



# FARMER FUNDED, FARMER FOCUSED

2023-24 ANNUAL REPORT



# MANITOBA CANOLA GROWERS ASSOCIATION: WHO WE ARE

At Manitoba Canola Growers Association (MCGA), we are committed to driving success for canola farmers. Empowered with a fresh vision, mission, and strategic plan launched in 2022, we're building on 40 years of experience serving our farmer members to find new, valuable ways to support farmers for future success.



## OUR VISION:

Bold action for canola farmers.



## OUR MISSION:

Farmer funded, farmer focused. Driving success for Manitoba canola farmers through research, market development, advocacy and outreach.

MCGA proudly represents 7,500 members, strategically investing your check-off dollars to grow the future of farming. Guided by our farmer board, committees and membership, we leverage each dollar locally, nationally, and internationally thanks to our commitment to partnerships and collaboration, delivering an impressive return on investment of 3:1 to 10:1 in some programs.

Our strategic plan focuses on achieving three big goals for Manitoba canola growers:

1. **Deliver Meaningful Communication and Engagement** to ensure MCGA and our members share the advantage of timely insight and the latest knowledge.
2. **Focus on Farm Success**, because a deep understanding of our members' goals and values is how we will all succeed. Farmers' success is our success.
3. **Elevate Farmers as Bold Leaders and Experts**, because farmers are the experts at farming, and should be recognized and consulted first on all farming matters.

## DURING THE 2023 GROWING SEASON:

OVER

**7,500** CANOLA FARMERS  
IN MANITOBA

HARVESTED

**3.12M** ACRES  
of CANOLA

WITH AN AVERAGE YIELD of  
**43.2** BUSHELS/ACRE

RESULTING IN AN ESTIMATED

**3.05M** METRIC TONNES  
of CANOLA

THAT IS OVER

**134.5M** BUSHELS GROWN  
IN MANITOBA

AND IF CRUSHED THAT WOULD BE OVER

**1.4 BILLION** LITRES of  
CANOLA OIL

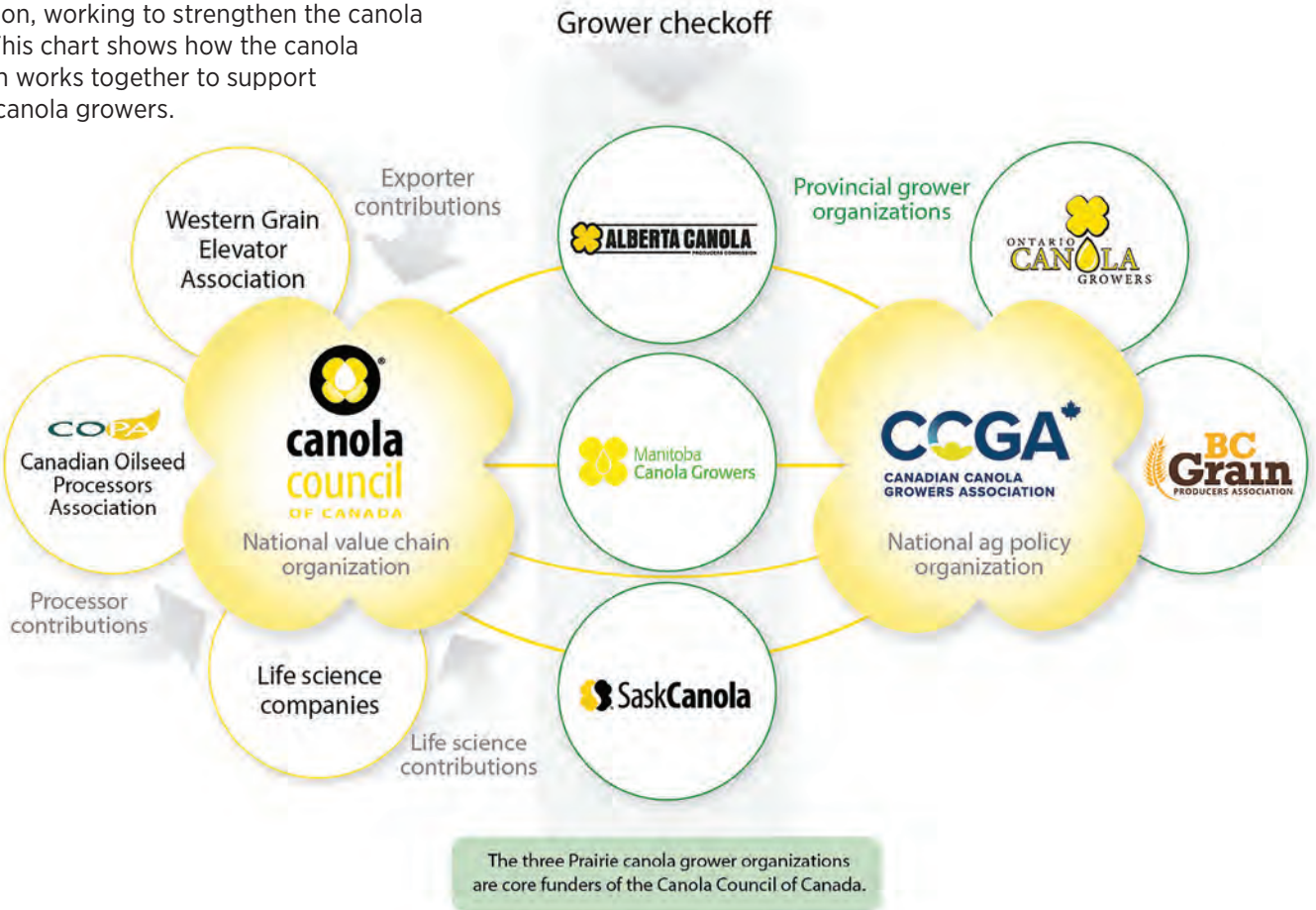


# CANOLA VALUE CHAIN

## The Canadian canola industry works together to maximize impact for Canadian canola growers.

Canada's canola value chain includes growers, seed developers, processors, and exporters, and has contributed more than \$43 billion to the economy each year.

Manitoba Canola Growers Association (MCGA) plays an active and boldly outspoken role in this collaboration, working to strengthen the canola industry. This chart shows how the canola value chain works together to support Canadian canola growers.



## NATIONAL PARTNERS

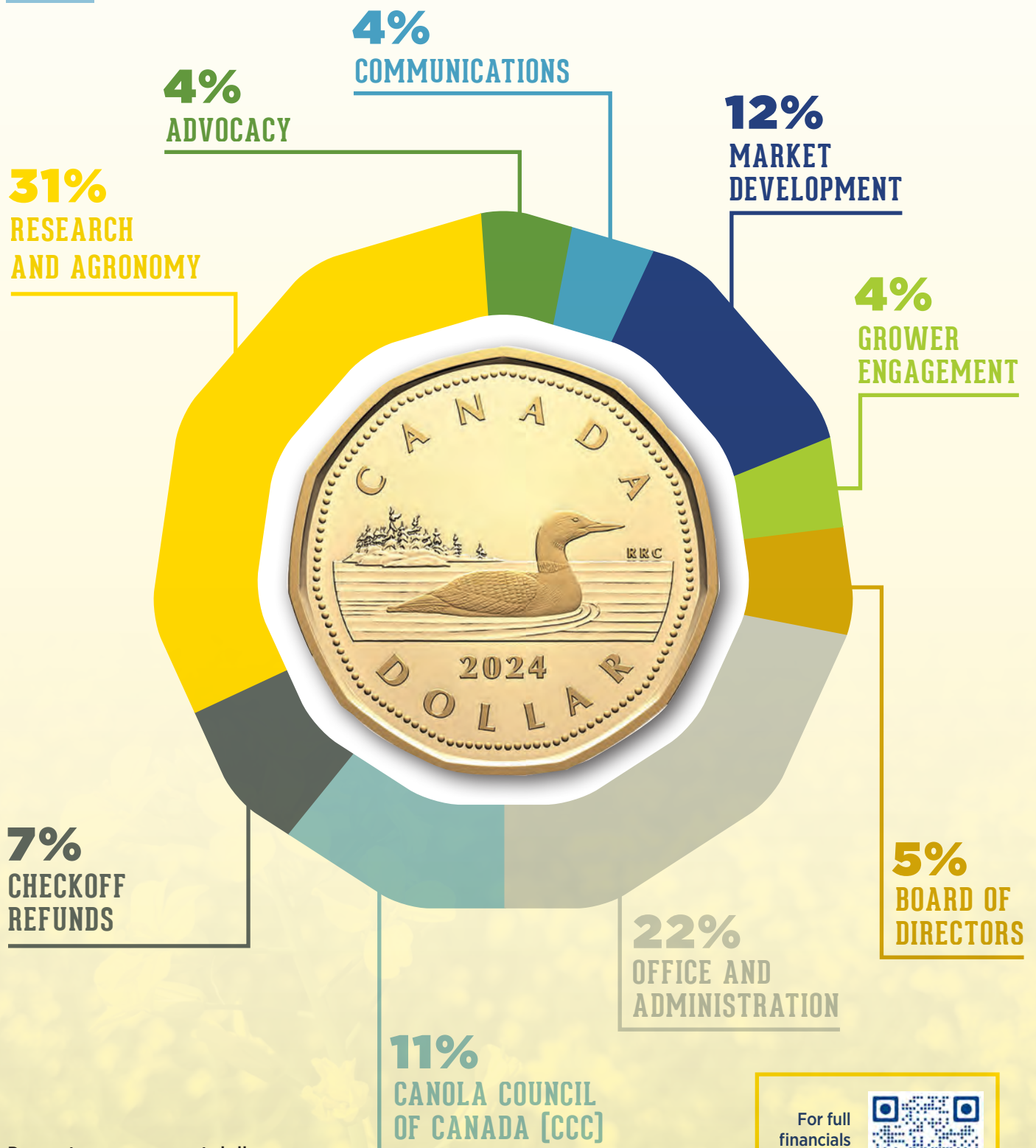
### Canola Council of Canada (CCC)

CCC is a national organization that unites all sectors of the canola industry, including growers, processors, exporters and manufacturers, to drive innovation and growth. MCGA has a farmer representative on the CCC board of directors, amplifying your voice in making decisions that will affect the future of canola and the agriculture industry in the province. See page #18 for more information.

### Canadian Canola Growers Association (CCGA)

CCGA is farmer-founded and farmer-led, representing approximately 40,000 canola farmers across Canada. CCGA has been at the forefront of driving change for canola farmers, researching impactful policy topics and bringing farmers' interests forward on national and international agricultural issues. MCGA pays CCGA an annual membership fee of \$1000 and has two farmer representatives on the board of directors, connecting with policymakers and advocating for you on the issues that matter to your farms today and tomorrow.

# MEMBER VALUE IN EVERY DOLLAR



Percentages represent dollars spent in 2023-24 budget year.

For full financials scan the QR code.



# BOARD OF DIRECTORS



Focused on farm success, eight elected directors provide leadership representing you – our members – on local and national committees and programs, positioning farmers as bold leaders who show up where it counts.



**Warren Ellis**  
President



**Jackie Dudgeon-MacDonald**  
Vice President



**Nicolea Dow**  
Secretary/Treasurer



**Charles Fossay**  
Past President



**Darren Nykoliation**



**Evan Gillis**

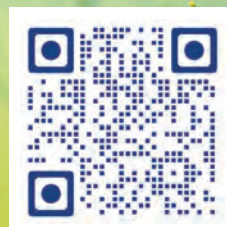


**Jason Kehler**



**Jay Derkach**

Next election will be in the fall of 2025. If you are interested in learning more about how to join our board, contact [INFO@CANOLAGROWERS.COM](mailto:INFO@CANOLAGROWERS.COM)



# ADVOCACY: SHOWING UP WHERE IT COUNTS



## **Manitoba Canola Growers Association (MCGA) is a small team with a bold voice.**

We stretch every grower-invested dollar further by partnering with advocacy groups like Canola Council of Canada (CCC), Canadian Canola Growers Association (CCGA) and Keystone Agricultural Producers (KAP) to create greater impact for you, our members. Through these collaborations, we tackle more issues that matter to Manitoba canola farmers allowing us to elevate on-farm priorities on a national and international stage.

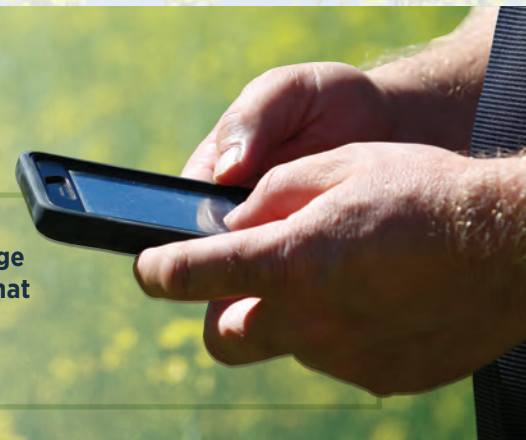
Most of our work happens behind the scenes, shaping research, policies, and perceptions of canola and canola farmers—often proactively before challenges arise. By working with partners, we ensure Manitoba canola farmers have a voice where it matters most.

## **ADVOCACY IN ACTION:**



### **BUNGE-VITERRA MERGER:**

**We held multiple meetings with investigators and representatives from Bunge and Viterro following the proposed merger. By conducting a timely survey that gathered 184 member responses, we provided a clear farmer perspective to investigators, partners and Bunge and Viterro representatives.**



## **SUSTAINABILITY CONSULTATIONS:**

Through MCGA, Manitoba farmers had direct input on sustainability and carbon reduction strategies being developed by the federal government, Grain Growers of Canada (GGC), Canadian Roundtable for Sustainable Crops, Field to Market Canada, Manitoba Agriculture and the Winnipeg Metro Region.

## **BILL C234:**

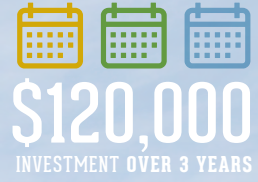
We've been a strong voice on the costly impact of carbon tax on farmers, advocating for change at both the federal and senate levels. This message has been clearly and repeatedly communicated.

## **RAIL STRIKE:**

We actively worked with CCGA, CCC, GGC and KAP as the possibility of a rail strike loomed in 2024. Supporting the StopTheStrike.ca campaign, we connected farmers with decision-makers to help avert the strike and severe damage to our industry.

## AGRICULTURE IN THE CLASSROOM [AITC-M]:

Our multi-year support of AITC-M is an investment in future consumers, policymakers and ag sector employees who will have an everyday impact on future canola farmers. With the expertise and network to get accurate, balanced and current educational materials into Manitoba schools, supporting their great work is an investment in agricultural literacy that benefits everyone.



## CELEBRATE MANITOBA:

We co-hosted an event where we connected with representatives from multiple political parties to celebrate the importance of agriculture to Manitoba (among other key industries). It was a great touchpoint that led to future conversations like the sustainability consultations, Federal-Provincial-Territorial meetings and outreach from Minister Kostyshyn to MCGA one day after China announced its trade investigation.

## SUSTAINABLE AVIATION FUEL:

We held discussions with Azure Sustainable Fuels and Assistant Deputy Minister of Investment and Trade, Manitoba to support a new domestic market for canola in Manitoba and help improve market stability.

## CCGA/CCC LOBBY DAYS IN OTTAWA:

This was an opportunity to influence federal decision-makers in person with farmers' comments on the importance of Bill C234 and the impact of carbon tax on the farm. This annual event builds farmers' profile on Parliament Hill in Ottawa, builds skill to advocate for farm needs, and makes our partners' work even more impactful.

## CANOLA UTILIZATION FORUM:

This event brought together the canola value chain to review supply and trade, global canola demand outlook, crop updates and market development and market access programming. MCGA contributes farmers' perspectives each year at this important strategy-building event.

## ENGAGED WITH FUTURE LEADERS:

We had a unique opportunity to meet with students at the University of Manitoba and Assiniboine College – future farmers, industry members, decision makers and consumers – to gather their views on the future of agriculture and how MCGA might support their future needs. We gathered some fantastic ideas that will feed into strategic planning for 2025.



**Your voice matters. We are committed to representing you where it counts. Share your thoughts and priorities with us so we can continue to advocate effectively on your behalf.**



# OFFICE AND ADMINISTRATION



**Our experienced and passionate team delivers programs that benefit our members.**

We are committed to continuous improvement and finding ways to add value for our members, building a strong reputation as a trusted resource and collaborative partner to the industry. Our members' voices shape everything we do.



**Delaney Ross Burtack**  
Executive Director



**Jennifer Dyck**  
Market Development Director



**Leanne Campbell**  
Communications Senior Manager



**Amy Delaquis**  
Research and Agronomy Manager



**Carrie Livingston**  
Communications Coordinator



**Kendall Baker**  
Research and Extension Coordinator



**Oksana Taran**  
Finance Coordinator



**Brenda Dyck**  
Event and Office Administrator



**Samantha Simon-Verrier**  
Check-Off and Member Administrator

Manitoba Canola Growers Association continues to find new ways to keep overhead costs low by leveraging new technology and smart spending in our operations.

Office and administration budget includes:

- **Staff compensation**
- **Payroll expenses**
- **Bank fees and service charges**
- **Memberships and subscriptions**
- **Capital purchases**
- **Parking**
- **Training**
- **Office supplies**
- **Insurance**
- **IT support**
- **Checkoff database**
- **Phone and internet**
- **Rent**
- **Business incidentals**

**By managing our resources efficiently, we ensure that every dollar works harder for our members.**

# RESEARCH AND AGRONOMY



Our research program focuses on funding and investing in projects and programs that match farm priorities to improve the sustainability of Manitoba canola farms.

## 2023-24 RESEARCH HIGHLIGHTS

MANITOBA CANOLA GROWERS ASSOCIATION (MCGA) INVESTED A TOTAL OF

**\$1,080,787** IN RESEARCH AND AGRONOMY

COMMITTED

**\$860,928**

TO

**25** NEW RESEARCH PROJECTS

OVER THE NEXT TWO TO FIVE YEARS

**6** CANOLA VARIETY EVALUATION TRIALS

WERE ESTABLISHED ACROSS MANITOBA

**\$545,589**

IN PAYMENTS TO SUPPORT

**43** NEW AND EXISTING RESEARCH PROJECTS

**\$49,166** OF FUNDING TOWARDS RESEARCH CAPACITY

IN WESTERN CANADA

**37** ON-FARM RESEARCH FIELDS

ACROSS

**5** DIFFERENT TRIAL TYPES

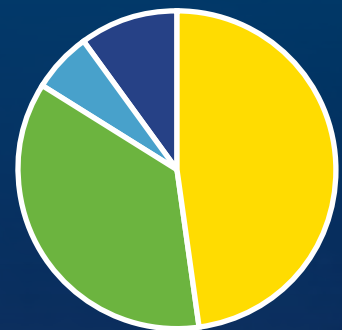
**12** RESEARCHERS ATTENDED

THIRD ANNUAL CANOLA RESEARCH CAMP

**106** FARMER DISEASE SAMPLES

WERE ANALYZED THROUGH PSI LAB

## 2023-24 RESEARCH AND AGRONOMY SPENDING



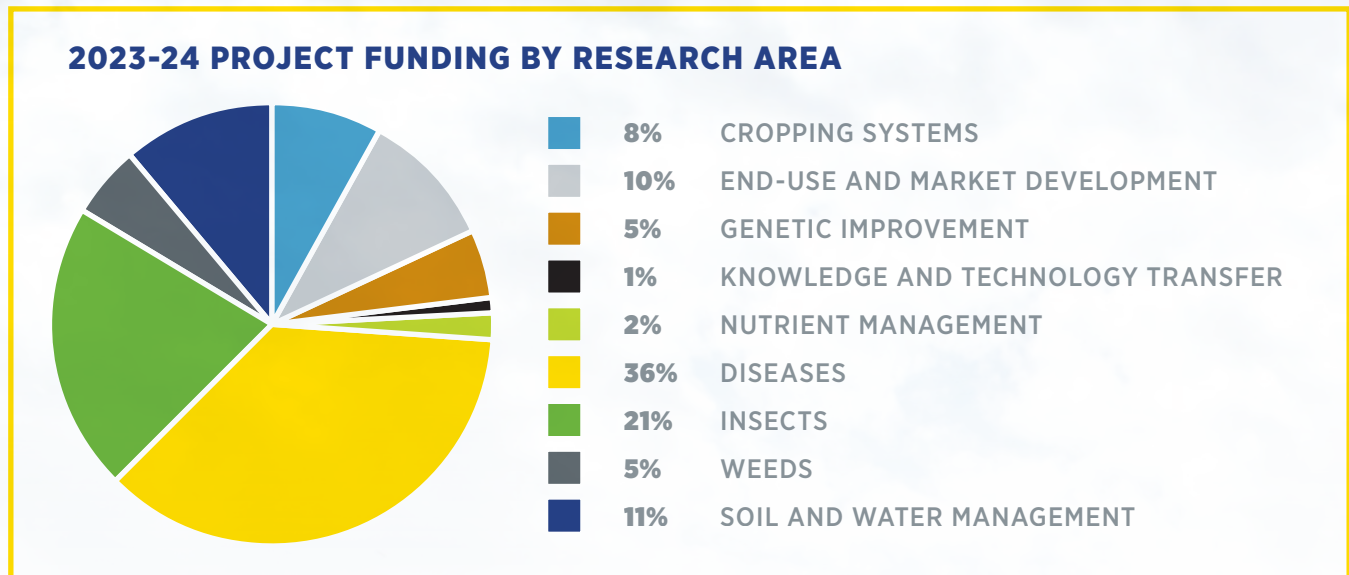
**48%** RESEARCH PROJECT FUNDING

**36%** APPLIED RESEARCH PROGRAMS

**6%** RESEARCH CAPACITY AND DEVELOPMENT

**10%** AGRONOMIC EXTENSION AND SERVICES

## RESEARCH PROJECT FUNDING



In 2023-24 MCGA invested **\$545,589.47** to support **43** new and existing research projects. This year marked the launch of the new Canola AgriScience Cluster, *Go Yellow to Go Green: Advancing Canada's Economy and Environmental Footprint with Canola*. This Cluster, a partnership between grower groups, CCC and the Government of Canada, included 15 projects aimed at advancing the canola industry as a whole. Research in the AgriScience Cluster is focused on genetic improvement, disease management, nutrient management, market development and end use. Additionally, five projects funded through the Canola Agronomic Research Program focused on verticillium stripe, clubroot, blackleg and flea beetle management. In total, we committed **\$860,928** to **25** new research projects that will start in 2023-24 and be completed in the next two to five years.

## 2023-24 NEW RESEARCH PROGRAM FUNDING COMMITMENTS

Funding Program	Partners	# Projects	MCGA Funding Committed	Total Project Funding	Leverage
Canola AgriScience Cluster	AAFC, CCC, SaskOilseeds, Alberta Canola, OCGA	15	\$325,086	\$17,091,948	51.6
Canola Agronomic Research Program (CARP)	Alberta Canola, SaskOilseeds, WGRF	5	\$348,062	\$1,673,004	3.8
Agriculture Development Fund	SaskOilseeds, WGRF, SaskGov	1	\$23,000	\$450,000	18.6
MB Sustainable Canadian Agriculture Partnership	MBGov, MCA, MITACS	3	\$139,780	\$892,626	5.4
Integrated Crop Agronomy Cluster 2	WGRF, AAFC, Alberta Canola, Alberta Grains, MCA, MPSG, Prairie Oat, SaskOilseeds, SPG, SWDC	1	\$25,000	\$1,597,851	62.9



## APPLIED RESEARCH PROGRAMS

Our applied research programs are focused on providing you, our farmer members, with valuable data and resources to apply on your farm operations.

### CANOLA ON-FARM RESEARCH

The third year of the Canola On-Farm Research Program hit the fields in 2024 with five different trial types: **Nitrogen Rate (five locations), Seeding Rate (six locations), Seed-Placed Fertilizer (SPF) Toxicity (19 locations), Phosphorus Source (four locations) and Cover Crops for Flea Beetle Management in partnership with University of Manitoba (three locations).** Partnering with agronomists, we worked with 37 farms across Manitoba to help farmers see firsthand how various management practices and products perform in their own fields. All trial results are available to all our members.

For Canola On-Farm Research results visit our website.



### CANOLA VARIETY EVALUATION TRIALS

We strongly support the independent evaluation of commercial canola varieties available in Manitoba. In 2024, we launched the **only independent canola variety evaluation trial program in Canada.**

Over the winter of 2023-24, we collaborated with the canola seed industry to develop a protocol to accurately represent varietal performance in Manitoba conditions. The 2024 pilot season of this program featured 18 canola varieties tested at six locations across the province: Swan River, Hamiota, Melita, Carman, Holland, and Rosser.

Looking forward as we grow this program, we aim to highlight the value of independent variety testing for farmers across the province in hopes that all seed companies will participate to provide a well-rounded evaluation of the canola seed market.

For 2024 Canola Variety Evaluation Trial Results visit our website.

### PEST SURVEILLANCE INITIATIVE

In 2023-24 we continued to provide free testing for clubroot, blackleg and verticillium stripe for all members. Between August 1, 2023 and July 31, 2024 106 samples were analyzed: 43 for clubroot and 63 for blackleg and verticillium stripe. The PSI Lab also supports provincial disease survey sample analysis and provides analysis for Amaranth weed species identification and kochia herbicide resistance testing.

## RESEARCH CAPACITY AND DEVELOPMENT

MCGA is funding two research chair positions in western Canada: Dr. Dilshan Benaragama, Integrated Pest Management Chair in Weed Science at the University of Manitoba, and Dr. Sarah Wood, Pollinator Health Chair at the Western College of Veterinary Medicine.

In June 2024, we hosted our third **Canola Research Camp**, where 12 researchers joined a two-day farm tour to connect with farmers. This initiative has fostered stronger connections within the canola research community and led to research funding requests better aligned with farmers' needs.



Photo by Jay Whetter

# COMMUNICATIONS



**At Manitoba Canola Growers Association (MCGA), we prioritize meaningful communication and engagement, utilizing a wide variety of tools to deliver timely and valuable information to our current and future members, partners and consumers.**

## WEBSITE:

Visit us at [canolagrowers.com](http://canolagrowers.com) for the latest updates.

## CANOLA DIGEST:

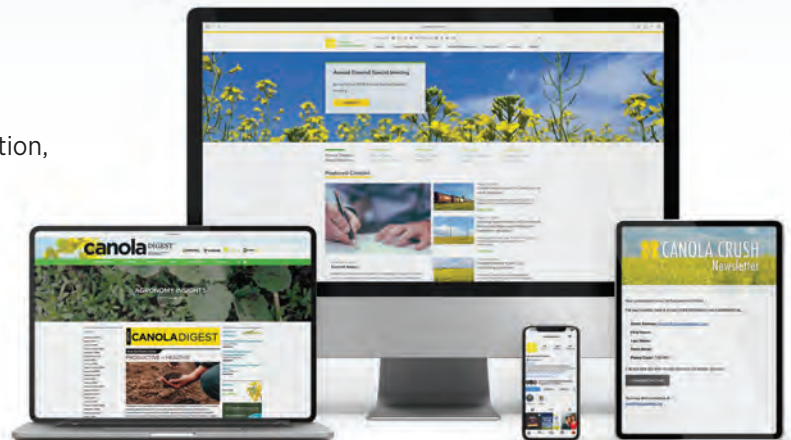
Dive into four annual editions plus a special science edition, packed with timely topics.

## CANOLA CRUSH:

Stay informed with our timely newsletter.

## SOCIAL MEDIA:

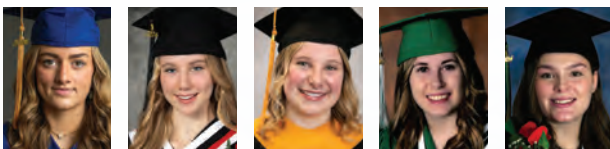
Follow us on X (formerly Twitter), Facebook and Instagram for real-time updates, [@canolagrowers](https://twitter.com/canolagrowers).



# INVESTING IN EDUCATION

MCGA is committed to fostering the next generation of talent by offering a variety of scholarships and bursary programs to help students pursue their educational goals.

## SCHOLARSHIP HIGHLIGHTS:



- **High School Scholarship:** Each year we proudly present **five \$1,000** scholarships to students who are graduating from grade 12 who live on, work for or have guardians that work for a farm that is a member of MCGA and plan to attend post-secondary education in any field within two years of graduating.
- **Red River College Polytechnic Bake Off:** We also support Professional Baking Students at Red River College Polytechnic each year with a **\$1000 scholarship** to help continue their professional growth. Students enter a bake-off competition by creating an original recipe using canola oil.

Additional scholarships are presented every year to students at University of Manitoba, Assiniboine College and Canadian Society of Agronomy.



**Stay connected!** Scan the **QR code** to sign up for the Canola Crush newsletter and keep up with information, events and services focused on farm success.



# MARKET DEVELOPMENT



## CELEBRATING CANOLA BEYOND THE KITCHEN

Canola is Canada's homegrown success story — a uniquely Canadian crop that contributes 206,000 jobs and over \$43 billion to our economy each year. While canola is well-known in the Canadian agriculture industry, there's an exciting opportunity to help more Canadians discover its versatility and value.

That's why the National Canola Marketing Program, a partnership between Alberta Canola, SaskOilseeds, and Manitoba Canola Growers, launched an initiative to showcase canola's full potential. Their mission? To help Canadians see beyond canola's well-known role as a cooking oil and develop a nationwide sentiment from apathy to love for the crop.

**8 in 10 CANADIANS** WERE FAMILIAR WITH CANOLA as a COOKING OIL, BUT LESS THAN ONE QUARTER WERE FAMILIAR WITH ITS OTHER USES

## MAKING CANOLA A CANADIAN ICON

Canadians love Canadian — from maple syrup to moose to poutine. Our data and insights proved it. So, to forge this emotional connection, we brought canola to life as an everyday, relatable Canadian character who's loved by all. This personality-driven approach came to life through "Hello Canola" — a digitally-led, fully integrated campaign and branding effort that introduced Canadians to their homegrown hero in a fun and memorable way.

Our campaign launched with a 30-second ad featuring Canadian Canola turning heads in an airport. Then, continued to amplify the story through a series of fact-filled, online "streeter" videos; a new website [www.hellocanola.ca](http://www.hellocanola.ca); strategic partnerships with influencers across nutrition, cooking, lifestyle and farming communities; boosted social shorts; and targeted media outreach.

Hello  
**CANOLA**

Hi-ya, I'm Canadian Canola and over the past half-century I've become quite the hot commodity around the globe. I'm more Canadian than a Moose Jaw Mountie and right up there with maple syrup as the quintessential Canadian plant product. One might say I'm the Zamboni-driving, toque-wearing, beaver on skates of the global farming industry.



# CELEBRATING SUCCESS IN OUR FIRST YEAR

The Hello Canola campaign exceeded goals and expectations with 1 in 10 Canadians who were surveyed after seeing the campaign being able to recall it. Plus, 20 per cent of those who were surveyed and recalled the campaign reported that they're more likely to be familiar with canola.



**20%\*** SAID THEY'RE MORE LIKELY TO BE FAMILIAR WITH CANOLA



**30%\*** SAID THEY'RE MORE LIKELY TO BE AWARE OF CANOLA'S DIVERSE USES (CROP, FEED, FUEL)

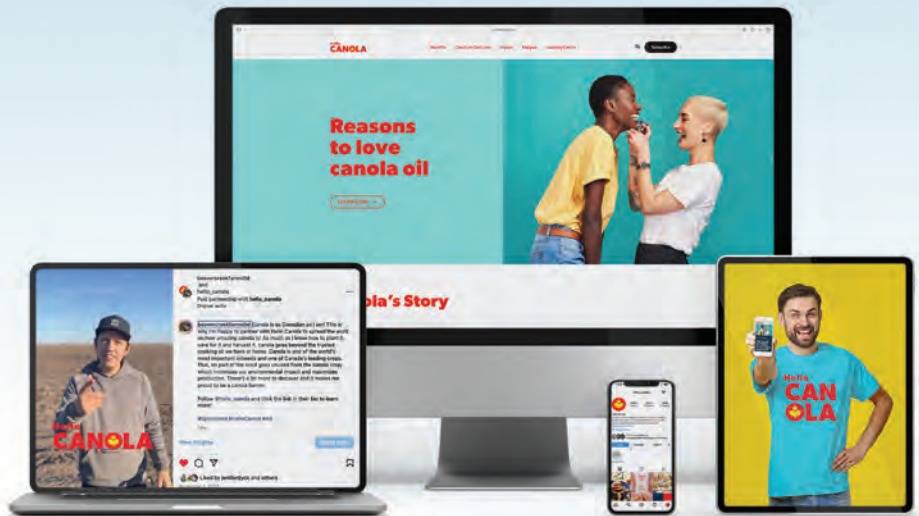


**40%\*** SAID THEY'RE MORE LIKELY TO HAVE A POSITIVE OPINION OF CANOLA

\*OF THOSE WHO WERE SURVEYED AND RECALLED THE CAMPAIGN.

## WHERE DO YOU SEE HELLO CANOLA?

- CONNECTED TV
- ONLINE VIDEO (YOUTUBE)
- META (INSTAGRAM AND FACEBOOK)
- BRAND NEW WEBSITE [HELLOCANOLA.CA](http://HELLOCANOLA.CA)
- INFLUENCER PARTNERSHIPS
- EMAIL NEWSLETTERS
- AND MORE!



## WHAT CANOLA COMMUNITY STAKEHOLDERS ARE SAYING ABOUT HELLO CANOLA

From start to finish, Hello Canola drove buy-in and excitement from internal and external stakeholders, building momentum for Year 2 (2024-25).

**“Love the short video clips and development of the character throughout and also the interviews with consumers and regular people as they were strolling through the streets.”**

**“Having ‘canola’ as a person was perfect. She’s so genuine and at ease when talking to consumers, and funny too! A very likeable personality.”**

**“The millennial in me has enjoyed the new ‘influencers’ that have come through my social media. I see the focus beyond food as a real win too.”**

**“As a farmer, I’m excited to see a new, refreshing, and engaging campaign to catch consumers’ attention. I love the push for making canola as Canadian as maple syrup or Ryan Reynolds!”**

## BRINGING HELLO CANOLA TO MANITOBANS



Everyday is Canola Day in Manitoba and across Canada! From cooking on Great Tastes of Manitoba, to popping up on popcorn bags at True North Sports and Entertainment, and appearing in CTV’s Fields to Forks video series sharing human interest stories that bring canola from the field to our homes. We brought our national Hello Canola campaign to the heart of the province.



**Stay in the know!** Receive timely updates on what’s happening with Hello Canola—your stakeholder newsletter.



# GROWER ENGAGEMENT



**We are focused on farm success. In 2023-24 we delivered practical, hands-on training for members, with a focus on key topics that directly impact farm operations, including soil fertility and safety. We supported important industry events like Manitoba Farm Women’s Conference, Manitoba AgDays and Canola Week to bring even more value to our members.**

With a drive to meet the unique learning and development needs of our members, we evolved our team structure this year. We are focused on maintaining a strong connection with our members so we can continue to deliver valuable opportunities that align with your needs on the farm. We are excited to hear from you on what matters most, helping shape future programs and resources.

## **BUILDING LEADERSHIP CAPACITY**

We’ve been building a strong community of leaders within our membership through our Learn to Lead program. This year we put them to work as industry voices—speakers, representatives, committee and board members. From Grow Canada to Canola Week and the Advancing Women in Agriculture Conference, our leaders are representing MCGA and positioning Manitoba farmers as bold leaders who show up where it counts.

In March, we launched the next level of Learn to Lead: the Prairie Leadership Alumni Network (PLAN), where we brought together alumni from Manitoba, Alberta, and Saskatchewan before the Canadian Crops Convention. Our members were able to get together with farm leaders from across the prairies to engage in valuable discussions that will shape agriculture on their farms, in their provinces and across the country moving forward and growing in the future.



## LEARNING TOGETHER

Collaboration has been key in delivering valuable learning experiences for our members. In partnership with Manitoba Crop Alliance, Manitoba Pulse and Soybean Growers, KAP, CCC and CCGA, we hosted hands-on learning events including:

- CROPCONNECT CONFERENCE
- CANOLA MORNING AT MANITOBA AG DAYS
- SOIL FERTILITY WORKSHOPS
- FARMER FIRST AID
- FARMER DAY AT 2024 CROP DIAGNOSTIC SCHOOL
- CROP MANAGEMENT FIELD TOUR



## COMMITMENT TO FARM SAFETY

Farm safety remains a top priority for MCGA. We proudly sponsored the Canadian Agricultural Safety Association's (CASA) BeGrainSafe program, which trained firefighters in MacGregor and Winkler in grain entrapment response in June. We also amplified CASA's grain safety awareness messaging during BeGrainSafe Week in August on social media and in our newsletter.

Back by popular demand, we partnered with FarmSafe Manitoba (KAP) to offer Farmer First Aid training for the second year in a row. This year we offered the training in Steinbach and Virden, equipping participants with life-saving first aid skills tailored to farm-related injuries.

**We want to hear from you!**  
 Let us know what you would find valuable in speakers, events and training in the future.



# CANOLA COUNCIL OF CANADA



**The Canola Council of Canada (CCC) provides industry-wide strategy, advocacy, trade support and research strategy and administration, amplifying our impact.**

Their agronomic and production resources, including their agronomy specialists, offer tremendous value for our members.

## CCC'S STRATEGIC PRIORITIES:

- 1. SUSTAINABLE, RELIABLE SUPPLY:** With demand for canola strong and growing, our continued success relies on our ability to deliver a high-quality, sustainable crop. We are growing opportunities to meet demand through innovation, agronomy and a shared view of where to focus our collective efforts.
- 2. STABLE, OPEN TRADE:** Here in Canada and internationally, the CCC is constantly monitoring developments that could either help or hurt our opportunities for predictable trade and competitiveness in the canola marketplace. The CCC is diligent in working with government officials and industry colleagues to help chart the best paths to success.
- 3. DIFFERENTIATED VALUE:** Science-backed evidence sets Canadian canola apart from other sources of oil and meal. In 2023, we brought this message to buyers, associations and government officials in all key markets for Canadian canola.

Many new opportunities took root in 2023 including:



**GROWING DIVERSIFICATION INTO BIOFUELS MARKETS**



**REVITALIZING CONNECTIONS WITH CHINA AND OTHER KEY MARKETS**



**RENEWING INVESTMENT IN RESEARCH, AND MARKET ACCESS AND DEVELOPMENT**



**LEARNING MORE ABOUT CANOLA AGRONOMY IN THE BROWN SOIL ZONE**



**ESTABLISHING RESOURCES IN THE INDO-PACIFIC REGION**



**FACILITATING INNOVATION IN PLANT BREEDING AND CROP PROTECTION PRODUCTS**

### 2023 CCC USE OF CORE FUNDS BY PRIORITY AREA<sup>1</sup>:



- 36% SUSTAINABLE SUPPLY**  
includes canola production and innovation, and canola research
- 35% INDUSTRY LEADERSHIP**  
includes association management, convening the board and membership, communications, convention and government relations
- 19% PUBLIC AFFAIRS AND COMPETITIVENESS**  
includes market access, trade, policy and programs development and advocacy
- 10% UTILIZATION**  
includes global canola brand maintenance and targeted promotion to export markets

1. Based on the CCC 2023 budget

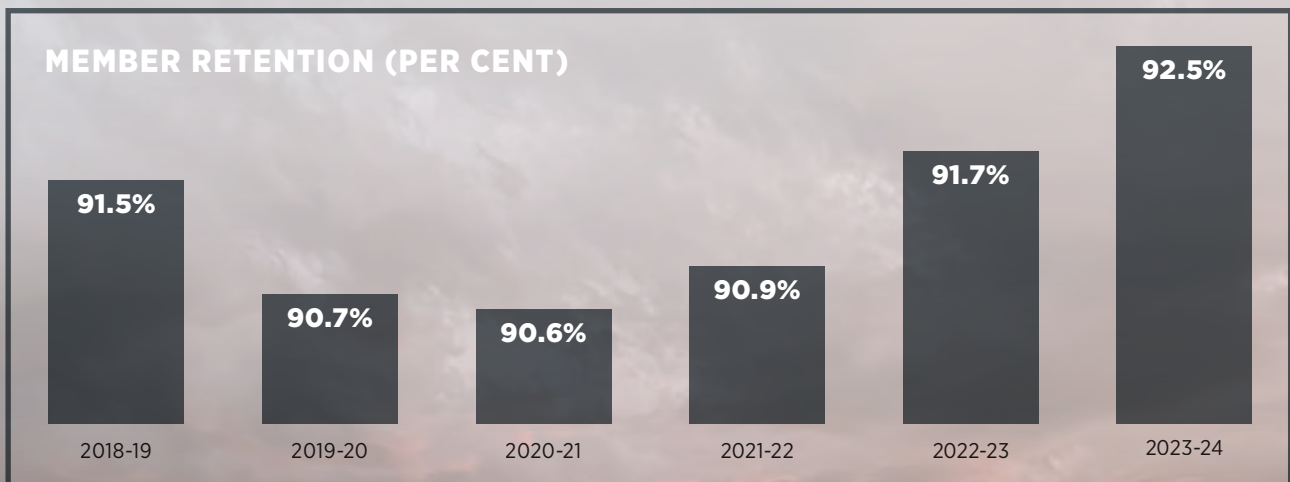
# CHECKOFF REFUNDS



**We know the importance of every dollar on the farm. Margins are thin, risks are high. Supporting farmers to secure reliable markets for canola, provide production and marketing tips, offer training and programming that helps reduce and manage risk—these are the reasons Manitoba Canola Grower Association (MCGA) exists.**

Funded by farmers and focused on farmers, we work hard to deliver the tools and resources to build a strong canola industry so you can stay focused on what matters most—your farm business. We respect there are many reasons why some farmers choose not to support MCGA, but we strive to show all farmers, members or not, that investing back into their industry pays off.

Member retention is strong. MCGA has grown and evolved with the industry to meet the ever-changing needs of canola farmers. Our commitment to delivering value has been reflected in strong member retention rates in recent years:



Your continued support shows us that we are on the right track. Thank you for being a member of MCGA. With every dollar you invest, we're able to multiply that value—sometimes tenfold—to deliver programming with maximum impact and maximum value for your farm. As we look to the future, we're excited to expand that value even further.





**COME TO OUR**  
**ANNUAL GENERAL  
& SPECIAL MEETING**  
**TO DISCUSS:**

**FULL FINANCIALS  
ANNUAL REPORT  
NATIONAL PARTNER UPDATES  
BY-LAW UPDATES  
CHECKOFF DISCUSSION**

**TUESDAY, FEBRUARY 11, 2025**

**4:00 to 6:00 pm**

**Wellington A**

**Victoria Inn Hotel and Convention Centre**

**Winnipeg, MB**



**Manitoba  
Canola Growers**

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