



Realizing a Bright Future
for the Canola Industry

ANNUAL REPORT 2009



Realizing a Bright Future for the Canola Industry



Manitoba
Canola Growers

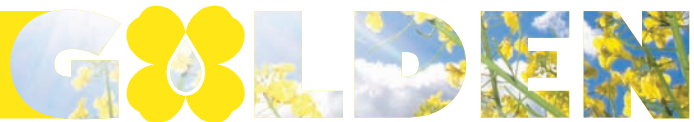


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The economic impact of canola for the Canadian economy is \$14 billion dollars. The economic impact of canola for Manitoba is \$2.37 billion dollars.

From the Development of a Crop to the Development of an Organization

The Crop

In 1974, Dr. Baldur Stefansson, a plant scientist at the University of Manitoba, developed a variety of rapeseed that could be used as edible oil. Collaborating with experts in several fields, including Dr. Keith Downey from Agriculture Canada, Dr. Stefansson further deepened his understanding of the crop by measuring, assessing and manipulating the erucic acid levels in rapeseed. Through traditional plant breeding, Drs. Stefansson and Downey developed the first “double low” variety of rapeseed, drastically reducing the erucic acid and the anti-nutritional glucosinolate levels that hampered the seed’s suitability for human consumption.

The newly-improved oilseed was named canola, a clever combination of the words “Canada” and “oil.” The variety quickly grew in popularity with farmers to become one of the country’s top crops—and one of the world’s healthiest edible oils.

Throughout his studies, Dr. Stefansson also developed cultivars of the rapeseed crop for specialized uses such as the world’s first low linolenic acid canola variety “Stellar” and high erucic acid rapeseed cultivars for special industrial applications. Baldur Stefansson released seven cultivars of rapeseed, two cultivars of soybeans and one cultivar of turnip rape.

The Organization

The Manitoba Canola Growers Association (MCGA) is a 9,000-member strong organization committed to maximizing net income from canola.

Originally established in 1970 as the Manitoba Rapeseed Growers Association, our organization was incorporated in 1982 as the MCGA. Today, we use grower check-off dollars for “seed money” to grow the future, with every dollar spent leveraged at the local, national and international levels to give growers a greater return on their investment. Through the strategic and considerate usage of check-off contributions, MCGA ensures that our members are well-positioned to take advantage of opportunities to maximize their net income from growing canola.

2008–2011 Strategic Plan

Markets and Net Returns

Relevant production practices that enhance profits

By focusing on production practices and efficiencies, MCGA has helped growers realize significant improvements including:

- An additional five bushels in yield with no additional cost by delaying swathing until 50% seed colour change
- An increase in yield by nearly seven bushels per acre by increasing plant stand to 8–10 plants per square foot
- A four-bushel per acre yield advantage through early seeding

Increased access to the tools required for profitable marketing

Our ongoing investment in production and marketing helps support good practices that enhance grower profits. MCGA is also committed to funding relevant research programs and development studies to secure high-value markets and to advance our industry, including:

- Direct funding for the High Erucic Acid Rapeseed (HEAR) Industrial Research Chair at the University of Manitoba. Every dollar from MCGA provides almost \$6 in funding plus a further \$1.4 million in additional investment in Manitoba public canola research.
- A joint partnership of the Prairie Canola Agronomy Research Program, along with the Alberta Canola Producers Commission (ACPC), the Saskatchewan Canola Development Commission (SCDC), the Canola Council of Canada (CCC) and Agriculture and Agri-Food Canada (AAFC). MCGA pools grower dollars with these groups to do Prairies-wide agronomic research, a collaborative approach which allows for greater access to researchers, projects and government dollars. These projects are larger, span Western Canada and provide better results as they account for agronomic difference due to soil types and regions.
- MCGA is also maximizing the AAFC research stations in Manitoba including the *Legume Crops to Improve Soil Fertility for Enhanced Canola Yield and Quality and Soil Health* research project.

Continuous market development to secure high value markets

Example: Every \$100 million in new demand for canola generates an additional \$83 million in Canadian gross domestic product and more than 730 direct jobs in value-added industries, many located in rural areas. MCGA's participation in the North American Oil Promotions Program promotes canola oil to USA consumers, chefs, dieticians, health professionals and the media. MCGA has lobbied both the federal and provincial governments for incentives and mandates on biodiesel.

Member Relations

Awareness activities that provide accurate, factual information about canola

It is essential that MCGA continues growing consumer awareness of canola, its nutritional benefits and the positive impact this important crop has on Canada's economy. Our efforts in this area include:

- Supporting the education of future consumers and growers through school-based programs such as Agriculture in the Classroom-Manitoba and the Canola Learning Centre (CLC). Our participation ensures that over 10,000 school children receive accurate and factual information about canola each year.
- Funding scholarships and bursary support to the University of Manitoba's Faculty of Agriculture and Food Sciences, Red River College and Assiniboine College.
- We also participate in *Great Tastes of Manitoba*, a highly rated, locally-produced TV cooking program which showcases Manitoba food products (including canola oil) to over 40,000 consumers who tune in each week.
- The development and management of numerous on-line properties aimed at members, consumers and children.

Building Influence

Develop and maintain influential alliances and collaborate with industry and government

To ensure a steady demand for canola growers' crops, MCGA works to develop and maintain influential alliances and to serve as a liaison between industry and government. Our efforts include:

- Working with industry to identify innovations that are beneficial to all growers.

- Developing and maintaining relationships with both federal and provincial governments
- Maintaining strong ties with our sister organizations in Canada: the BC Grain Producers Association, ACPC, SCDC, the Saskatchewan Canola Growers Association and the Ontario Canola Growers Association. We also value our cross-border connections with the Northern Canola Growers Association, the Minnesota Canola Council and the U.S. Canola Association. MCGA is a member of the CCC and the Canadian Canola Growers Association.

Enhance Leadership

Build trust and confidence through visionary planning, unified governance and effective decision-making focused on the best interest of Canola Growers

MCGA is guided by a set of bylaws, which are reviewed yearly to ensure they meet the needs of its members. MCGA has a Board of Directors training session that was developed to help new Directors to understand MCGA and the canola industry. MCGA supports programs that promote agriculture as an attractive option to young farmers and young people.

The Office

MCGA's office is located at 400–167 Lombard Avenue in Winnipeg, Manitoba. MCGA's office space is shared with the CCC allowing for tremendous collaboration and partnership support.

MCGA employs three full-time and one half-time staff. Our full-time staff consists of an executive manager, an executive assistant and an education and promotion coordinator, while our half-time staff member is a project coordinator devoted to the management of our website properties. The staff are directed by a Board of eight elected Directors from across the province. Directors serve a four-year term with elections for new Directors (four) taking place every two years.

Exports of canola have quadrupled in value from under \$705 million in 2000 to over \$2.8 billion in 2006.

Canola creates over 216,000 jobs in western and eastern Canada in production, transportation, crushing, refining, food development, manufacturing and service. In Manitoba, canola has created jobs for 33,069 people.

President's Report



It is my first opportunity as president, to bring you greetings from the Board of Directors of the MCGA.

We administer the canola check-off and strive to add value to canola through research, market development

and improved agronomics. Under our strategic plan, there are four priorities that MCGA focuses on; enhanced leadership, markets and net returns, member relations and building influence. MCGA continues to strive to provide leadership, develop strategies and partnerships, and work for the growers that we represent.

A major part of our work continues to focus on market growth in the United States—promoting the health benefits of canola with the American consumer. Canola oil is now second only to soybean oil by volume in the United States. There is opportunity for growth. We fund the CCC and their marketing program *CanolaInfo*, to increase demand for the product that we grow.

We are committed to developing a greater awareness of canola and the health benefits of canola oil with the urban population in Canada. We do this through the Canola Learning Centre (CLC), Red River Exhibition, Calgary Stampede and the Royal Winter Fair in Toronto. These events give canola producers an opportunity to interact with families and address any concerns they have about the food farmers produce. MCGA also works in partnership with Richardson International at Kelburn Farm south of Winnipeg, where we operate the CLC. Children that visit the CLC can see how canola is crushed for its oil and they are shown a range of products made from canola oil.

We continue to fund agronomic research through CARP and the Prairie Canola Agronomy Program. This is a jointly funded program with the CCC, ACPC and SaskCanola.

MCGA uses grower check-off dollars to grow the future of the canola industry. The global demand for canola oil has never been higher, thanks to its nutritional profile as a healthier alternative to partially hydrogenated oils and a viable source of environmentally friendly biodiesel. Every dollar that MCGA spends is leveraged at the local, national and international levels, giving canola growers an impressive return of \$7.00 on the dollar.

In 2008, Manitoba growers seeded 3.1 million acres of canola, up from 2.85 million acres in 2007. This accounted for 33.4% of total acres seeded in Manitoba, again an increase from 33.1% in 2007.

And from this increase, our exports have increased as well—in 2008 Manitoba exported \$817 million in bulk commodity canola.

As I write this report, the ballots are in the mail for director elections. At last year's annual meeting, the members asked the board to consider using a preferential ballot. The directors elected this year will be the first directors elected using this system.

I will also take this opportunity to thank our staff for their dedication and commitment to the association this past year. Thank you Bill, Ellen, Liz, Leanne and Derwyn Hammond (of the CCC), you all keep the MCGA running smoothly.

As we look ahead to 2010, the MCGA will have a budget of **\$1,947,455.79**. It is the Board of Directors that must make decisions that will put these dollars to work to increase net returns for canola producers of Manitoba. This is your association; give a Director a call and let us know how we are doing!

Thank You

A handwritten signature in black ink that reads "Rob Pettinger". The signature is fluid and cursive, with a long horizontal stroke at the end.

Rob Pettinger, President

Executive Manager's Report



2009. What a year! After last year, I did not think it could get any worse, but was I wrong. Seeding for most of Manitoba was late and some acres were not seeded due to the cold wet spring. The canola was late and looked very poor. June, July and August were also

cool, so the canola flowered for a long time. At the start of August, many producers were worried that a frost in August would be a disaster. When September came, it was nice and warm and brought canola to maturity. Producers started cutting canola and everything looked good until October, when the rains came and were relentless. By the end of October over 20% of the canola crop was still out in the fields and the issues changed to finding a solution for taking canola off at high moisture. Relief came again in November with milder than normal temperatures. Three weeks into November, the canola crops were off the fields and by most accounts, harvests appear to be good. The yields were down from last year, but just slightly. On average, the canola yielded 34.1 bushels per acre, down from the high of 36.9 bushels per acre last year. The quality of the canola and the oil content is good. Once again we had a year we would like to forget, but the outcome was better than we expected.

The CCC has submitted an application for a Canola/Flax Agri-Science Cluster. The Canola/Flax Agri-Science Cluster will bring together research in three key areas: oil, meal and production. This will allow the industry to expand on the profile of canola oil as a premium healthy oil, while increasing the value of the meal. The production research will be pivotal for developing increased acreage and yield, the key in achieving and sustaining the 2015 production target of 15 million tonnes. Right from the start, MCGA, ACPC and SCDC have been part of the discussions that lead to this application, and will be part of the funding for this project. The really good news is that this is "new" government money and the money that growers put into this project will be more than matched by government money. At the time of writing this report, CCC had not heard if this project has been accepted.

MCGA's research priorities are as follows:

- Disease (specifically sclerotinia and blackleg)
- The effects of shorter rotations
- Clubroot (finding ways to keep it out of Manitoba or how to deal with this disease if it comes to this province)
- Pest control (keying on flea beetles)
- Agronomic practices (how to cut cost and increase productivity)

In addition, MCGA is also:

- Looking at how to straight combine canola
- Putting money towards the Manitoba disease survey done by Ag Canada and MAFRI
- Providing funds for soil testing for clubroot
- Partnering with our sister organizations to find ways to brand research funded by growers

The Canola Digest, funded jointly by the CCC, ACPC, Saskatchewan Canola Growers Association (SCGA) and MCGA continues to improve. We are working hard to ensure the Canola Digest provides producers with the most updated information on canola production and provide producers with information on their provincial organizations. We have heard from our producers and we will find ways to bring them more information with fewer ads.

Each year MCGA applies for the Scientific Research and Experimental Development (SR&ED) Tax Credits. Producers are entitled to obtain taxable benefits on canola check-off deductions that are used to support Research and Development. For 2008, 11.270% of MCGA's research funding will qualify for the tax credit. The tax advantage in 2007 was 23.087%, 24.670% in 2006, 18.720% in 2005, 23.000% in 2004, 36.000% in 2003, 22.000% in 2002, and 27.000% in 2001. If producers have not claimed this tax credit, please talk to your accountant to see if it is beneficial for you to file.

MCGA is part of CCC's Canola Export Ready Program. Since 70% of Canada's canola crop is exported around the world and its reputation as a safe and high-quality product is well-known and deserved, it is important that producers protect their canola markets. The Canola Export Ready program provides growers with specific information

The average price of canola for 2008 was \$12.66 per bushel. The average price in 2007 was \$9.53 per bushel.

In 2008, Manitoba exported \$489 million of semi-processed canola oil and \$84 million of canola meal/cake. This is up from \$271 million of semi-processed canola oil and \$51 million of canola meal/cake in 2007.

Executive Manager's Report (continued)

on farm practices that can impact trade severely. MCGA feels that this is a very important program. Losing just one market because Malathion or a de-registered variety was found in a shipment is unacceptable. This is preventable, and we need to make sure producers know which canola varieties can be exported and which pesticides can/cannot be used on canola. Everyone has a role to play in protecting the future of our great industry.

MCGA funds a scholarship and a bursary for the Faculty of Agricultural and Food Science of the University of Manitoba. This is MCGA's way to invest in the future of agriculture. People are the key in making agriculture successful. For more information on these two awards please contact the U of M's Financial Aid and Awards department.

MCGA's Communications Committee is concentrating on improving member communications. MCGA now has radio spots in Altona, Winkler, Boissevain and Dauphin. We are also looking at the Yorkton market because it provides advertising coverage in the Russell and Swan River areas. These ads are daily and weekly radio spots that we use to get messages out (i.e. "How to deal with high moisture canola," "When MCGA elections are happening," "Date and/or time of the AGM," and other timely canola messages).

MCGA's *Canola Days/AG Days* in Brandon each January is another way we are communicating with our members. During the three-day event, MCGA talks to many producers that stop by our booth. MCGA is now in the position to do mail-outs to our members when needed. Another form of communication with members is through our website and the various other social media that are explained in the education section of this report.

All projects undertaken by MCGA must live up to the mission statement: "MCGA is a member organization, committed to maximizing net income from canola."



Bill Ross, Executive Manager

Canola is the #1 source of crop receipts for farmers. For 2008, Manitoba canola generated 37.1% of the farm cash receipts. The Manitoba farm cash receipts for 2008 were just over \$1 billion dollars. In 2006, canola generated 17% of Canada's \$14.5 billion in gross crop receipts. In 2006, canola generated 30.1% of the Manitoba's farm cash receipts.

Education and Promotion Coordinator's Report



Canola Oil. Local. Healthy. Good for You! is the theme that we used in and throughout all of our programming over the last year. MCGA targets key influencers in Manitoba to get the word out about canola oil. We focus on two areas—

education and consumers—and under each of the main targets are partners who we work with to increase the profile of MCGA, canola and canola oil.

Education

One of our strongest and longest running programs is the Canola Learning Centre (CLC). Each year we showcase the CLC at Kelburn Farm to 1,000 students and teachers. It is a partnership with Richardson International.

One of our most popular resources used at all of our educational presentations and tradeshow are the canola crush kits. Also a popular item ordered from our website, this past year we sold over 500 canola crush kits. It is an educational tool that teachers can easily implement into their classroom and reuse year-after-year. The learning objectives fit into many curriculum connections from Grade 3



Social Studies to Grade 10 Geography. The crush kits provide an interactive demonstration of how canola seeds are crushed to make oil and how canola seeds are graded to determine price.

We use the canola crush kits in Ag in the Classroom programming through their flagship program Amazing Agriculture Adventures in Brandon and Winnipeg. The canola crush station has been involved from the beginning and this year was the ten-year anniversary for Amazing Agriculture Adventures Winnipeg. MCGA is a major sponsor of Ag in the Classroom and supports their Made in Manitoba breakfasts, a hugely successful program, with canola growers and staff attending the more than ten breakfasts a year across the province. MCGA participates with other Ag in the Classroom programs such as PD Teacher In-service days and Manitoba Ag Days Amazing Agriculture Race. Working with Ag in the Classroom allows us to reach over 10,000 students and teachers. MCGA is very proud to work with Ag in the Classroom and will continue to strengthen our relationship and partnership, as they are the go-to organization for reaching students and teachers in Manitoba.

MCGA also works with the two prominent culinary colleges in Manitoba; Red River College and Assiniboine Community College. At Red River College, MCGA hosts a baking competition with their Baking Arts department and through ACC, a black box canola competition is open to Culinary Arts Year 2 students. Scholarships are awarded in both categories.

Consumers

MCGA continues to grow with increased media impressions from our social media strategies. We are on Facebook, Twitter, Flickr and we have a blog. Through these networks we continue to reach out to consumers and growers letting them know about our resources, websites (www.mcgacanola.org, www.canolarecipes.ca, www.canolakids.ca) and the e-newsletter *Be Well* which we also repost in the blog (www.blog.canolarecipes.ca). Our website, www.canolarecipes.ca, continues to see growth as consumers want to access delicious, healthy and local recipes. We have 439 recipes ranging from baking, to salad dressing, stir-fries, main courses and

Manitoba exported \$817 million dollars bulk commodity canola in 2008. This is up from \$477 million in 2007.

For 2008, the seeded acres for Manitoba were 3.1 million acres. This was up from 2007 seeded acres, which was 2.85 million acres.

Education and Promotion Coordinator's Report (continued)

desserts. Many of the recipes shown include photographs. Also on the site are past issues of the Great Tastes of Manitoba cooking show, which are available from YouTube, and all of our recipe booklets. Our latest recipe booklet that was shown on the Great Tastes of Manitoba TV show is the Pasta brochure.

All of our recipe resources are free of charge to consumers and MCGA provides them to many conferences and events in Manitoba. The Dietary Fat Chart (the canola industry's calling card) is also included with all of our recipe resources. Our resources go out to conferences such as Manitoba Farm Women's, Manitoba Women's Institute, Agricultural Societies and rural fairs, province-wide teacher in-service SAG and LIFT.

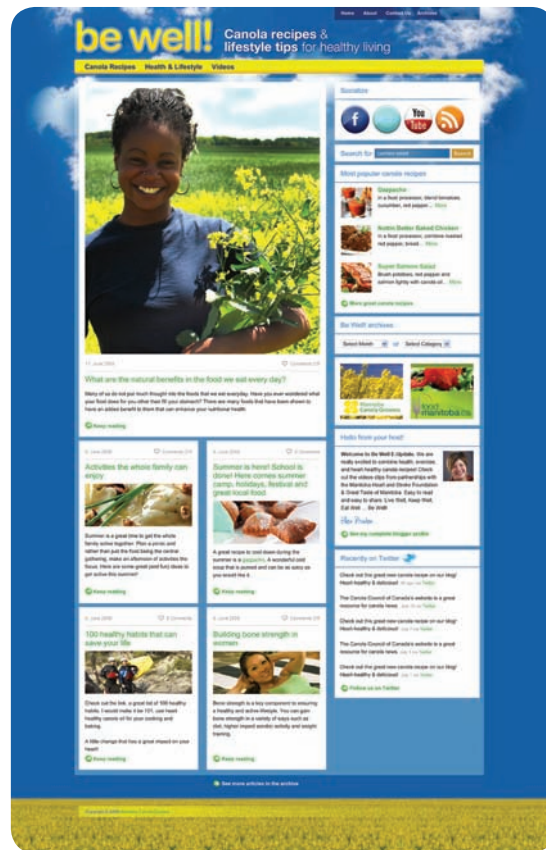
The ten-day Red River Ex fair held in June at the Red River Exhibition Park has almost one million people in attendance. MCGA was there talking to consumers about canola and running our very successful Canola Dance Nation. Adults and kids can dance their way to a healthy heart and enter their score online to win prizes. This has been an extremely popular attraction and is a fun way to educate people about the importance of a healthy heart.

MCGA partners with Heart and Stroke Foundation of Manitoba with a cookbook and cooking videos that are shown on Shaw TV and Westman TV. Working with the dietitians at the Heart and Stroke Foundation, MCGA continues to reach out to consumers (approximately 40,000) on the health benefits of canola oil.

For your free copy of the *Quick and Healthy, recipes the whole family can enjoy* cookbook, please call the office.

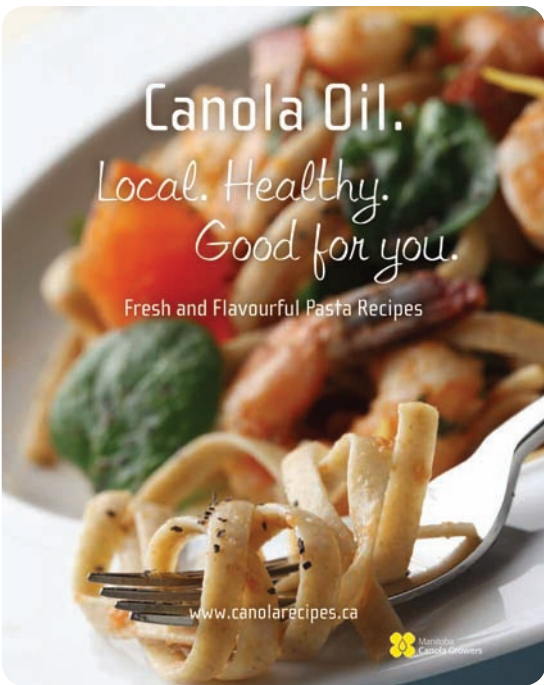
One of our strongest partnerships is with other commodity groups under the banner of www.foodmanitoba.ca and the Great Tastes of Manitoba cooking show. Over the year, over two million impressions were created by the Great Tastes of Manitoba TV show, Winnipeg Free Press, recipe requests and CTV commercials. Continued long-standing partnerships that help facilitate awareness of canola oil to consumers are with the Winnipeg Sun nutrition month insert, Heart and Stroke nutrition month, working with local writers and media such as Ciao!, Travel Manitoba, CAA, Big Breakfast on CITY TV and local chefs to deliver the message about canola oil and its healthy attributes.

With the importance of promoting local food, MCGA continued our partnership with the Winnipeg Folk Festival. The Winnipeg Folk Festival focuses on local food, sustainability and the environment. Canola oil is supplied to the backstage kitchen with appropriate signage. As well, MCGA contacted all of the vendors and created *Canola Oil. Local. Healthy. Good For you!* signs for their vendor carts. 18 out of 22 vendors participated in the local program. The Festival had record attendance this year with over 70,000 people seeing the MCGA logo and over one million media impressions made.





MCGA partners with their other sister organizations such as ACPC on the Prairieland's 100% Jet Funny Car, promoting canola based biodiesel in Canada. Under the banner of Canola Growers, we work with Kevin Therres, driver and owner. Even when he crashed the car this past year, he continued to achieve over one million media impressions. The car has now been rebuilt and continues to run races. MCGA worked with Kevin and his team at two Manitoba events. The car was seen at Manitoba Ag Days and Cruisin' Downtown Winnipeg event.



MCGA partners with ACPC on the National Ag Awareness Conference, reaching out to the provincial Ag in the Classroom organization and Ag awareness personnel to be informed about canola and canola oil.

MCGA sends directors and staff to the ACPC's Canola Learning Centre at the Calgary Stampede every year and we work with SaskCanola at the Toronto Royal Winter Fair each year in November.

MCGA is a major sponsor to CanolaInfo's programming. The goal of CanolaInfo's programs is to increase demand for canola with emphasis on the US markets. CanolaInfo partners with key health organizations such as American Diabetes Association, American Dietetics Association, American Association of Diabetes Educators, American Heart Association, Heart and Stroke Foundation Canada, Canadian Diabetes Association and the Dietitians of Canada.

CanolaInfo also targets food influencers such as the Culinary Institute of America, American Culinary Federation, Women's Chef and Restaurateurs, Research Chefs Association, International Association of Culinary Professionals, Canadian Restaurant and Foodservices Association and Cuisine Canada.

CanolaInfo is the information source for consumers, health professionals, chefs, media, and educators who want to know more about the world's healthiest oil, canola! The CanolaInfo team is supported by North America's canola growers, crop input suppliers, exporters, processors, food manufacturers and government. The go-to website for the North American program is www.canola.info.org.

MCGA aligns its strategies and programming with community programs, projects and activities. MCGA continues to target its key audiences of consumers, health professionals, growers, educators, students and the foodservice industry by creating awareness and promotion of the world's healthy cooking oil—canola oil!

Ellen Pruden, Education and Promotions Coordinator

In 2009, 90.5% of the canola grown in Manitoba were hybrids. In 2006, 71.2% of the canola were hybrids.

Web Report

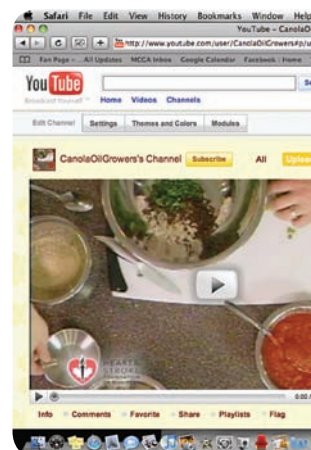
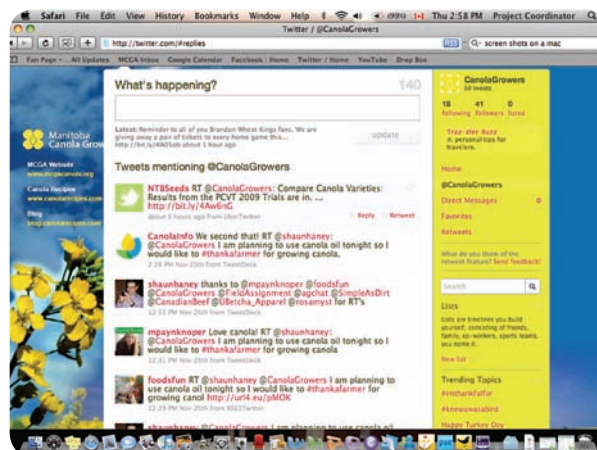
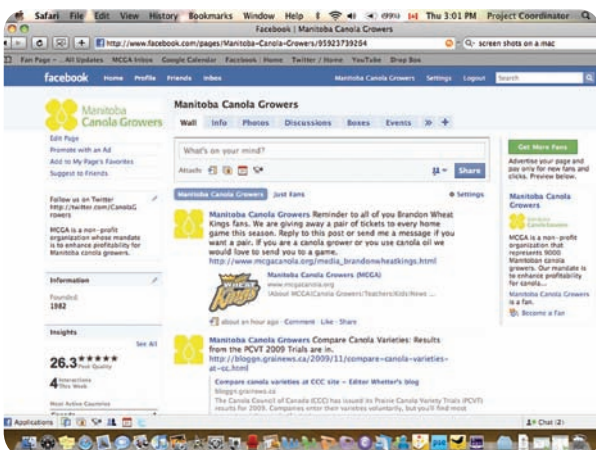
In 2009, 13.4% of the canola acres were specialty canola, as compared to 2006, when specialty canola made up 11.6% of the canola acres.

MCGA is occupying all corners of the Internet. We have several websites, each with a different target. Our main page www.mcgcacnola.org is a great resource for growers, while www.canolarecipes.ca is targeted towards consumers and finally www.canolakids.ca is a fun website where kids can play games while they learn about canola and agriculture in general.

We have also joined the social media wave with a profile and fan page on **Facebook**, a **Twitter** account, a **YouTube** channel, a **Blog** called **Be Well** and a **Flickr** account. Join us today to keep informed on up-to-the-minute information about canola in Manitoba, Canada and around the world.

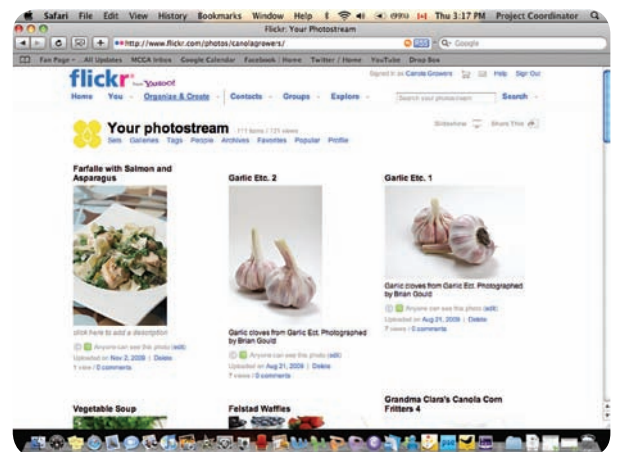
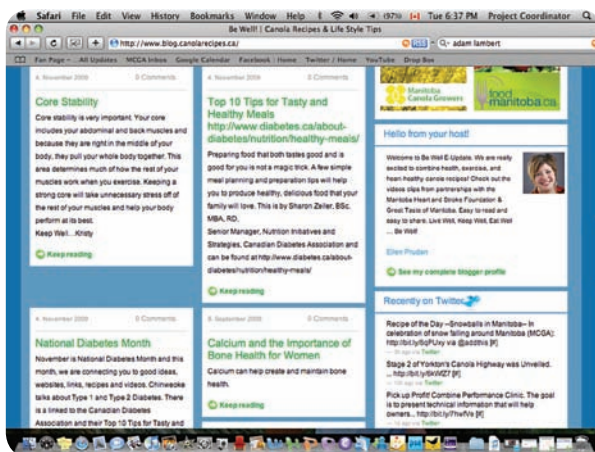
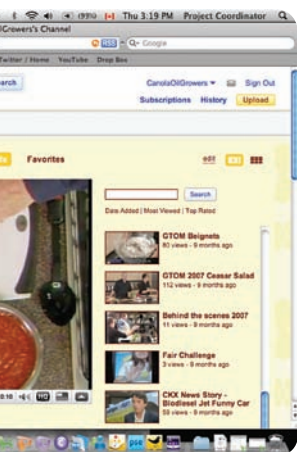
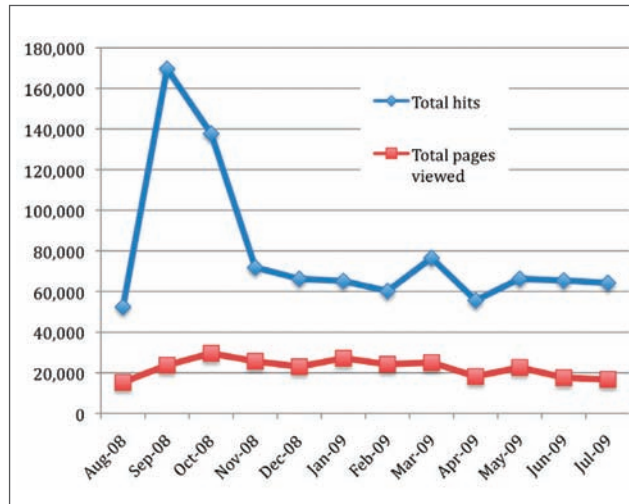
On-line Library

Website	Link
Main	www.mcgcacnola.org
Consumer	www.canolarecipes.ca
Kids	www.canolakids.ca
Facebook	www.facebook.com/pages/Manitoba-Canola-Growers/95923739264
Twitter	twitter.com/CanolaGrowers
YouTube	www.youtube.com/user/CanolaOilGrowers
Be Well E-Newsletter	www.mcgcacnola.org/food_eupdate.html
Grower E-Newsletter	www.mcgcacnola.org/growers_eupdate.html
Be Well Blog	www.blog.canolarecipes.ca
Flickr	www.flickr.com/photos/canolagrowers



www.mcgacanola.org Web Stats

	Total Hits	Total Pages Viewed
Aug-08	52,438	15,294
Sep-08	169,607	23,782
Oct-08	137,693	29,546
Nov-08	71,830	25,645
Dec-08	66,249	23,017
Jan-09	65,164	27,200
Feb-09	60,221	24,194
Mar-09	76,509	25,028
Apr-09	55,641	18,201
May-09	66,241	22,695
Jun-09	65,404	17,571
Jul-09	64,224	16,745
Year Totals	951,221	268,918

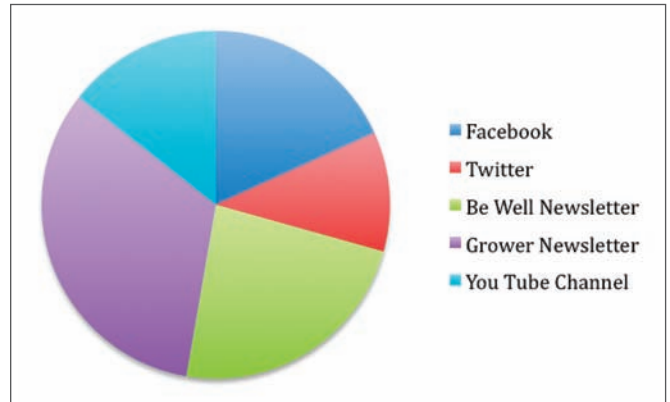


In 2009, 95.1% of the canola grown in Manitoba was GMO. In 2006, 85.8% of the canola was GMO.

Web Report (continued)

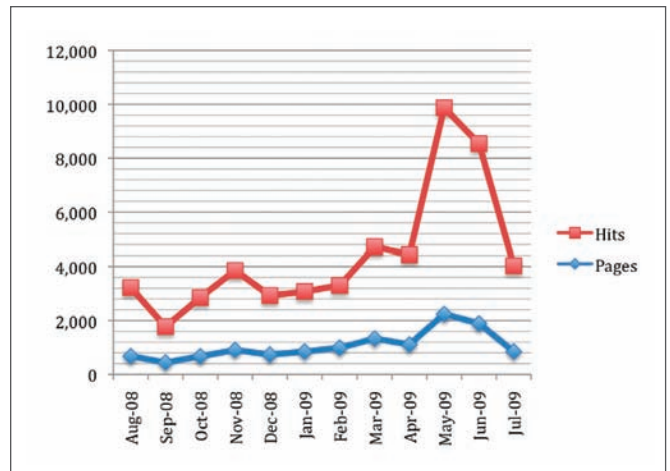
Social Media Presence

Website	Followers
Facebook	67
Twitter	41
Be Well Newsletter	86
Grower Newsletter	121
YouTube Channel	53



www.canolakids.ca Web Stats

Month	Pages	Hits
Aug-08	675	2,548
Sep-08	442	1,329
Oct-08	671	2,184
Nov-08	904	2,951
Dec-08	738	2,189
Jan-09	845	2,228
Feb-09	987	2,311
Mar-09	1,328	3,394
Apr-09	1,110	3,318
May-09	2,239	7,632
Jun-09	1,889	6,652
Jul-09	847	3,177
Year Totals	12,675	39,913



Research and Technology Committee Report



Research and technology (R&T) encompasses a variety of MCGA activities. As Chair of the MCGA R&T Committee, I offer the following report on the Canola Agronomic Research Program (CARP) as well as other research projects.

MCGA funding for R&T 2008/09 is as follows:

Category	Funding
CARP Ongoing Projects	\$ 21,126.00
CARP New Projects	\$ 5,000.00
Prairie Canola Agronomic Research	\$ 10,000.00
Canola Advantage Project	\$ 70,000.00
Canola Product Research Foundation	\$ 25,000.00
Prairie Canola Variety Testing	\$ 5,000.00
Performance On-line Database (POD)	\$ 5,000.00
Biodiesel Research	\$ 17,447.00
Export Ready Program	\$ 10,000.00
Canola Meal Research	\$ 10,000.00
U of M Research Associate Chair	\$ 25,000.00
Disease Survey Soil Testing	\$ 5,000.00
Total	\$208,573.00

Canola Agronomic Research Program (CARP)

The goal of this program is to increase the profitability of canola production. The funding groups of CARP are the CCC, SCDC, ACPC and MCGA.

CARP projects are selected by the Board of Directors of MCGA. The projects that are selected are brought to the larger funding group (the ones named above) and this group decides who will fund what projects based on the organizations' priorities. Most of the projects are co-funded so that each organization can maximize their dollars.

In 2008/09 the following projects were funded in part by MCGA:

Ongoing CARP Projects for 2008/09

- 1. Investigation on the individual genes of *Brassica carinata* in canola for their resistance to different blackleg pathotypes**
 The effect of three blackleg resistance genes of *B. carinata*, introgressed into canola *B. napus*, on resistance of *B. napus* to a range of blackleg pathotypes including PG3 – *Dr. Habibur Rahman, University of Alberta, Edmonton, AB*
- 2. Development of reduced-risk strategies through coordinated monitoring, forecasting and risk warning systems for insect pests**
 This project will develop a coordinated pest monitoring program designed to keep the canola industry informed of the risks to crop production from insect pests. Timely and accurate forecasts and risk warning are a priority for decision making and for implementation of commodity specific risk reduction strategies – *Dr. Owen Olfert, AAFC, Saskatoon, SK*
- 3. Effect of non-host crops and host management on clubroot of canola**
 To develop a management strategy for clubroot of canola, use of bait crops and timing of seeding to reduce infection success of clubroot spores will be investigated – *Dr. Stephen Strelkov, University of Alberta, Edmonton, AB*
- 4. Survey and evaluation of soil micro-organisms for control of clubroot on canola**
 Endophytes and rhizosphere-competent microbes from canola roots will be isolated into pure cultures and evaluated for control of clubroot on canola. The best candidates will be developed for potential applications – *Dr. Gary Peng, AAFC, Saskatoon, SK*
- 5. Managing canola for sustainable biodiesel platform for their resistance to different blackleg pathotypes**
 This project will look at constraints to canola production and pest management implications of shortened canola rotations and the impact of the environment, rotations, and varying inputs levels on percent of oil content, canola oil profiles, and canola biodiesel quality – *Dr. Neil Harker, AAFC, Lacombe, AB*

The oil content of Manitoba canola in 2008 was 43.5%. In 2007, the oil content was 41.6%.

The average yield in 2008 was 36.9 bushels per acre or 113.6 million bushels of total production. In 2007, total production was 75.6 million bushels or 26.8 bushels per acre.

Research and Technology Committee Report (continued)

New CARP Projects for 2008/09

1. **Evaluation of potential flea beetles species composition shift in prairie canola fields** – To monitor flea beetle populations across the prairies, especially along the northern edge of the Parkland region, and determine if ratios of crucifer and striped flea beetles are changing – *Dr. Juliana Soroka, AAFC, Saskatoon, SK*

Prairie Canola Agronomic Research Program

MCGA, along with the Alberta Canola Producer Commission, Saskatchewan Canola Development Commission, the Canola Council of Canada and Agriculture and Agri-Food Canada have created the historical Prairie Canola Agronomic Research Program. Worth more than \$7 million, this agreement creates opportunities for AAFC researchers across Western Canada to undertake large-scale canola agronomy research projects to be carried out at AAFC stations across Western Canada.

2009 New Canola Projects – PCAR

Recovery Experiment on the Input Study (Test #28) – Year 1 of 2. Locations (5): Lacombe, Beaverlodge, Lethbridge, Scott, and Melfort
PI – Neil Harker

The original input study (2005–2008) enforced the same treatment combinations on plots year-after-year in four-year barley-canola or canola-barley rotations. After two years, many of the lower input treatment combinations led to low soil fertility and crop yields and high weed populations. It was felt that the varying levels of fertility and weeds in these plots provided an opportunity to determine how long it would take lower input plots to return to full production levels. A single full-input package treatment will be applied to all plots for at least two years and results will be compared to plots that have always received the full-input package.

The objective of this study is to determine how long (years) it will take for the lowest yielding and weediest plots to produce as much as plots continuously grown with a “full-input” package.

Legume Crops to Improve Fertility for Enhanced Canola Production (Test #36) – Year 1 of 2. Locations (7): Lacombe, Beaverlodge, Lethbridge, Scott, Swift Current, Indian Head, and Brandon

PI – John O’Donovan, Bob Blackshaw

This study was initiated to answer industry concerns regarding high nitrogen costs from canola production. In Year 1, field peas, fababeans (grain and green manure), lentils, canola, and wheat will be grown prior to Year 2 canola. In Year 2, plots will be subdivided to include 5 nitrogen rates (including 0). In addition to conventional data collection (crop emergence, crop biomass, and crop yield), soil-water use and soil nitrate and ammonium levels will be determined after the first year crops are grown. We hypothesize that some of the preceding legume crops will provide enough carryover nitrogen to reduce nitrogen costs and improve the profitability of canola production. We also hypothesize that the Year 1 legume crops may also leave more subsurface soil moisture (compared to wheat and canola) for Year 2 canola. Depending on the results from Year 2 as well as grower interest, we have tentative plans to continue this experiment for three additional years (Y3 – malt barley, Y4 – same as Y1, Y5 – canola).

Fertility Effects on Fatty Acid Levels in Canola – Oil Profile Analyses – Locations (3): Lacombe, Brandon 1, Brandon 2

PI – Cynthia Grant

The impetus for this initiative is to analyze, write-up and publish research that includes canola oil profile data. Field work has been completed and some oil profile data is available. The funds for this project are to complete the oil analysis, statistical analysis, and paper writing costs to ensure that the research is published and available in a scientific journal where it will be accessible to all who are interested.

NSERC/Bunge Canada/DL Seeds/Manitoba Canola Growers Association Industrial Research Chair in High Erucic Acid Rapeseed Research and Development at the University of Manitoba

MCGA has been part of the above project for seven years. The objectives for the part of the research project we are funding are to 1) Improve blackleg resistance and 2) Improve sclerotinia disease resistance.



Barry Chappell, Director (Research Chair)

Canola Statistics

Canola Seed Average Prices – Updated June 2, 2009 CAD \$/Tonne – Basis In Store Pacific Coast, #1 Canada

Source: Cereals & Oilseeds Review – Statistics Canada

YEAR	JAN	FEB	MAR	APR	MAY	JUN	JUL	CROP YEAR	AUG	SEP	OCT	NOV	DEC	CALENDAR YEAR	\$/bu
1983	316.41	299.41	303.40	314.14	317.64	303.67	317.71	307.03	368.64	422.39	413.42	400.01	393.96	347.57	7.88
1984	418.55	398.99	426.20	457.36	607.99	632.50	525.26	455.44	401.59	379.95	393.64	400.69	380.64	451.95	10.25
1985	381.66	387.69	385.37	398.63	393.49	375.23	353.93	386.04	330.11	335.24	313.57	314.19	321.75	357.57	8.11
1986	321.27	304.17	295.17	283.29	282.19	267.80	252.73	301.79	234.96	239.20	246.01	252.73	244.59	268.68	6.09
1987	242.60	227.73	219.03	221.65	243.97	256.27	247.85	239.72	235.68	243.24	257.53	266.94	281.15	245.30	5.56
1988	302.56	303.16	294.22	305.27	336.31	413.98	395.28	302.94	381.19	379.83	336.68	333.82	344.35	343.89	7.80
1989	317.88	321.73	333.29	331.44	334.85	306.10	300.49	335.14	289.40	297.10	293.79	303.10	302.54	310.98	7.05
1990	300.01	301.60	311.00	318.47	322.24	303.89	300.99	303.68	299.43	292.74	295.22	290.08	290.01	302.14	6.85
1991	285.01	280.35	291.29	298.66	294.28	277.26	258.12	287.70	269.42	274.95	270.34	262.86	261.65	277.02	6.28
1992	261.65	264.15	282.70	276.90	288.08	279.35	280.05	272.68	282.46	321.09	302.08	326.67	331.43	291.38	6.61
1993	343.33	329.48	328.83	324.97	305.85	306.23	331.31	319.48	322.85	311.29	311.86	331.44	366.93	326.20	7.40
1994	408.15	412.90	422.23	454.90	481.44	484.95	387.77	391.39	382.54	380.90	379.89	401.38	432.79	419.15	9.51
1995	431.37	440.41	456.13	425.82	403.81	414.31	426.49	414.65	405.94	405.90	413.29	416.07	423.77	421.94	9.57
1996	424.07	422.60	417.55	443.94	473.04	470.47	470.79	432.29	453.77	453.54	444.01	432.30	439.54	445.47	10.10
1997	441.96	441.80	458.22	449.64	446.89	428.47	395.58	440.48	400.68	390.84	398.81	419.12	410.21	423.52	9.61
1998	416.52	429.12	434.68	441.44	450.56	443.11	404.86	420.00	348.30	391.60	400.40	386.55	416.83	413.66	9.38
1999	402.74	369.19	363.67	362.16	353.21	356.53	317.94	372.43	306.35	302.94	302.68	297.76	287.62	335.23	7.60
2000	286.09	277.92	280.97	287.34	284.67	274.12	265.32	287.82	262.24	269.18	265.20	267.69	259.61	273.36	6.20
2001	280.22	285.14	302.04	299.60	310.04	320.79	357.17	289.91	368.32	351.01	336.04	361.92	357.51	269.70	6.12
2002	357.77	353.72	354.55	341.73	345.84	358.98	409.10	358.04	439.90	444.30	449.70	474.60	450.52	342.60	7.77
2003	429.39	410.84	383.44	397.63	380.01	365.77	358.60	415.39	356.02	357.03	376.72	378.66	373.36	426.70	9.68
2004	381.70	413.50	437.50	432.43	398.33	407.47	374.07	390.57	364.87	342.03	311.67	303.37	291.17	371.51	8.43
2005	283.13	294.60	300.97	304.97	311.13	310.33	311.20	310.79	291.23	275.60	265.37	263.60	251.93	288.67	6.55
2006	261.57	264.67	275.17	280.74	296.26	291.56	307.48	277.10	298.43	304.38	327.64	367.74	382.14	304.82	6.91
2007	393.03	394.59	386.79	382.02	395.62	405.17	413.37	370.91	422.49	453.38	442.84	456.85	494.72	420.07	9.53
2008	568.18	659.13	656.34	632.12	607.27	646.59	633.46	556.11	552.03	490.25	423.02	429.52	405.05	558.41	12.66
2009	449.50	447.65	447.85	468.71	501.22	503.15									

Source: <http://www.canolacouncil.org/canolaprices.aspx>

Farm Cash Receipts – Canola in Manitoba

	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
	millions of dollars									
Canola	351.7	324.3	363.9	484.4	534.5	597.0	354.7	384.6	739.4	1006.7
% Total Manitoba Farm Cash Receipts (\$million)	25.3%	24.6%	24.0%	25.4%	31.4%	32.9%	27.3%	30.1%	33.8%	37.1%

Source: Statistics Canada – Farm Cash Receipts, May 2009. <http://www.statcan.gc.ca/pub/21-011-x/21-011-x2009001-eng.pdf>

Export Value of Canola in Manitoba

	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
	millions of dollars									
EXPORT Bulk Commodity Canola	345.9	254.2	281.7	200.3	450.8	427.8	311.0	237.2	477.1	816.9
EXPORT Semi-Processed										
Canola Oil	239.1	111.5	109.6	139.3	204.7	246.1	126.4	168.3	270.8	488.8
Canola Meal/Cake	40.3	27.2	25.3	30.2	29.4	61.0	36.8	32.6	51.5	84.2

Source: Manitoba Agri-Food Exports, 1999–2008. <http://www.gov.mb.ca/agriculture/statistics/pdf/agri-foodexportsworld2008.pdf>



Financial Statements July 31, 2009



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AUDITOR'S REPORT

To the Board
Manitoba Canola Growers Association Inc.

I have audited the statement of financial position of the Manitoba Canola Growers Association Inc. as at July 31, 2009 and the statements of operations, changes in net assets and cash flows for the year then ended. These financial statements are the responsibility of the association's Board. My responsibility is to express an opinion on these financial statements based on my audit.

I conducted my audit in accordance with Canadian generally accepted auditing standards. Those standards require that I plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by the Board, as well as evaluating the overall financial statement presentation.

In my opinion, these financial statements present fairly, in all material respects, the financial position of the association as at July 31, 2009 and the results of its operations and changes in its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

Carman, Manitoba
January 4, 2010


Chartered Accountant Inc.

Manitoba Canola Growers Association Inc.

Statement of Financial Position As at July 31, 2009

	ASSETS	
	2009	2008
CURRENT ASSETS		
Bank		
Operating	\$ 2,339,006	\$ 1,018,473
Surplus (note 4)	34,400	34,400
Contingency (note 4)	40,000	40,000
Receivables		
Check-off (notes 2 and 5)	396,224	139,284
Other	–	2,071
Prepaid expenses	6,240	6,241
	2,815,870	1,240,469
CAPITAL ASSETS, net (notes 2 and 3)	9,052	11,948
	\$ 2,824,922	\$ 1,252,417
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts payable and accrued liabilities	\$ 114,404	\$ 35,333
Deferred check-off revenue (notes 2 and 5)	2,409,844	941,479
	2,524,248	976,812
NET ASSETS		
Net assets invested in capital assets	9,052	11,948
Net assets internally restricted (note 4)	74,400	74,400
Unrestricted net assets	217,222	189,257
	300,674	275,605
	\$ 2,824,922	\$ 1,252,417

Approved on Behalf of the Board

Director: 

Director: 

Manitoba Canola Growers Association Inc.

Statement of Changes in Net Assets
For the Year Ended July 31, 2009

	Invested in Capital Assets	Internally Restricted	Unrestricted	2009 Total	2008 Total
NET ASSETS					
Balance					
Beginning of year	\$ 11,948	\$ 74,400	\$ 189,257	\$ 275,605	\$ 352,083
Acquisitions	2,911		(2,911)		
Loss on disposal	(3,054)		3,054		
Transfer of funds					
Excess (deficiency)					
Operating	(2,753)	–	27,822	25,069	(51,478)
Restricted	–	–	–	–	(25,000)
Balance, end of year	\$ 9,052	\$ 74,400	\$ 217,222	\$ 300,674	\$ 275,605

Manitoba Canola Growers Association Inc.

Operating Segment Statement of Operations For the Year Ended July 31, 2009

	2009	2008
REVENUES		
Check-off (net of refunds – notes 2 and 5)	\$ 941,479	\$ 848,307
Interest	17,015	39,200
Transfers from restricted interest	1,156	5,749
Gain (loss) on disposal of capital assets	(3,054)	
	956,596	893,256
EXPENSES		
Administration		
Board	44,711	91,988
Office	210,061	182,010
Extension	168,636	204,168
Technical education and promotion	267,381	261,279
Research and technology	237,985	202,347
Amortization of capital assets	2,753	2,942
	931,527	944,734
EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES	\$ 25,069	\$ (51,478)

Manitoba Canola Growers Association Inc.

Restricted Segment
Statement of Operations
For the Year Ended July 31, 2009

	2009	2008
REVENUES		
Interest		
Surplus	\$ 586	\$ 4,082
Contingency	562	1,526
Research	8	141
	<u>1,156</u>	<u>5,749</u>
EXPENSES		
Research-HEAR project	-	25,000
Interest transfer to operating from		
Research	8	141
Surplus	586	4,082
Contingency	562	1,526
	<u>1,156</u>	<u>30,749</u>
RESTRICTED FUNDS		
(DRAWDOWN)	<u>\$ -</u>	<u>\$ (25,000)</u>

Manitoba Canola Growers Association Inc.

Statement of Cash Flows For the Year Ended July 31, 2009

	2009	2008
CASH FLOWS FROM OPERATING ACTIVITIES		
Excess (deficiency) of revenues		
Operating	\$ 25,069	\$ (51,478)
Restricted	–	(25,000)
Amortization of capital assets	2,753	2,942
Loss on disposal of capital assets	3,054	
Decrease (increase) in check-off receivables	(256,940)	11,338
Decrease (increase) in other receivables	2,071	38,354
Decrease (increase) in prepaid expenses	1	
Increase (decrease) in accounts payable	79,071	(18,756)
Increase (decrease) in deferred check-off	1,468,365	93,172
Cash from (to) operating	1,323,444	50,572
FINANCING AND INVESTING ACTIVITIES		
Purchase of capital assets	(2,911)	(4,703)
Cash from (to) financing and investing	(2,911)	(4,703)
Net increase (decrease) in cash	1,320,533	45,869
Cash beginning of year	1,092,873	1,047,004
Cash end of year	\$ 2,413,406	\$ 1,092,873

Manitoba Canola Growers Association Inc.

Schedule of Expenses For the Year Ended July 31, 2009

	2009	2008
ADMINISTRATION – BOARD		
Election	\$ –	\$ 27,143
Mailings – bylaws and legal	265	14,086
Board operating	44,446	50,759
	\$ 44,711	\$ 91,988
ADMINISTRATION – OFFICE		
Office operating	\$ 210,061	\$ 182,010
EXTENSION		
Memberships and subscriptions	\$ 6,779	\$ 7,828
Advertising	1,992	1,385
MCGA meetings	3,997	3,340
Ag Days	18,269	9,032
Annual general meeting	16,791	7,791
Extension meetings	55,110	45,008
Canola learning centre	29,534	30,221
Strategic planning	788	17,384
Communications and radio spots	22,281	6,549
Check-off communications	–	35,384
Government relations advocacy	10,000	10,000
CCGA joint projects	–	20,000
Web page	3,095	10,246
	\$ 168,636	\$ 204,168

Manitoba Canola Growers Association Inc.

Schedule of Expenses For the Year Ended July 31, 2009

	2009	2008
TECHNICAL EDUCATION AND PROMOTION		
Co-ordinator budget	\$ 77,000	\$ 66,048
Co-ordinator office	76,940	66,623
Ag in the Classroom	15,205	15,000
Managing Excellence conference	–	2,072
Canola utilization meetings and newsletter	3,236	1,536
North American utilization funding	95,000	105,000
Wetlands project – Richardson International	–	5,000
	\$ 267,381	\$ 261,279
RESEARCH AND TECHNOLOGY		
CARP, ongoing	\$ –	\$ 26,900
CARP, new	31,126	8,726
Canola advantage program	70,000	70,000
Variety tests	10,000	10,000
Canola meal research	25,000	10,000
Export ready	10,000	10,000
Meetings	14,411	9,643
Biodisel	17,448	32,078
Canola product research	25,000	25,000
PCARP	10,000	
Long-term research	25,000	
	\$ 237,985	\$ 202,347

Manitoba Canola Growers Association Inc.

Notes to the Financial Statements July 31, 2009

1. Purpose of the Association

Manitoba Canola Growers Association Inc. is a member organization committed to maximizing net income from canola. The association is incorporated under the Manitoba Corporations Act as a not-for-profit organization and is exempt under the Income Tax Act under section 149 (1)(e) as an agricultural organization.

2. Significant Accounting Policies

Revenue recognition

The association follows the deferral method of accounting for contributions. Restricted contributions are recognized as revenue in the year in which the related expenses are incurred. Check-off revenue is recognized in the same manner as restricted contributions. Current year check-off collections form the basis of the following year's scheduled expenditures. Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured. Investment income is recognized as revenue when earned. Seminar fees are recognized as revenue when the seminars are held.

Capital assets

Purchased capital assets are recorded at cost. Amortization is provided on a declining balance basis over the assets' estimated useful lives at the following annual rates:

Office and presentation equipment	20%
Computers	30%

Contributed services

Contributed services or materials are not recognized in the financial statements.

3. Capital Assets

	Cost		Accumulated Amortization		Net Book Value	
	2009	2008	2009	2008	2009	2008
Office equipment	\$ 5,740	\$ 9,948	\$ 3,751	\$ 6,541	\$ 1,989	\$ 3,407
Presentation	6,743	6,743	5,928	5,725	815	1,018
Computers	13,061	14,875	6,813	7,352	6,248	7,523
	<u>\$ 25,544</u>	<u>\$ 31,566</u>	<u>\$ 16,492</u>	<u>\$ 19,618</u>	<u>\$ 9,052</u>	<u>\$ 11,948</u>

Notes to the Financial Statements
July 31, 2009

4. Restrictions on Net Assets

In 1999, the Board of Directors established a \$40,000 contingency fund in order to supply funds to wind down staff expenses and other commitments.

In 1999, the Board of Directors also established a surplus fund having a maximum contribution level of \$250,000. The purpose of the fund is to establish a financial reserve to meet financial commitments should there be a shortfall in revenues.

The internally restricted funds are not available for other purposes without approval of the Board of Directors.

5. Deferred Check-off Revenue

	2009	2008
Gross check-offs	\$ 2,557,667	\$ 988,372
Check-offs refunded to producer	147,823	46,893
Net check-off revenue deferred	\$ 2,409,844	\$ 941,479

Accrued check-offs due but not yet received as at year end is \$396,224 (\$139,284 in 2008).

6. Actual vs. Budget

The main categories comparison is as follows:

	2009 Budget	2009 Actual
Administration – Board	\$ 65,000	\$ 44,711
Administration – Office	177,500	210,061
Extension	238,000	168,636
Technical education and promotion	272,500	267,381
Research and technology	261,126	237,985
	\$ 1,014,126	\$ 928,774

Notes to the Financial Statements
July 31, 2009

7. Commitments

The association has entered a sublease for office space extending to September 30, 2013 at a rate of \$1,000 per month. The association has also entered into funding agreements for long-term research projects and have committed the following amounts.

<u>Year</u>	<u>Amount</u>
2010	\$ 130,000
2011	130,000
2012	35,000
2013	25,000

2009 Board of Directors and Staff

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Executive

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Vice-President – Ed Rempel
Treasurer – Bruce Dalgarno
Secretary – Barry Chappell

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