YOUR CHECK-OFF DOLLARS AT WORK

Manitoba Canola Growers

Canola! EAT WELL FOR LIFE

2014-15 YEAR END REPORT

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

During the 2015 growing season over 8500 canola farmers harvested

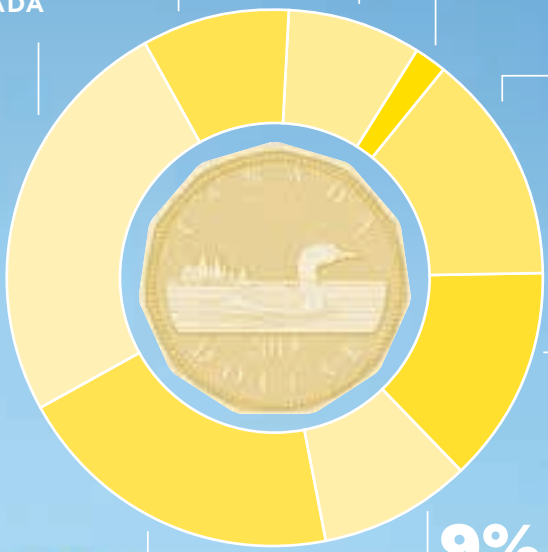
3.1 MILLION ACRES of canola

with an average yield of 36.3 bushels / acre

RESULTING IN AN ESTIMATED **2.5 MILLION METRIC TONNES OF CANOLA**

A check off of $1.00 per tonne is entrusted to the Manitoba Canola Growers Association. These dollars are focused and multiplied by outside partnerships to maximize a net return for members.

DELIVERING VALUE



25% CANOLA COUNCIL OF CANADA

9% MEMBER RELATIONS

8% COMMUNICATION

2% BOARD OF DIRECTORS

14% RESEARCH

13% OFFICE AND ADMINISTRATION

9% INDUSTRY AND GOVERNMENT RELATIONS

20% EDUCATION AND PROMOTION

* Percentages represent dollars spent in the 2014/15 budget year.

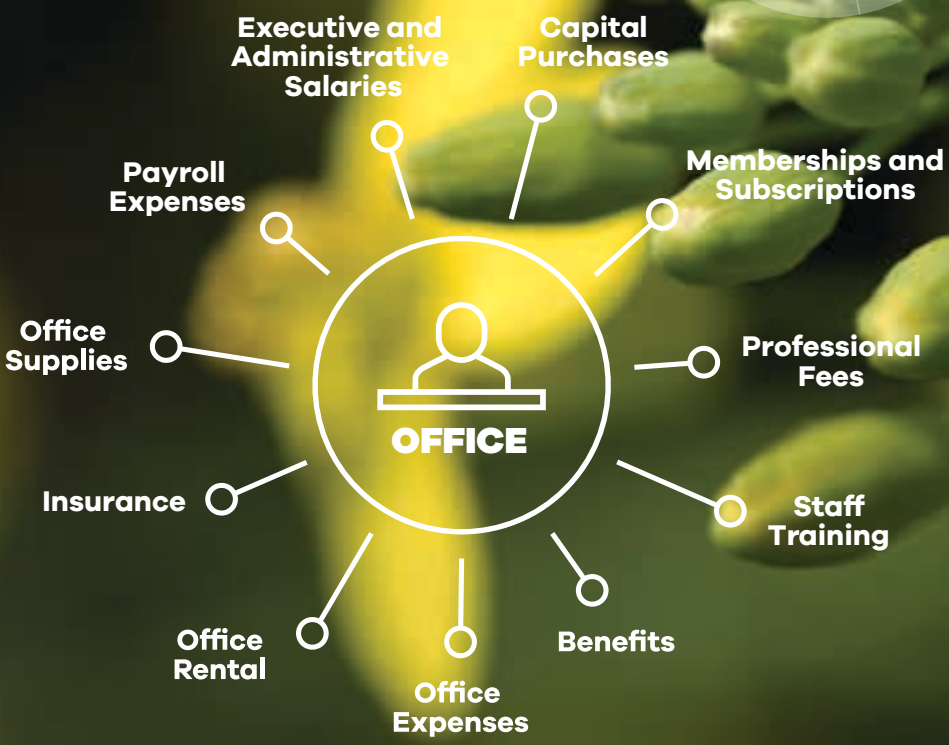
BOARD OF DIRECTORS

Eight elected directors provide leadership on behalf of our members to local and national committees and programs to maintain long term sustainability for the canola industry.

TOP ROW(L-R): Brian Chorney, Chuck Fossay, Clayton Harder, Dale Gryba
BOTTOM ROW (L-R): Ed Rempel, Larry Bohdanovich, Hugh Drake, Jack Froese

OFFICE AND ADMINISTRATION

Administrative office expenditures ensure that the day-to-day operations of the association are maintained in an efficient and fiscally responsible manner.

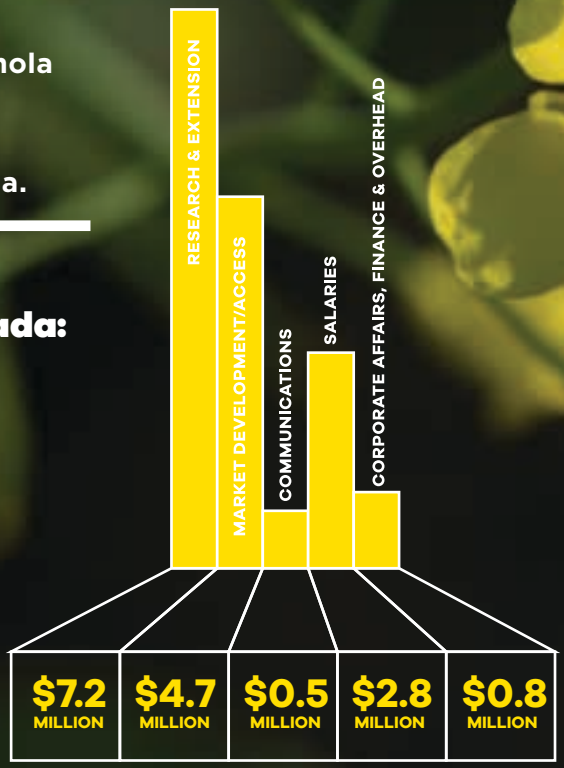


CANOLA COUNCIL OF CANADA

In conjunction with 21 other members including provincial grower groups, processors, exporters, and life science companies the Manitoba Canola Growers provides 23 cents of every check off dollar to the Canola Council of Canada.

Strategic Priorities of Canola Council of Canada:

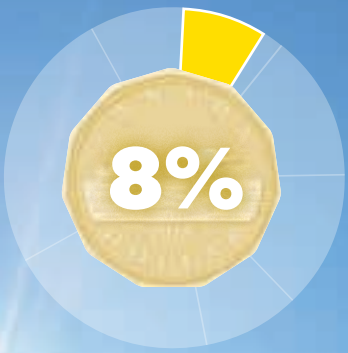
52 BY 2025



2015 CANOLA COUNCIL OF CANADA EXPENDITURES

COMMUNICATION

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



- WEBSITES
- RADIO
- CANOLA LEARNING CENTRE
- CANOLA DIGEST MAGAZINE
- E-NEWSLETTERS
- TWITTER
- YOUTUBE
- INSTAGRAM
- FACEBOOK

INDUSTRY AND GOVERNMENT RELATIONS

Representing the farm voice by providing information and commentary to industry partners, provincial, and federal government.

GOVERNMENT

Municipal

Provincial

Federal

INDUSTRY PARTNERS

Agriculture in the Classroom

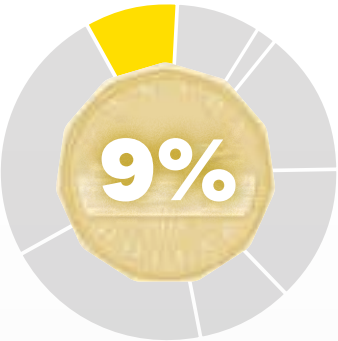
Assiniboine Community College

Canadian Canola Growers Association

Keystone Agricultural Producers

And more...

MEMBER RELATIONS



Connecting farmers to a toolbox of resources and learning events that provide opportunities for awareness and education that can have a direct impact on farm profitability and sustainability.

RESEARCH

Science is the backbone of the canola industry. Research commitments represent an investment in science that will ensure our industry continues to grow and evolve.

OVER

$355,000

INVESTED IN RESEARCH.

For every **$1** invested by MCGA

$6.22 *was matched in partner funding*

RESULTING IN A TOTAL OF OVER

$2.2 MILLION

invested in research.

EDUCATION AND PROMOTION

Canola Eat Well connects farmers to consumers to grow public trust through workshops, learning events, farm camp and online outreach.

Food plays an important role in the demand for canola oil. Your check off dollar ensures that Canola Eat Well reaches consumers, health professionals, and chefs with canola oil's healthy and versatile messaging.

OVER **$233,000**

worth of local and national coverage was earned.

INCLUDING OVER 50 TV APPEARANCES

Consistently reached over 300,000 consumers with #FarmToFood messaging using online outreach during events.

Increased use and exposure of canola oil.

Canola!
EAT WELL FOR LIFE

"I grow more than just a single commodity ingredient on a dinner plate, I grow trust, integrity and stewardship with consumers. It's what I need to do so I can have the social license to farm, without this, it's going to affect my bottom line."

Simon Ellis, Canola Leader Alumni

Manitoba
Canola Growers

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