



FARMER FUNDED, FARMER FOCUSED

2024-25 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 checkoff 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 farmers:

1. **Futureproof the Organization** to prepare for continued growth in member value.
2. **Create and Deliver Stand-Out Value**, through communications and programming.
3. **Position Farmers as Bold Leaders** who show up where it counts.

DURING THE 2024 GROWING SEASON:

OVER

7,500

**CANOLA FARMERS
IN MANITOBA**

HARVESTED

3.31 M

ACRES of CANOLA

**WITH AN AVERAGE YIELD
of 37.1 BUSHELS/ACRE**

RESULTING IN AN ESTIMATED

2.79 M

METRIC TONNES of CANOLA

THAT IS OVER

122.8 M

**BUSHELS GROWN
IN MANITOBA**

AND IF CRUSHED THAT WOULD BE OVER

1.3 BILLION

LITRES of CANOLA OIL

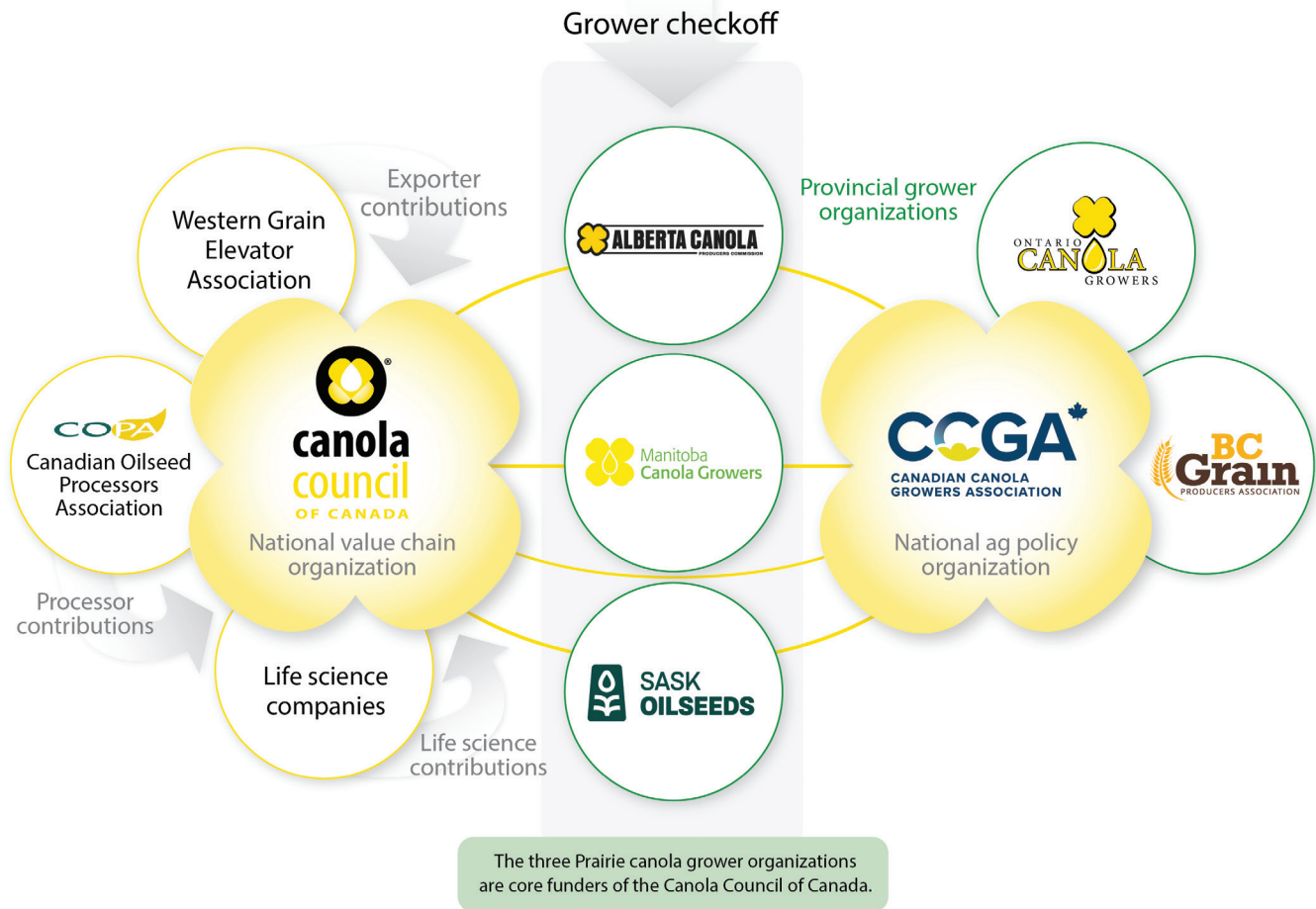


CANOLA VALUE CHAIN

The Canadian canola industry works together to maximize impact for Canadian canola farmers.

Canada's canola value chain includes farmers, 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. These partnerships extend our resources and impact well beyond what one organization can do. This chart shows how the canola value chain works together to support Canadian canola farmers.



NATIONAL PARTNERS



Canola Council of Canada (CCC)

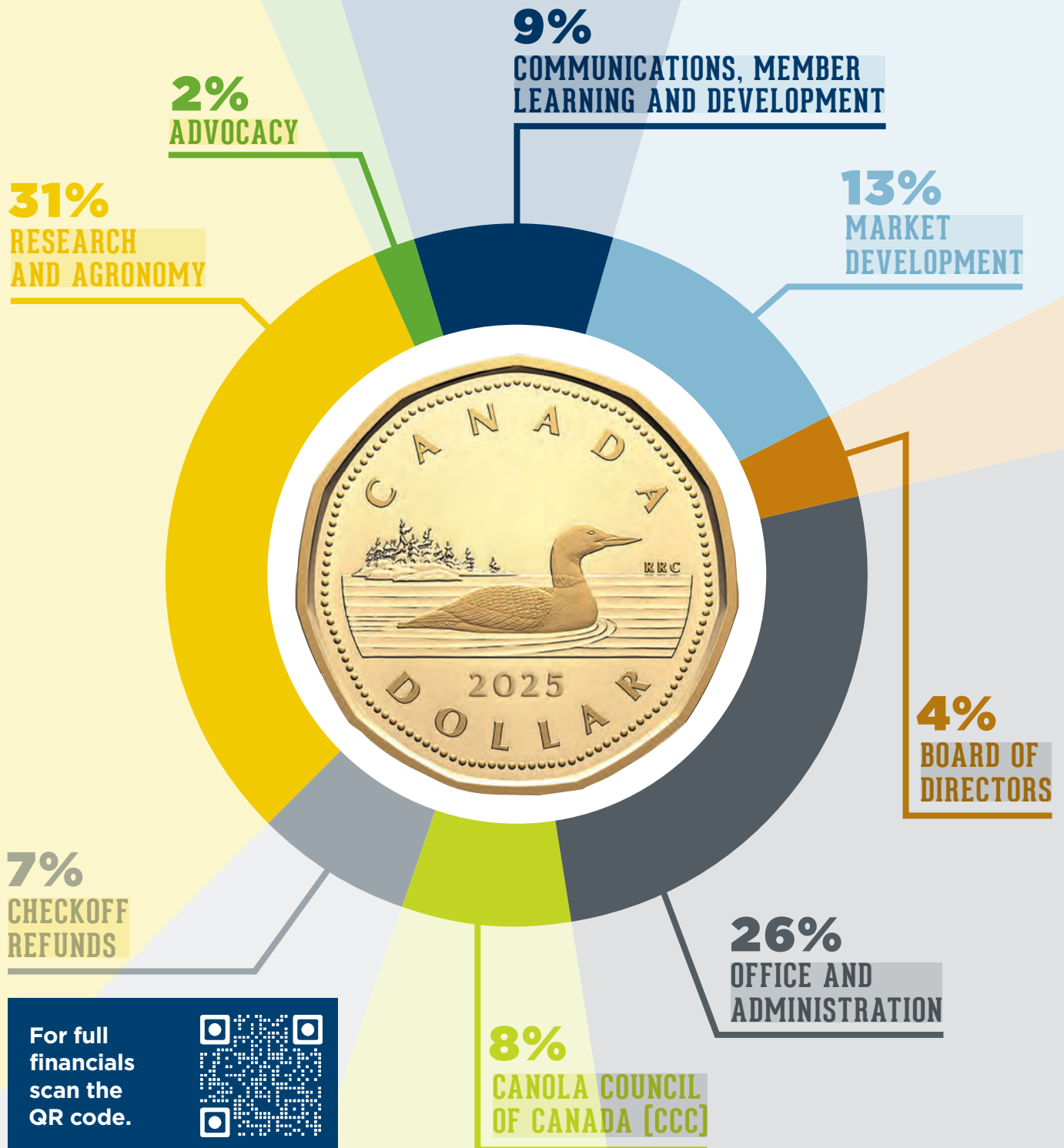
CCC is a national organization that unites the full canola value chain, including farmers, processors, life science companies and exporters, to drive innovation and growth. MCGA is a core funder, and has a farmer representative on the CCC board of directors, amplifying your voice in making decisions 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)

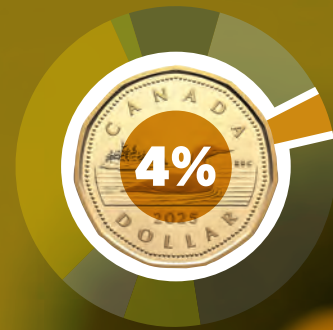
CCGA represents the voice of approximately 40,000 canola farmers across Canada. CCGA has been at the forefront of driving change for canola farmers, researching impactful policy topics and bringing farmers' interests forward as well as supporting the working capital needs of Western Canadian farms. MCGA pays CCGA a modest membership fee 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. **See page #19** for more information.

MEMBER VALUE IN EVERY DOLLAR

Percentages represent dollars spent in the 2024-25 budget year.



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. Our directors guide strategy and spending, represent farmers at key boards, committees, events and consultations, and tell canola farmers' story through media.



WARREN ELLIS
Chair
Wawanesa



JACKIE DUDGEON-MACDONALD
Vice Chair
Darlingford



NICOLEA DOW
Secretary
Portage la Prairie



JAY DERKACH
Treasurer
Russell



CHARLES FOSSAY
Starbuck



DARREN NYKOLIATION
Carman



EVAN GILLIS
Morden



JASON KEHLER
Carman

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 extend the resources available to Manitoba canola farmers and tackle more issues that matter at a local, national and international level.

Most of our work happens behind the scenes, shaping research, policies and perceptions of canola and canola farmers, often proactively before challenges arise. Our partners help us engage where we need to, while managing our budget and programming to stay focused on what matters most in Manitoba.

U.S. TRADE:

While China's tariffs led headlines for the year, the U.S. was close behind creating unpredictability in our top two markets. Many of the discussions, meetings, and communications related to China also included collaborative strategy development and intelligence sharing focused on the U.S. market.

BIOFUELS:

The biofuel market is promising but volatile in this stage of growth and development. MCGA worked with CCGA, CCC and COPA to monitor developments and influence policy in Canada and the U.S. aiming to create a stable, positive outcome for farmers.

BILL C59:

"Greenwashing" through misleading sustainability claims poses a real risk to agriculture. MCGA supported its national partners in efforts to clarify this bill, recognizing that the sector's ability to tell an authentic sustainability story depends on policies grounded in science and credible, defensible claims.

ADVOCACY IN ACTION:

CHINA TRADE:

MCGA has been deeply engaged in trade lobbying on China. Through many calls, meetings and communications with provincial and federal governments, lobbying partners and members we continue to spark discussion, drive action and reshape strategy by sharing Manitoba farmers' needs, frustrations and reactions at every stage of this complex political situation.



CONSULTATIONS:

Every year, MCGA is asked to bring Manitoba canola farmers' perspectives to consultations, and we consistently see our comments reflected in the outcomes. This year we were heard at many trade meetings on China, the U.S., and market diversification opportunities like biofuels. We also advocated for farmers' interests on the Canadian Grain Commission, sustainability targets, federal and provincial government turnover and strategy meetings, Canola Council of Canada strategic planning, the transition of University of Manitoba's Dean of Agriculture and more.



MANITOBA GOVERNMENT ENGAGEMENTS:

MCGA strengthened ties with the provincial government this year, becoming a go-to voice on canola issues. We met frequently with officials at all levels on key topics like trade and biofuels, including three meetings with the Premier, many with Ministers and their teams, and engaging with the U.S. Consulate.

PORT AND RAIL STRIKES:

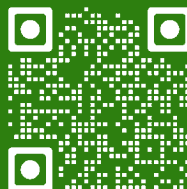
In a tumultuous fall of labour strikes across ports and railways, MCGA contributed to a series of collaborative meetings and campaigns.



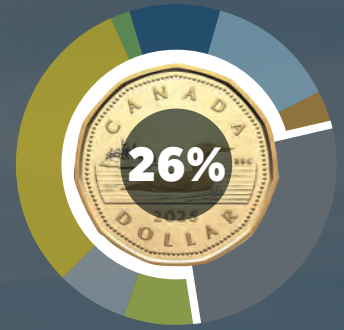
CCGA/CCC LOBBY DAYS IN OTTAWA:

This is an annual opportunity to influence federal decision-makers in person with farmers' comments on the importance of trade with China and a promising biofuel market. This event builds farmers' profile on Parliament Hill in Ottawa, builds skill to advocate for farm needs, and makes our partners' work even more impactful.

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 Director



AMY DELAQUIS
Research and Agronomy Manager (on leave)



JARED BENTO
Interim 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
Checkoff and Member Service Administrator

Manitoba Canola Growers Association continues to find new ways to keep overhead costs low by sharing costs for three of our staff positions with partners, leveraging new technology and maintaining disciplined spending across operations.

Office and administration include:

- 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.

2024-25 RESEARCH HIGHLIGHTS

MANITOBA CANOLA GROWERS ASSOCIATION (MCGA) INVESTED A TOTAL OF

\$1,219,898 IN RESEARCH AND AGRONOMY

FUTURE COMMITMENTS

\$1,082,718

TO

37 NEW AND EXISTING RESEARCH PROJECTS

OVER THE NEXT TWO TO FIVE YEARS

6

DIFFERENT ON-FARM RESEARCH FIELD TRIAL TYPES

ACROSS

42 FIELDS

COMMITTED

\$108,994

OF FUNDING TOWARDS RESEARCH CAPACITY

IN WESTERN CANADA

10 RESEARCHERS ATTENDED

THE

FOURTH ANNUAL RESEARCH CAMP

AND VISITED

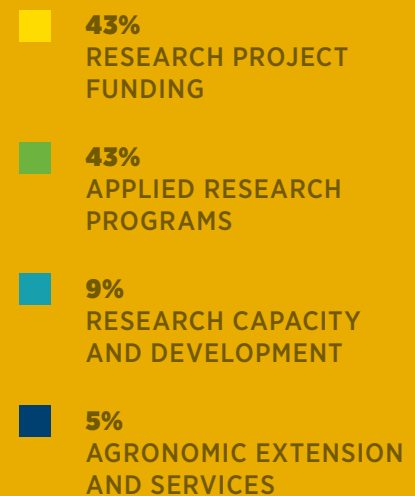
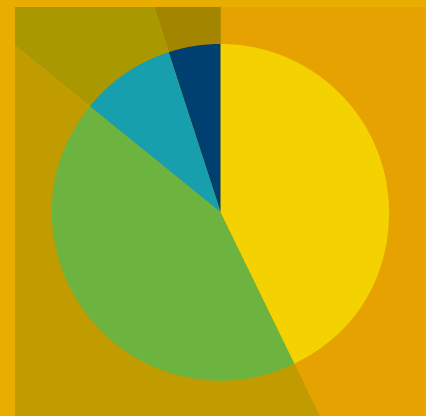
6 FARMS

IN MANITOBA

8 CANOLA VARIETY EVALUATION TRIAL

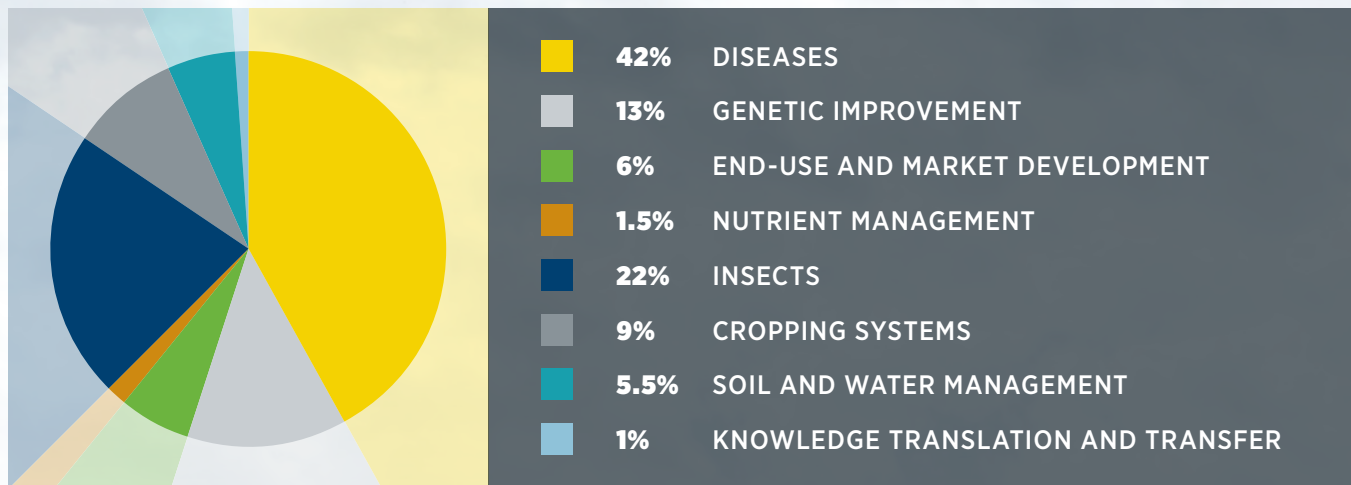
SITES ACROSS MANITOBA

2024-25 RESEARCH AND AGRONOMY SPENDING:



RESEARCH PROJECT FUNDING

2024-25 PROJECT FUNDING BY RESEARCH AREA



In 2024-25, MCGA invested **\$530,483.61** to support **47** new and existing research projects. Last year marked the launch of the new Canola AgriScience Cluster: a group of 15 projects funded by MCGA with over 50:1 leveraging through other grower groups, Canola Council of Canada and the Government of Canada. Recent annual reports show all projects are generally on track and on budget, with minor flags related to staffing, internal funding structures and field conditions.

The 2025 Canola Agronomic Research Program (CARP) also saw five projects funded by MCGA for their focus on verticillium stripe, drought tolerance, flea beetle management and sclerotinia. One special project entitled the “Applied Verticillium Research Initiative” was coordinated directly between MCGA and verticillium experts at the University of Manitoba (UM) and New Era Ag Technologies.

UM’s portion of this project has been directly integrated with MCGA’s On-Farm Research (OFR) program, which includes two new verticillium-focused trial types: harvest management and early season fungicide. Using samples from Manitoban canola farmers across the OFR program, Dr. Harmeet Chawla is developing robust verticillium soil testing and investigating correlations between long-term crop management practices and verticillium incidence and severity. This project builds upon the applied nature of OFR, aiming to provide decision-quality information for direct application on farm.

2024-25 NEW RESEARCH PROGRAM FUNDING COMMITMENTS

Funding Program	Partners	# Projects	MCGA Funding Committed	Total Project Funding	Leverage
Canola Agronomic Research Program (CARP)	Alberta Canola, SaskOilseeds, WGRF	5	\$293,051.38	\$1,629,604	4.6
NSERC Alliance	Alberta Canola, SaskOilseeds	1	\$100,000	\$900,000	8
Applied Verticillium Research Initiative	Independent	2	\$51,037	\$51,037	N/A

APPLIED RESEARCH PROGRAMS

Our applied research programs focus on producing meaningful results and resources for you, our farmer members, to support decisions on your farms.



CANOLA ON-FARM RESEARCH

Now in its fourth year, the Canola On-Farm Research (OFR) program ran across Manitoba, with six unique trial types taking place in farmers' fields, including:

Trial	# of Sites
Nitrogen Rate	4
Seeding Rate	4
Seed-Placed Fertilizer (SPF) Toxicity	16
Phosphorus Source & Rate	4
Early Season Fungicide	8
Harvest Management for Verticillium Stripe Incidence	6

Working alongside agronomists, we partnered with farms across the province to demonstrate how different management practices and products perform at field-scale conditions on their own land. The results from these trials are shared with all members, providing valuable insights to guide decision-making and improve farm profitability.

For Canola On-Farm Research results visit our website.



CANOLA VARIETY EVALUATION TRIALS

MCGA is proud to champion the independent evaluation of commercial canola varieties in Manitoba. Working in collaboration with the canola seed industry and select research stations, we coordinate field trials designed to capture how varieties perform in Manitoba's growing environments. In the 2025 season, **18 canola varieties** were evaluated across **eight sites**: Swan River, Melita, Hamiota, Holland, Arborg, Rosenort, Morden and Carman.

For Canola Variety Evaluation Trial results visit our website.



CANOLA DIAGNOSTIC SERVICES

MCGA offers free testing to help Manitoba canola farmers detect and manage crop diseases. Through lab-based molecular analysis and expert insight, we provide clear, practical results that support field decisions and enhance productivity.

Tests include blackleg, verticillium stripe and clubroot. Through this service, members receive one free test type per field. To learn more or submit a field sample visit canolagrowers.com.

COMMUNICATIONS, MEMBER LEARNING AND DEVELOPMENT

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

WEBSITE:

Visit us at 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.

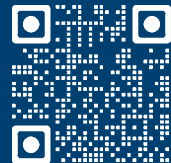
SOCIAL MEDIA:

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



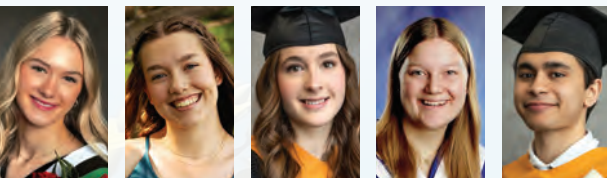
Stay connected!

Scan to sign up for the Canola Crush newsletter and keep up with information, events and services focused on farm success.



INVESTING IN EDUCATION

MCGA is committed to fostering the next generation of talent by offering a variety of scholarships and bursaries. These programs 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 three 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.
- **University of Manitoba:** **Four scholarships** are awarded annually to students in the Diploma, Bachelor, and Graduate programs within the Faculty of Agricultural and Food Sciences, recognizing academic achievement, extracurricular involvement and financial need.
- **Assiniboine College:** **Two scholarships** are awarded annually to students in the Agribusiness and Culinary programs who demonstrate passion and commitment to their chosen field.
- **Canadian Society of Agronomy:** **One scholarship** is presented each year to support students advancing research and innovation in agronomy.



PRACTICAL LEARNING FOR FARM SUCCESS

In 2024-25, we delivered hands-on training for members, focusing on key topics directly impacting farm operations. We also supported important industry events and initiatives like Manitoba Farm Women’s Conference, Manitoba AgDays, Manitoba Farmer Wellness Program, Do More Ag and Canola Week to bring even more value to our members.

LEARNING TOGETHER

Collaboration has been key in delivering valuable learning experiences. In partnership with other Manitoba commodity groups and Manitoba Agriculture we hosted events including:

- **Canola Morning at Manitoba Ag Days**
- **CropConnect Conference**
- **Soil Fertility Workshop – Dauphin**
- **Farmer Day at Crop Diagnostic School**
- **On Farm Research Tour**



BUILDING LEADERSHIP CAPACITY

We’ve been building a strong community of leaders within our membership through our Learn to Lead program. This year we had an opportunity to reunite with past participants of the program in February. A group of 35 farmers and facilitators spent the day exploring a wide range of topics including sprayer logistics, research priorities, regional agronomic challenges, ag tech, advocacy from a farmer’s perspective and connection and learning from one another.

ENGAGING WITH MEMBERS

In 2024–25, MCGA invited members to help shape the organization’s future through surveys, phone calls, in-person events, and a focus group. Farmers provided valuable feedback on how MCGA can continue to evolve and better support Manitoba canola farmers in the years ahead. This input will help guide the board and staff in future strategic planning and program development.

COMMITMENT TO FARM SAFETY

Farm safety remains a top priority for MCGA. We are one of the founding sponsors for the BeGrainSafe Trailer that was built in 2017 and offers a program delivering grain safety awareness and hands-on firefighter training across the country.



122 CANADIAN LOCATIONS



21 IN MANITOBA



4,000+ FIREFIGHTERS TRAINED



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.

8 in 10
CANADIANS
KNOW CANOLA AS A COOKING OIL,
BUT FEWER THAN
1 in 4 RECOGNIZE ITS
BROADER APPLICATIONS

Research showed that while most Canadians recognized canola as a cooking oil, few understood its uniquely Canadian legacy or broader applications. That's why the National Canola Marketing Program (NCMP), a partnership between Alberta Canola, SaskOilseeds and Manitoba Canola Growers, launched the Hello Canola campaign brand to spark new national pride and connection to this uniquely Canadian crop.

UNDERSTANDING OUR AUDIENCE

We focus our digital outreach on urban, Canadians, many of whom make key household decisions and may not yet recognize canola's full impact beyond the kitchen. Guided by this data, the second year of the Hello Canola campaign focused on digital-first storytelling and online media partnerships, reaching Canadians where they consume most lifestyle content.

We partnered with national publishers including The Kit, Toronto Star, and Chatelaine to deliver custom online articles, positioning canola as an iconic Canadian staple through authentic, culturally resonant storytelling. Content was tailored to each publication's audience and timed to cultural moments for maximum impact. This integrated, data-driven approach ensured Hello Canola's story reached and resonated with the right Canadians at the right time.





CELEBRATING SUCCESS IN YEAR TWO

Survey data continues to show progress in shifting public perception:



57% OF CANADIANS WERE FAMILIAR IN GENERAL WITH CANOLA, UP FROM 49% LAST YEAR.



23% HELD A GOOD OPINION OF CANOLA FOR FUEL, A FOUR-POINT INCREASE FROM LAST YEAR.



42% REPORTED A POSITIVE OPINION AFTER LEARNING CANOLA IS CANADIAN, UP FROM 31%.



19% NOW HOLD A 'MUCH MORE POSITIVE' VIEW, NEARLY DOUBLE THE PREVIOUS 11%.

Three in ten Canadians' opinions improved after learning canola is made in Canada. Two thirds, however, still need more to be convinced of its value. This highlights the continued opportunity to move Canadians from apathy to love of this homegrown crop, to grow canola's reputation at home and abroad. Overall, campaign outputs materially outperformed industry benchmarks, confirming the effectiveness of our audience-first approach.



PARTNERING WITH TRUSTED VOICES

As misinformation about seed oils spread online, we saw an opportunity to cut through the noise with credible, evidence-based storytelling. Expanding our partnership with registered dietitian Abbey Sharp beyond her social posts, we co-developed a long-form, evidence-first Q&A article: “**Debunking Inflammatory Myths About Canola Oil**,” hosted on hellocanola.ca. This piece used science-backed facts and approachable language to clarify misconceptions and directly address trending criticisms, positioning Hello Canola as a reliable industry authority.

Her message reached Canadians across multiple channels, including national morning shows and Pinterest. Abbey's credible voice helped ground the campaign's educational and myth-busting content in credibility and clarity.

SUPPORTING AGRICULTURE EDUCATION



We're proud to support Agriculture in the Classroom-Manitoba (AITC-M), helping young Manitobans learn where their food comes from. Thanks to their programs, accurate, balanced and current agriculture curriculum is reaching almost 50,000 students in over 400 schools across more than 150 communities—guided by over 2,500 teachers.

Through our multi-year financial support and volunteering, MCGA helps AITC-M bring learning to life through programs such as Canadian Agriculture Literacy Month, Amazing Ag Adventure, and the AITC resource library, which includes hands-on activities like canola crush and more!



BRINGING HELLO CANOLA TO MANITOBANS

From popcorn bags at the Canada Life Centre to screens across the province, we continue to bring Hello Canola to life right here at home. Popcorn is the No. 1 selling food kiosk item, and is a valuable opportunity to bring the Hello Canola brand into the hands of Manitoba consumers.

Together with six Manitoba commodity partners, we proudly supported Great Tastes, celebrating local ingredients and the people who grow them.



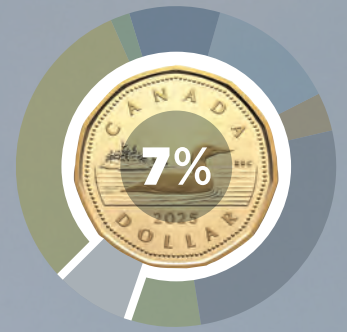
HELLO CANOLA: AN AWARD-WINNING CAMPAIGN!



Hello Canola's creative approach to connecting Canadians with their homegrown crop continues to earn recognition. In 2024, the campaign received 10 awards, including:

- **3 wins and 4 certificates of merit at CAMA**
- **IABC Silver Leaf Award**
- **IABC Gold Quill Award**
- **Global recognition within our agency Fleishman Hillard Highroad**

CHECKOFF REFUNDS



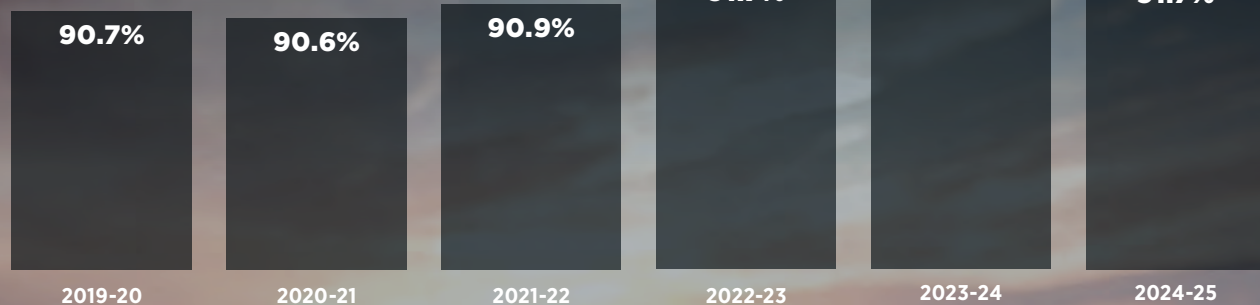
We know the importance of every dollar on the farm. Margins are thin, risks are high. That's why farmers founded the Manitoba Canola Growers Association (MCGA) to strengthen their operations through shared investment.

For just two cents a bushel, members gain access to farmer-driven research, practical production information, strategic domestic marketing initiatives, and a strong collective voice advocating for markets and policy that work for farmers.

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:

MEMBER RETENTION (PER CENT)



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. Looking ahead, we are excited to expand that value even further, with a strategic focus on the programs and services that matter most to our members.



The Canola Council of Canada (CCC) provides industry-wide strategy, advocacy, trade support and research strategy and administration, amplifying our impact far beyond what we, Manitoba Canola Growers Association (MCGA), could accomplish on our own.

As a core funder, Manitoba Canola Growers are represented on CCC's board of directors, where our board member contributes valuable provincial insight and ensures the farmer perspective is well represented at the national table.

CCC'S STRATEGIC PRIORITIES IN 2024 WERE:

- 1. SUSTAINABLE, RELIABLE SUPPLY:**
Meeting growing global demand for Canadian canola while increasing the economic and environmental benefits of every acre.
- 2. DIFFERENTIATED VALUE:**
Demonstrating the quality characteristics of canola seed, oil and meal.
- 3. STABLE, OPEN TRADE:**
Creating a trade environment that allows the industry to attain maximum value for canola.

In the final year of the current strategic plan, CCC worked across the canola value chain to meet some tough and unanticipated challenges, while building and supporting new opportunities to keep the industry moving forward:

RESILIENCE ROOTED IN KNOWLEDGE

Taking action on verticillium stripe, delivering timely agronomic advice, advancing canola research, and encouraging adoption of 4R practices.

RESILIENCE ROOTED IN RELATIONSHIPS

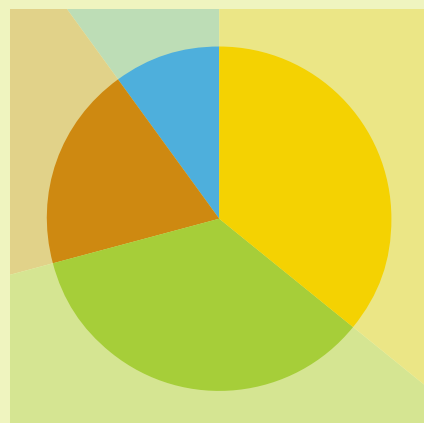
Preparing for the CUSMA review, addressing the need for supply chain reliability, participating in China's anti-dumping investigation, working to secure and simplify access to biofuels markets, fostering relationships in Ottawa, pursuing forward-looking policies to support Canadian canola's competitiveness, and meeting export requirements.

RESILIENCE ROOTED IN OUTREACH

Connecting with key markets, reinforcing the health benefits of canola oil, and refreshing resources promoting canola meal.

CCC also worked closely with its members to develop a new strategic framework, focused on ensuring a sustainable and reliable canola supply, working to strengthen market stability, and building value for members including MCGA.

2024 CCC USE OF CORE FUNDS BY PRIORITY AREA¹:



- 36% SUSTAINABLE SUPPLY**
Includes canola production and innovation, and canola research.
- 34% INDUSTRY LEADERSHIP**
Includes convening the board and membership, communications, convention, government relations, and association management.
- 20% 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 2024 budget

CANADIAN CANOLA GROWERS ASSOCIATION



Canadian Canola Growers Association (CCGA) is farmer-founded and farmer-led, representing approximately 40,000 canola farmers across Canada.

CCGA'S MISSION:

To influence national and international issues, programs, and policies to enhance the success of Canadian canola farmers.

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.

As a member, MCGA contributes an annual fee and is represented by two farmer board members, who bring provincial insight to the table and ensure Manitoba farmers' perspectives are considered in policy discussions that affect your farm today and in the future.

ADVOCACY IN NUMBERS:

 **164**
MEETINGS

 **28**
GOVERNMENT
SUBMISSIONS

 **5**
COMMITTEE
APPEARANCES

CCGA was recognized as a top lobby organization and CCGA's Vice-President, Government and Industry Relations, was recognized as a top lobbyist for 2025.

CCGA'S VISION:

Helping farmers succeed.

For 40 years, CCGA has been supporting the needs of Canadian canola farmers, driven by its four organizational priorities:

- 1. Policy Development.** Strong, well-informed agricultural policy development is critical to farmers' success. CCGA focuses on practical, farmer-focused policy solutions in five key areas:
 - Trade
 - Transportation
 - Science and Innovation
 - Farm Business Management
 - Sustainability
- 2. Government Advocacy.** CCGA brings forward practical, farmer-driven solutions and ensures canola farmers have a respected voice at the tables where policies are shaped.
- 3. Cash Advance.** Serving the working capital needs of Western Canadian farmers with the Advance Payments Program. CCGA has been an administrator of the Advance Payments Program (APP) since 1984, providing cash advances to help thousands of farmers better market their commodities and finance their operations.
- 4. Public Trust.** Building Canadians' trust in agriculture.



Come to our

ANNUAL GENERAL MEETING

to discuss:

Full financials
Annual report
National partner updates
Checkoff discussion

Thursday, February 12, 2026

7:30 am - Wellington A

Victoria Inn Hotel and Convention Centre

Winnipeg, MB



Manitoba
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