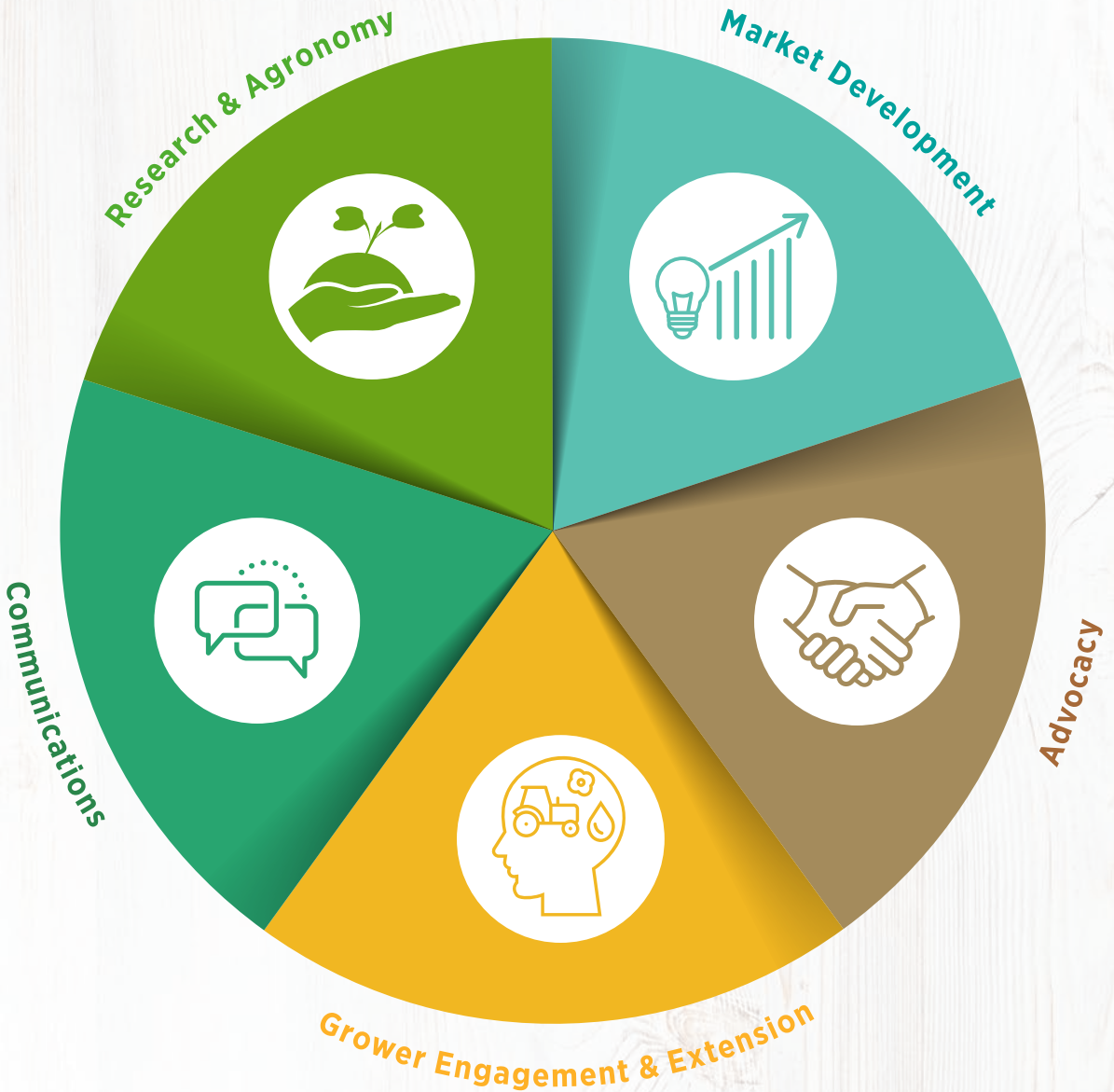
litres of canola oil.



Looking Forward

STRATEGIC PLAN

Manitoba Canola Growers is committed to maximizing net income for canola farmers through sustainable production.





RESEARCH & AGRONOMY

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

In 2017-18 MCGA

- ⌘ Invested over **\$636,000** directly into research
- ⌘ Funding **42** Research Projects
- ⌘ Invested an additional **\$186,000** into research and extension through funding of Canola Council of Canada

MCGA is strengthening its network of research collaborations, increasing the value for every research dollar. We are focused on building a better communication network with our members so the research results come back to the farm faster.

“Farmer funded research allows farmers to tell researchers what is most relevant on our farms. Focusing on big picture research with a proactive approach allows us to focus many years down the road rather than just reacting to current problems and needing an answer “yesterday”. Farmer funded research is an efficient way to spend dollars in an un-biased way, without the sales pitch.”

Ron Krahn

MCGA Director and Research Committee Chair

\$5.6 million

Total Collaborative Research Investment.

Every \$1 invested by MCGA was matched by \$8 of partnered funding.





Looking Back

2017-18 HIGHLIGHTS

MCGA Funded & Hosted Initiatives

“ Grower funded research and extension is one of the most valuable services we offer our membership. We focus on research that no one else is doing, digging deeper and asking the questions that growers want to know. Every project we fund focuses on the short term and long term needs of canola growers in Manitoba.”

Delaney Ross Burtneck
Executive Director

AUG 01

Delaney Ross Burtneck joined MCGA as Executive Director following Bill Ross's retirement after 15 years of service.



Research Priorities

Agronomy Research

- ✘ Diseases (priorities include clubroot, sclerotinia, blackleg, and verticillium)
- ✘ Insects (priorities include flea beetles, swede midge, bertha armyworm, cutworms and diamondback moth)
- ✘ Weeds
- ✘ Agronomic Practices (priorities include practices that cut costs or increase productivity)

Market Development

- ✘ Canola oil
- ✘ Canola-based biodiesel
- ✘ Canola meal
- ✘ Other canola products

Variety Assessment

- ✘ Canola varieties that do well in water saturated soil
- ✘ Post commercial variety evaluation

Other Research

- ✘ Human health benefits of canola products
- ✘ Animal health benefits of canola products

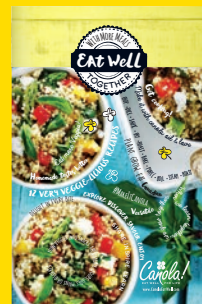
AUG 25

Canola Learning Centre wrapped up a successful 21st year with **1785 visitors** to Richardson's Kelburn Farm.



SEPT 17

Farm and Food Week **60,000 recipe books** were distributed with the Farm to Food Veggie Fundraiser.



Looking Forward

Check out our **NEW** research database, featuring ongoing and completed projects that are summarized for you to read and apply on your farm as you see fit.

MARKET DEVELOPMENT

Through the Canola Eat Well program the Manitoba Canola Growers work to grow demand for canola in all uses across all markets through marketing and promotion strategies.

Canola Eat Well uses a five-step approach to programming that targets consumers in key domestic markets that have been identified to have the largest potential for growth in the consumption of canola oil.

- ❖ **Outreach:** Identify Key Leaders and integrate them into programming.
- ❖ **Partnership:** Align with like-minded organizations to deliver programming, increase reach and leverage grower dollars.
- ❖ **Communication:** Curate and deliver content to key audiences.
- ❖ **Educational Learning:** Learn about canola oil and canola farmers.
- ❖ **Building Trust in Canola Farmers:** Cultivate a profile of canola farmers that builds trust.



Through this approach to programming, over the past four years, a strong network of over 185 influential dietitians, chefs, food writers, cook book authors, and home economists has formed and continues to grow. This group of leaders are inspired by farmer's stories and are now sharing that passion and carrying the canola message to a wider audience.

“ Marketing canola oil to consumers is about sharing a good news story. Canola is a Canadian grown product, it's healthy and it's flexible in the kitchen. As a farmer, I am proud to be growing a healthy oil for consumers here and around the world.”

John Sandborn

MCGA Director and Market Development Committee Member



Canola Eat Well initiatives have experienced impressive growth and engagement.

Social Media

 **18,000** Posts

 **400+** Posts

 **1,700**
Contributors

 **1M+**
Impressions

 **200+**
Contributors

 **20M+**
Impressions

Broadcast

*2014-2018

 **23 TV**
Appearances

 **+103%**
Link Clicks

 **11** YouTube
Videos

 **+160%**
Impressions

 **+186%**
Engagements

Workshops

*2014-2018

 **25** + Counting

 **260** Total Guests

 **25**
Chef Hosts

 **185** Influential
Leaders Identified

 **106**
Media Hits



Looking Forward

Canola Eat Well invites you to join the farm and food conversation.

Connect with us:

@CanolaEatWell   

or by following #CanolaConnect

“ We build community by connecting consumers and farmers. We are proud to represent canola farmers by sharing their stories and building trust. ”

Ellen Pruden
Canola Eat Well Director

Jennifer Dyck
Canola Eat Well Manager



SEPT 08-10

Harvest Camp connected 10 food communicators with 21 farmers for an in-depth experience about canola, farming and food.



OCT 18

CBC Feature We are the Best Episode Aired featuring **Chuck Fossay**.



OCT 31

Four Nominations were received to fill the four positions on the board. Returning board members **Chuck Fossay** and **Curtis McRae** and new directors **Pam Bailey** and **John Sandborn** were the successful candidates.

NOV 27-29

Grow Canada Conference
Ellen Pruden moderated a panel of Food Communicators at the National conference.



In 2017/18 Manitoba Canola Growers hosted over **4000 attendees** at 10 different learning events over the year.



“As a farmer there is always a lot to learn whether it is new technology, best management practices, or ways to increase our bottom line. It is great to know that Manitoba Canola Growers are hosting events and sharing unbiased information that is specific to canola and our farm businesses.”

Pam Bailey

MCGA Director and Grower Engagement and Extension Committee Member

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.

Connecting farmers to resources and learning opportunities provides access to the tools they need to continually advance their farms, improve profitability and enhance sustainability in the ever changing landscape of the agriculture industry.

Our organization strives to be responsive to the needs of our members by complementing their businesses with forward looking training and resources that give back directly to their farm business. Through collaboration and partnerships, MCGA is able to maximize grower dollar investments in timely, specific educational programming that targets business related challenges, whether that is agronomic, risk management or advocacy roles.



“ Working alongside Manitoba canola farmers to grow their farms and the canola industry in Manitoba is a privilege. They challenge the status quo, look for innovative ways to problem solve, collaborate and partner with others while keeping their individual voice. Focusing on the goal of a strong competitive agriculture economy is a plus for all Manitobans. ”

Roberta Galbraith

Grower Engagement and Extension Manager



Looking Forward

Mark your calendar for these two upcoming events that will bring together experts on agronomic topics to train farmers on new technologies and research innovations that can enhance their farms.

**Combine College,
Brandon, MB - March 20, 2019**

**CROPS-A-PALOOZA ,
Carberry MB - July 24, 2019**

EARLY DEC

Canola Digest: Science Edition
hit member mailboxes.



JAN 16

Canola Day @ Manitoba
Ag Days Program drew
2250 attendees.



FEB 14+15

5th Anniversary of **CropConnect
Conference** hosted by eight
Manitoba commodity groups.



FEB 14

Annual General Meeting held
at **CropConnect.**



ADVOCACY

Manitoba Canola Growers are an informed and trusted farm voice working with partners to strategically benefit members.

By partnering closely with other groups at the provincial and national levels, MCGA is able to represent the needs of canola farmers in Manitoba, share information and support change in the industry.

In 2017-18, MCGA spoke to issues like:

- ✿ Corporate farm taxation
- ✿ Carbon tax
- ✿ Business Risk Management Program
- ✿ Canadian Transportation Act
- ✿ Industry mergers
- ✿ Leadership development
- ✿ Biodiesel mandates

MCGA is constantly working to help fulfil the general public's curiosity about agriculture by sharing farmers' stories and answering questions through the Canola Eat Well programming, the Canola Learning Centre and through the support of Agriculture in the Classroom - Manitoba and other like-minded organizations.



“ MCGA works to ensure canola farmers have an advocate in Manitoba. While MCGA is not a lobbying group, as farmers elected by farmers we have an obligation to advocate for and promote the interests of canola growers. We regularly engage with government, policy makers, the industry and consumers to ensure the farmer perspective is heard.”

Bill Nicholson
MCGA Director, Secretary

“ MCGA board and staff are committed, actively working on behalf of growers in Manitoba. Our board both directs the work of MCGA; and represents MCGA on other boards, at industry events, and with government. Our staff run programs that support our members with canola production and marketing, while taking every opportunity to share and defend the value and ingenuity of canola farmers in Manitoba.”

Delaney Ross Burtnack
Executive Director



Looking Forward

GET CONNECTED, STAY INFORMED

AND BE INVOLVED: As the unified voice of Manitoba canola farmers, it is vital that MCGA connect with membership. We currently **DO NOT** have access to e-mail records on delivery slips for all members so please e-mail info@canolagrowers.com to have your email added to your membership file.

FEB 14

Canola **Award of Excellence** was awarded to Murray McConnell.



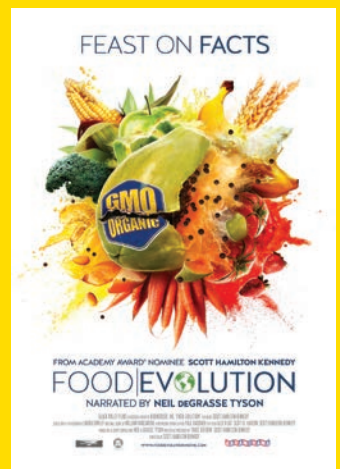
MARCH 14+15

CanoLAB featuring SoyLAB held in Brandon and Dauphin.



APRIL 10

Food Evolution movie joint screening in Brandon and Winnipeg.



COMMUNICATIONS

Manitoba Canola Growers are committed to being a trusted source of current, practical and relevant information for farmers and the agriculture community.



Member investment into the Manitoba Canola Growers generates valuable information in the areas of research, agronomy, market development, extension, and advocacy. It is vital that this information is accessible and shared so it can be applied and considered when farmers are making decisions that impact their farm.

A wide variety of communication tools are employed to ensure that valuable information reaches members, partners and consumers in a timely, targeted manner.

✦ **Website**

canolagrowers.com
canolaeatwell.com

✦ **Electronic Newsletter**

Canola Crush Newsletter
& Canola Eat Well Newsletter

✦ **Magazine**

Canola Digest

✦ **Social Media**

Twitter, Facebook, Instagram, Pinterest

✦ **Video**

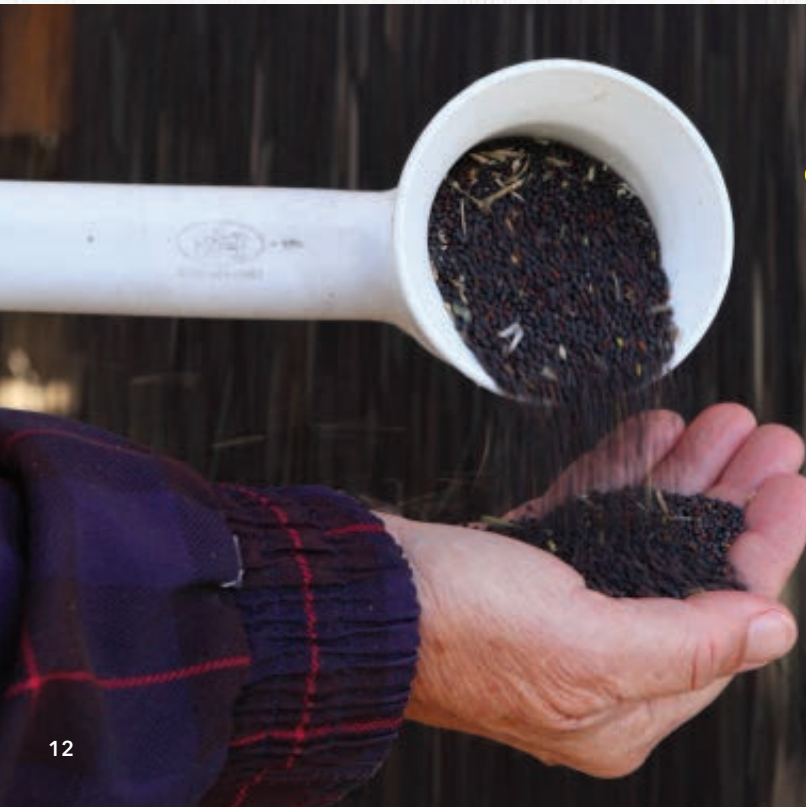
YouTube

✦ **Radio**

Canola Minute

✦ **In Person**

Variety of events and workshops



“With the ever-changing nature of agriculture and the canola industry there is no shortage of information for farmers to process. I am passionate about helping farmers by curating this information and sharing it in a way that will save them time and brings value to their farm operation.”

Leanne Campbell
Communications Manager



Looking Forward

It is our priority to get information back into the hands of our members. Check out our recently updated website for agronomic information, research results, events announcements, member benefits and more. canolagrowers.com

“From variety evaluation decisions prior to seeding to harvest loss management tools, communicating MCGA funded research results and sharing resources with Manitoba farmers is important so they can be implemented to make relevant decisions on their farms.”

Clayton Harder

MCGA Director, Vice President



MAY 28

Food and Farm workshop – Final Food and Farm Workshops in a series of ten for the year was hosted.



JUNE

Five High School Scholarships were awarded to deserving students.



Ashlyn Kirk



Curtis Johnston



Emily Lints



Jenna Miller



Russell Pauls

JULY

FREE Blackleg Race Identification Testing for MCGA members launched through MCGA's Pest Surveillance Initiative Lab.



JULY 25

CROPS-A-PALOOZA hosted by seven Manitoba Commodity group saw 400 people attend the event in Portage.



PARTNERSHIPS & COLLABORATIONS

CANOLA COUNCIL OF CANADA

Financial Commitment:

15% of net income = \$454,471 in core funding

Representation:

Curtis McRae represents Manitoba canola farmers

Board Structure:

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



“ From seed to oil, the Canola Council of Canada encompasses every step in the canola value chain. From boots on the ground working to keep trade doors open to an agronomy team spread across the Prairies supporting farmers, the Canola Council of Canada is working to advance the growth and profitability of the canola industry. As a farmer representative at the board table, I am there to be sure farmers’ voices are heard and to give direction on future farming practices that farmers are looking at.”

Curtis McRae

MCGA Director, Treasurer and Canola Council of Canada Board member

For more information visit canolacouncil.org

CANADIAN CANOLA GROWERS ASSOCIATION

Financial Commitment:
\$1000 membership fee

Representation:
Jack Froese and Clayton Harder represent Manitoba canola farmers

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



“ Being MCGA's representative at the national level and serving as the Chair of CCGA, has given me invaluable insights into the aspects of agricultural trade such as; trade, transportation, business risk management, environmental concerns and perception of us as Canadian farmers. I know the importance of Canadian farmers being at the table and giving firsthand knowledge to every aspect of agriculture and farming, and the implicit value of telling our story so that decisions on legislation do not impede or have negative implications on our operations, or our industry. Our organizations serve as the ambassadors of farmers, and the voice of reason for the agricultural industry.”

Jack Froese

MCGA Director and CCGA President

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 3 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 an important organization that allows producers and commodity groups to discuss the important agricultural issues of the day. They work to find a common policy point from which we can lobby provincial and federal government in the best interests of Manitoba farmers.”

Chuck Fossay

MCGA Director, President and KAP Director

For more information visit kap.ca





Manitoba
Canola Growers



400-167 Lombard Avenue
Winnipeg, MB R3B 0T6
Phone: (204) 982-2122
Fax: (204) 942-1841
Email: info@canolagrowers.com

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



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

