



MANITOBA
CROP ALLIANCE

2021 Annual Report

2020 ACTIVITIES



TABLE OF CONTENTS

2019–2020 Board of Directors	3	Financial Report	13
2019–2020 Crop Committees	4	Budget 2020–2021	14
Manitoba Crop Alliance Staff	5	Communications & Extension Report	16
Message from the Chair	6	Cereals Canada	20
Message from the Chief Executive Officer	7	Canadian Malting Barley Technical Centre	21
Research & Production Report	9	Keystone Agricultural Producers	23
Advance Payments Program	12	Grain Growers of Canada	24



2019–2020 BOARD OF DIRECTORS

FRED GREIG, CHAIR

Reston, MB
Wheat & Barley Crop Committee

ROBERT MISKO, VICE-CHAIR

Roblin, MB
Wheat & Barley Crop Committee

DOUG MARTIN, SECRETARY

East Selkirk, MB
Wheat & Barley Crop Committee

DREW BAKER

Beausejour, MB
Wheat & Barley Crop Committee

JONOTHAN HODSON

Lenore, MB
Corn Crop Committee

LEONARD WIEBE

Carman, MB
Corn Crop Committee

REGINALD JOHNSON

Arborg, MB
Corn Crop Committee

GREGG FOTHERINGHAM

Reston, MB
Sunflower Crop Committee

MARK MCDONALD

Virden, MB
Sunflower Crop Committee

ERIC FRIDFINNSON

Arborg, MB
Flax Crop Committee

NICK MATHESON

Stonewall, MB
Flax Crop Committee



2019–2020 CROP COMMITTEES



WHEAT & BARLEY

FRED GREIG

Reston, MB

ROBERT MISKO

Roblin, MB

DOUG MARTIN

East Selkirk, MB

DREW BAKER

Beausejour, MB

RAURI QUALLY

Dacotah, MB

BORIS MICHALESKI

Ashville, MB

RYAN HUEGING

Woodlands, MB

WILFRED HARDER

Lowe Farm, MB

CHARLENE LEWANDOSKI

Sandy Lake, MB

ALLAN OLINYK

St. Andrews, MB

CORN

DENNIS THIESSEN

Blumenort, MB

REGINALD JOHNSON

Arborg, MB

PATRICK FRIESEN

Niverville, MB

JONOTHAN HODSON

Lenore, MB

LEONARD WIEBE

Carman, MB

WARREN MCCUTCHEON

Carman, MB

EMILE MORIN

Otterburne, MB

DEAN TOEWS

MacGregor, MB

RICHARD DUREAULT

Fannystelle, MB



SUNFLOWER

GREGG FOTHERINGHAM

Reston, MB

MARK MCDONALD

Virden, MB

ROGER VAAGS

Dugald, MB

GILBERT SABOURIN

St. Jean Baptiste, MB

DEVIN TOEWS

MacGregor, MB

LUC REMILLARD

St. Joseph, MB

FLAX

ERIC FRIDFINNSON

Arborg, MB

ANDREW HARRIS

Winnipeg, MB

NICK MATHESON

Stonewall, MB

HUGH DRAKE

Elkhorn, MB

GARRY FROESE

Winkler, MB

CHRIS RAFFARD

Otterburne, MB



MANITOBA CROP ALLIANCE STAFF

PAM DE ROCQUIGNY

Chief Executive Officer
pam@mbcropalliance.ca

DARCELLE GRAHAM

Chief Operating Officer
darcelle@mbcropalliance.ca

LORI-ANN KAMINSKI

Research Program Manager
loriann@mbcropalliance.ca

KATE MENOLD

Communications Coordinator
kate@mbcropalliance.ca

MALLORIE LEWARNE

*Agronomy Extension Specialist –
Cereal Crops*
mallorie@mbcropalliance.ca

MORGAN COTT

*Agronomy Extension Specialist –
Special Crops*
morgan@mbcropalliance.ca

DARYL REX

Research Trial Specialist
daryl@mbcropalliance.ca

TAMMY COTE

Advance Payments Program Officer
tammy@mbcropalliance.ca

RAE JACKSON

Administrative Assistant
rae@mbcropalliance.ca

*Below L-R: Darcelle Graham, Tammy Cote, Mallorie Lewarne,
Pam de Rocquigny, Daryl Rex, Lori-Ann Kaminski,
Kate Menold, Morgan Cott, Rae Jackson*



MESSAGE FROM THE CHAIR

► I am pleased to be writing the chair report for the first Annual Report for MCA. August 1, 2020 marked the formal start of MCA. Thanks to staff and directors for their efforts over the last four years to see the fruition of MCA. I am extremely thankful for the effort and dedication put forth by our staff to get MCA up and running so smoothly. You took the challenges put up from Covid-19 in stride and found workable solutions to keep MCA operating and serving farmers effectively. We have a great governance model for delegates, directors and staff to work under and there is no shortage of work to be done on Manitoba farmers behalf.

Some of the research projects we are funding were the most adversely affected from Covid-19 restrictions but staff worked with researchers to minimize disruption while protecting our investment. Some projects ran as planned, some were scaled back and some were delayed or extended. We are working to further expand our research projects as pertinent projects and opportunities come along. We proactively send out requests for research proposals every year and we are finding some limits to research capacity exist. This may be an opportunity for our crop committees to help fill.

MCA had hoped to host a two day strategic and planning session with our newly elected crop committee delegates. The board debated the virtual vs in person meeting and decided waiting for an in-person meeting would be best. We are operating under our crop committee strategic plans from our old organizations. As soon as public health restrictions permit we will finish our strategic plan.

Looking forward we are growing concerned about the growing federal deficit and the potential budget cuts this could mean for AAFC, provincial governments and farmers. We will surely witness reduction in Ag budgets and spending which will put more responsibility on farmers to fund more moving forward. We don't know what this will look like but I expect we will have



Fred Greig

to prioritise the use of your farmer dollars in the not too distant future. Most crop committees came into MCA with a surplus which may be called upon to fund existing and future projects. We try to keep you informed on what MCA is up to through our newsletters printed and electronic versions "Heads Up", research publication "The Focal Point" and our website. Hopefully normal in-person meeting opportunities will return soon.

Serving producers through MCA has been a very rewarding experience and I encourage all farmer members to consider running. The next election period will start in September 2022. There will be delegate spots available on Wheat & Barley, Flax, Sunflower, and Corn, crop committees. If you so wish, you can then run for a directorship on the MCA board via those committees. In closing, I would like to thank producers for their trust and confidence with their hard-earned dollars. We do not take this responsibility lightly and endeavor to get maximum return for your investment.

Respectfully submitted,



Fred Greig
Chair

MESSAGE FROM THE CHIEF EXECUTIVE OFFICER

► As I write my first report as Manitoba Crop Alliance's chief executive officer, I reflect on the 2020 year and the challenges and opportunities it presented. It started off as any year would in Manitoba with Ag Days, where the ag year begins. It was followed by the CropConnect Conference February 12 and 13, 2020. It was during the annual general and special meetings held during CropConnect that memberships of five Manitoba crop commodity organizations voted to amalgamate into Manitoba Crop Alliance (MCA). It was an exciting and historic event resulting from a vision that farmers are stronger together.

What we knew as normal came to a sudden halt a month later where we saw the global COVID-19 pandemic arrive in Manitoba. It seemed things changed by the day. There were changes to how and where we worked and how client services were delivered. However, what did not change was our farmer member's resiliency, combined with unrelenting focus and desire, to continue to grow food for Canadians and our other end users. Involved in agriculture every day, we know agriculture is essential. That fact was emphasized more than ever in 2020.

In 2021, agriculture will continue to lead the way in Manitoba and Canada's economic recoveries.

As farmers moved to the fields in spring 2020, MCA's interim board of directors and staff worked diligently to amalgamate the five founding organizations to Manitoba Crop Alliance. A full budget was approved with a focus on research and agronomic programming, supported by communications. Learn more about the 2020/21 budget in the financial report submitted by Darcelle Graham, MCA's chief operating officer. A new organizational structure for staff was established. Manitoba Crop Alliance also was approved to become an administrator for Agriculture and Agri-Food Canada's Advance Payments Program (APP). And then on August 1, 2020, MCA began official operations after months of hard work and dedication of the interim board of directors and staff.

The first elections for delegates were held in the fall of 2020 where there were seventeen open positions across the four crop committees of Wheat & Barley, Corn, Flax, and Sunflower. Once elections were held, MCA welcomed twelve new delegates and five returning delegates, who joined the existing delegates on the crop committees. The first crop committee meetings were held in January 2021 where director elections to MCA's board took place. The new MCA board will be introduced at the annual general meeting on February 11, 2021.

I encourage our farmer members to read MCA's first annual report showcasing the activities that occurred over the first months of Manitoba Crop Alliance's existence. Learn about the research activities MCA is engaged with and projects we are funding. Learn about the wheat and barley core breeding agreements the Canadian Wheat Research Coalition and Canadian Barley Research Coalition signed with Agriculture and Agri-Food Canada and the Crop Development Centre to support public plant breeding. Learn about the agronomy and production services provided to farmer members. Learn about MCA's communication initiatives and how as members you can engage through our new website. →



Pam de Rocquigny

MESSAGE FROM THE CHIEF EXECUTIVE OFFICER *Continued*

our various electronic and paper publications, and social media platforms. In 2020, I recognized where MCA can do better in communicating activities and initiatives to our members. We will strive to do better in 2021, focusing on two-way communication efforts. MCA's board of directors and staff are always willing to have those sometimes difficult conversations and constructive dialogues with our farmer members.

As I look ahead to 2021, there will be numerous issues MCA will be engaged in. Developing Manitoba Crop Alliance's vision, mission, and strategic objectives through facilitated strategic planning sessions. Launching MCA's whole farm research program. Continuing to build strategic investment in public and private plant breeding and agronomic research, particularly as we start to plan for future Canadian Agricultural Partnership 2.0 funding programs. Engaging and providing input to the various consultations scheduled to take place in 2021, including the Government of Canada's online Canada Grain Act review, Canadian Roundtable for Sustainable Crop's Responsible Grain consultation, the Province of Manitoba's consultation on the crop diversification centers, and the Government of Canada's Seed Regulatory Modernization review, to name a few. There will also be ongoing discussion with government on the continued need for research funding, as well as the impact of the carbon tax on Manitoba farmer's profitability and competitiveness. MCA is ready to engage in these issues with our farmer members and our partnerships with other organizations. We will look for areas of commonality and where we can work together, therefore amplifying, and unifying farmers' voices.

It is a privilege and honour to serve Manitoba Crop Alliance's board of directors and its members. I also extend a very sincere thank you to MCA's staff – Darcelle, Kate, Lori-Ann, Morgan, Mallorie, Tammy, Rae, and Daryl. There have been changes and opportunities in 2020 and MCA staff met all of them with passion, enthusiasm, and comradery for each other.

Wishing our farmer members, a healthy, safe, and profitable 2021.

Respectfully submitted,



Pam de Rocquigny
Chief Executive Officer



RESEARCH & PRODUCTION REPORT

► As a newly amalgamated organization, Manitoba Crop Alliance research program will maintain and build the mandate of the five founding commodity organizations, including research priorities and investments by the respective boards. Research investments on the five crop types represented by MCA signify the major expenditure of the organization, budgeted at 65% of the 2020-2021 budget. Lori-Ann Kaminiski, MCA's Research Program Manager oversees all research programs for the organization involving more than 70+ projects on an annual basis.

RESEARCH GOAL

MCA's goal of our research investments is to increase profitability and sustainability. To lower the costs of production through yield gains and agronomic efficiencies while increasing value through enhancing desirable market quality characteristics.

RESEARCH PRIORITIES

MCA's research investments are guided by our research priority areas. In November 2020, the four crop committees (Flax, Corn, Sunflower and Wheat & Barley) underwent a review of the top priorities for crop-specific research. Summarized research priorities include:

- **Variety development/genetic enhancement**
- **Disease management**
- **Nitrogen and protein**
- **Extremes of moisture initiative**
- **Rotation considerations**
- **Facilitate the development of agronomic innovation**
- **Residue management**
- **Stand establishment**
- **On-farm research**
- **Support to variety evaluation trials**

For every \$1 MCA farmer members contribute through their levy payments, that dollar is leveraged at a 1:10 ratio



CLUSTER AND PROJECT FUNDING

Through the amalgamation of the five founding organizations, Manitoba Crop Alliance is a member and investor into five national research clusters funded in part through the Canadian Agricultural Partnership – AgriScience Program. Investments in 2020-2021 are as follows:

- **Canadian National Wheat Cluster \$209,107**
- **National Barley Research Cluster \$12,000**
- **Corn Project administered by Canadian Field Crops Research Cluster \$92,989**
- **Integrated Crop Agronomy Cluster \$34,180**
- **Diverse Field Crops Cluster \$104,811**



RESEARCH COLLABORATIONS

Canadian Wheat Research Coalition (CWRC) is a collaboration between Manitoba Crop Alliance, Alberta Wheat Commission, and the Saskatchewan Wheat Development Commission. Manitoba Crop Alliance's directors Fred Greig and Drew Baker are directors with CWRC and Fred is the chair of CWRC.

Canadian Barley Research Coalition (CBRC) is a collaboration between Manitoba Crop Alliance, Alberta Barley Commission and Saskatchewan Barley Development Commission. Boris Michaleski, a delegate from the wheat and barley committee of MCA is a CBRC director. MCA staff provide administrative support to CWRC and CBRC operations.

Both CWRC and CBRC are facilitating a collaborative approach to farmer funding of regional and national research projects in agronomy and genetic advancement in wheat and barley, respectively. Current CWRC and CBRC projects include: →

RESEARCH & PRODUCTION REPORT *Continued*

Canadian National Wheat Cluster:

The cluster is worth nearly \$25 million and runs from 2018 to 2023. It is a collaborative funding initiative between CWRC, AAFC, and private industry. The cluster has four theme areas, which are:

- **Theme 1:** Cultivar development to enhance competitiveness and sustainability
- **Theme 2:** Pre-breeding for future resistance to disease and insects
- **Theme 3:** Insect resistance to protect grain yield and quality
- **Theme 4:** Crop management to capture the genetic potential and minimize the environmental footprint

Core Breeding Agreements: Wheat & Barley

MCA, through CWRC and CBRC, have signed contracts with Canadian public breeding institutions to enhance wheat and barley breeding in western Canada. While agreements will vary slightly depending on the breeding institution, the agreements generally provide variety development capacity support, particularly around human resources. Support is spread across the continuum of variety development, from germplasm and trait development up to the point of commercialization. The key deliverable in the wheat and barley core agreements is "field ready varieties". A field ready variety is a variety that has been approved for registration by the Canadian Food Inspection Agency (CFIA) and, once multiplied, becomes commercially available to farmers. Beginning in 2020, the following agreements are signed and in place over the next 5 years:

- The wheat core breeding agreement with AAFC valued at \$22.6 million
- The wheat core breeding agreement with Crop Development Centre (CDC) valued at \$9.6 million
- The barley core breeding agreement with AAFC valued at \$1.5 million
- The barley core breeding agreement with CDC valued at \$2.7 million

CWRC is currently involved in negotiations to support the breeding programs at the University of Manitoba and the University of Alberta.

Memorandum of Understanding (MOU) with SeCan

In September 2020, CWRC and SeCan announced a MOU with the objective to coordinate, collaborate, and develop models to support wheat breeding in Western Canada in a clear, accountable, and transparent way,

alongside other interested stakeholders. The MOU was a result of continued dialogue between CWRC, AAFC and SeCan following the announcement of the Seed Value Use Agreement pilot program announced in February 2020.

A steering committee has been established between SeCan, CWRC and AAFC where Initial gaps have been identified. Next steps will include engaging with other stakeholders and interested funders to discuss established gaps and other potential needs.

CROP-SPECIFIC PROJECTS

A total of 46 crop specific and multi-crop projects are being supported by MCA in 2020-2021. These projects total \$829,623 in levy dollars leveraged by provincial funding programs under the Canadian Agricultural Partnership.



In 2020-2021, MCA will commit

\$2.3 Million

on behalf of **farmer members** towards research as we strive towards our goal to spend

65% of our annual budget on research & production

AGRONOMY PROGRAMMING

MCA has two agronomy extension specialists on staff, Mallorie Lewarne – Cereal Specialist and Morgan Cott – Special Crops Specialist. Our agronomy extension specialists are responsible for the development, coordination, and extension of the five crop types MCA represents and communicate research results to our members. Extension of the knowledge gained through research is an essential activity for MCA. In 2020, Mallorie contributed to the Manitoba Agriculture and Resource Development surveys for spring wheat and barley fusarium head blight survey and the grasshopper survey. Morgan Cott, in addition to the annual field corn and sunflower surveillance survey, assisted in the Manitoba Agriculture and Resource Development fall corn disease survey. Extension material is shared throughout the growing season in our monthly Heads Up e-newsletter and blog posts.

RESEARCH & PRODUCTION REPORT *Continued*

Daryl Rex, MCA's Research Trial Specialist manages and oversees our trial programs administered by the organization including the on-farm trials, the variety trials and development to long-type confection sunflower trials.

ON-FARM NETWORK

On-Farm research benefits farmers by demonstrating how products or practices behave on their own farm, on their own land and with their own equipment. The question of whether research results apply to their soil type or environment is answered immediately. During the 2020 production year, MCA conducted a total of 48 trials across Manitoba featuring 7 project areas on three crop types – wheat, barley, and corn.

- Evaluation of Varietal Quality and Malting Characteristics of Barley
- Evaluation of Biological Products on Spring Wheat
- Fungicide Timing for Management of Fusarium Head Blight in Spring Wheat
- Evaluation of Seed Treatments on Spring Wheat
- Management of Lodging in Spring Wheat and Barley with Plant Growth Regulators
- Evaluation of Spring Wheat Seeding Rates
- Evaluation of Agronomic and Economic Impacts of Varying Corn Populations

Results of these trials along with single site reports can be found on MCA's website at mbcropalliance.ca/research/on-farm-research

MANITOBA CORN COMMITTEE TRIALS AND SUNFLOWER VARIETY PERFORMANCE TRIALS

The Manitoba Corn Committee (MCC) trials and the Sunflower Variety Performance Trials (VPT) are organized and conducted by the Manitoba Crop Alliance. Our predecessor organizations, the Manitoba Corn Growers and the National Sunflower Association of Canada have coordinated these trials for many years, which continue to serve as an important tool for both corn and sunflower growers in Manitoba with regional third-party performance data on various hybrids. Trial results are available on MCA's website and featured in the Seed Manitoba guide.

Corn: mbcropalliance.ca/resources/corn

Sunflower: mbcropalliance.ca/resources/sunflowers

Seed Manitoba: www.seedmb.ca/

WHOLE FARM RESEARCH

As outlined in our amalgamation proposal MCA has committed to lead and develop a whole farm research program that will focus on a whole-farm, cross commodity approach to research that is not crop-



2019–2020 SR&ED CREDIT

18.43%

Corn (2020)

Currently awaiting approval from Canada Revenue Agency for the Wheat & Barley (2019–2020) tax credit.

specific but rather focused on areas such as soil health, pest management and crop rotations. As the MCA builds our whole farm research committee and develops the priority areas for funding, we will continue to fund the projects that fit under this mandate as previously funded by the founding organizations including the MCA led Extremes of Moisture project. As described in approved projects above, MCA continues to engage with other commodity associations and research groups for research projects of mutual interest.

One continued focus area for Manitoba Crop Alliance is to continue to build research relationships with our funding partners. MCA commits to funding, managing, and monitoring research projects that will advance the interests and profitability of farmer members.

Manitoba Crop Alliance's research database houses all completed and current projects that can be filtered by crop-type, researchers, keywords, and status. For more information visit mbcropalliance.ca/research/projects.

Over the lifetime of the **79 current projects** MCA funds, we will have proudly pledged

\$11.7 Million

on projects that have a combined value of more than

\$121.7 Million

ADVANCE PAYMENTS PROGRAM

CELEBRATING 40 YEARS IN 2021

► The Advance Payments Program (APP) is a federal program, delivered and administered by Manitoba Crop Alliance (MCA). Under the program, producers can access up to \$1,000,000 per program year in advances based on the value of their agricultural product, with the Government of Canada paying the interest on the first \$100,000 advanced to a producer. MCA provides cash advances on over 35 different crop kinds, including the major crops such as wheat, canola, soybeans, and grain corn.

The 2020 year saw changes with the amalgamation of five Manitoba commodity groups and the and challenges associated with managing operations through the COVID-19 pandemic. On August 1, 2020, Manitoba Crop Alliance assumed administration of the APP from the Manitoba Corn Growers Association. Manitoba Corn Growers Association, a founding member of the Manitoba Crop Alliance, had been an APP's administrator since 1981. However, what did not change was the high level of service our clients expect and deserve. When you contact the office to inquire about the APP, you will be speaking with our staff, Tammy Cote and Rae Jackson, who are experts with the APP and your file.

The COVID-19 pandemic and provincial public health orders did influence how we delivered service of the APP to our clients. In March 2020, MCA closed the office to the public and it remains closed at time of writing this report. However, APP staff continued to work at the office and provide service to our clients through other platforms, including by phone, email, or fax. With a secure drop box at the Carman office, applications and supporting documents could also be used. In 2021, we hope to see a return to more normal in-person service delivery. Regardless of delivery method, staff will continue to provide personalized, small town service to ensure dollars are advanced within three to five business days once a completed application is on file.

MCGA has advanced \$61,002,266 million to 339 producers in the 2020 program year, as of writing this report. Applications are still being accepted for the 2020 program year, and we are accepting and processing applications for the 2021 program year (fall seeded crops). For MCA's current fiscal year, additional reporting requirements that have been prescribed by AAFC will be presented at our annual general meeting in February 2022. MCGA is supportive of financial accountability and transparency to our farmer members and will post financial statements on our website.

As we celebrate 40 years of being an APP administrator in 2021, Manitoba Crop Alliance's staff will continue to work closely with our partners at AAFC to deliver the APP and providing options to Manitoba farmers. For more information, please visit our website at mbcropalliance.ca/advance-payments-program/about-the-program

Respectfully submitted,

Pam de Rocquigny
Chief Executive Officer



Administered by Manitoba Crop Alliance



Agriculture and
Agri-Food Canada

**Advance Payments
Program**

Agriculture et
Agroalimentaire Canada

**Programme de
paiements anticipés**

The Advance Payments Program is a federal loan program administered by Manitoba Crop Alliance. It offers Canadian farmers marketing flexibility through interest-free and low interest cash advances.

FINANCIAL REPORT

AUDITED FINANCIAL STATEMENTS

The audited financial statements of the five-founding organizations can be found on the Manitoba Crop Alliance website or by clicking on the organization below:

- Manitoba Corn Growers Association
- Manitoba Flax Growers Association
- Manitoba Wheat and Barley Growers Association
- National Sunflower Association of Canada
- Winter Cereals Manitoba Inc.

CASH RESERVES OF THE FOUNDING FIVE ORGANIZATIONS

As outlined in the Amalgamation Agreement, voted on by members, *“any resulting cash reserves accumulated, prior to the Date of Amalgamation shall be transferred from each Amalgamating Association to the Amalgamated Corporation, with said deductions and cash reserves to then be applied and/or invested by the Amalgamated Corporation into research and/or marketing initiatives relating to the applicable agricultural product for which each deduction was paid and each cash reserve accumulated.”*



Darcelle Graham

The cash reserve accounts, following audits of each of the organizations, were set-up in individual reserve accounts. The balance of the cash reserve accounts as of August 1st are as follows:

Wheat & Barley Research Fund	\$11,698,262
Corn Research Fund	\$2,937,144
Flax Research Fund	\$193,846
Sunflower Research Fund	\$308,301
Flax Research Fund	\$193,846
Winter Wheat Research Fund	\$84,079

2020-2021 BUDGET

The Manitoba Crop Alliance interim board of directors approved the financial budget for the 2020-2021 fiscal year at the June 2020 board meeting prior to the first operational date of August 1st. The finance committee engaged in a thorough review of the individual organizations financial statements to develop the budget, understanding that there could be unknown expenses, as MCA prepares for our first year of operations.

As proposed by the finance committee, the board agreed to invest additional dollars to the whole farm and crop specific research categories to adopt a breakeven budget. These expenditures in research and production support our commitment to invest check-off dollars in quality research.

The MCA board, under the direction of the Finance Committee, will undergo a process to determine the value of a reserve fund that would cover operating costs in years of decrease revenues and wind down costs if the organization were to cease. The reserve fund will be established in the near future.

FINANCIAL REPORT *Continued*

BUDGET 2020–2021

August 1, 2020 to July 31, 2021
REVENUE

Wheat Levy	\$4,601,172
Barley Levy	\$311,687
Corn Levy	\$702,563
Sunflower Levy	\$225,000
Flax Levy	\$63,000
Winter Wheat Levy	\$25,137
Government Grants & Interest	\$55,052
Interest	\$220,000
Lease/Rent Income	\$23,350
Advance Payments Program Income	\$239,250
Research Trial Fees	\$97,375

TOTAL REVENUE **\$6,563,586**

EXPENSES

Research Programming	\$4,277,621
<i>Cluster Funding – Wheat</i>	\$209,107
<i>Cluster Funding – Barley</i>	\$12,000
<i>Cluster Funding – Integrated Agronomy</i>	\$34,180
<i>Cluster Funding – CFCRA</i>	\$93,000
<i>Cluster Funding – Sunflower</i>	\$104,811
<i>Core Funding – Wheat & Barley</i>	\$1,076,896
<i>Cereal Research Projects</i>	\$953,179
<i>Corn Research Projects</i>	\$50,752
<i>Flax Research Projects</i>	\$13,000
<i>Multi-Crop/Whole Farm Research</i>	\$1,047,510
<i>Research Trial Expenses (MCC & VPT)</i>	\$91,000
<i>On-Farm Trials</i>	\$140,000
<i>Agronomy Programming</i>	\$452,186
Market Development Programming	\$597,930
Communications Programming	\$353,162
Memberships	\$55,360
Association Administration	\$1,040,262
<i>Building Expenses</i>	\$35,733
<i>Levy Refunds</i>	\$437,428
<i>Staff Operations, Office</i>	\$234,301
<i>Governance Expenses</i>	\$277,800
<i>AGM Expenses</i>	\$55,000
Advance Payments Program	\$223,872
TOTAL EXPENSES	\$6,548,207
EXCESS (Deficiency) REVENUES OVER EXPENSES	\$15,379

FINANCIAL REPORT *Continued*

Research

A total of 66% of total budgeted expenditures in 2020-2021 will be spent on MCA's research program including agronomy extension, on-farm trials, project funding and management.

Market Development

A total of 9% of total budgeted expenditures in 2020-2021 will be spent on market development initiative, including project funding and membership fees.

Communication

A total of 5% of total budgeted expenditures in 2020-2021 will be spent on communication including management, printing costs and extension events.

Advance Payments Program

A total of 3% of expenses will be accounted under the Advance Payments Program (APP). This program is anticipated to generate a positive balance of \$15,379 which will be transferred to the APP Contingency Fund.

Administration

Total administration costs, including building expenses, levy administration, staff operation for the senior management team, governance expenses, memberships and annual general meeting expenses totaling 17% of the total budgeted expenditures in 2020-2021.

Respectfully submitted,



Darcelle Graham
Chief Operating Officer



COMMUNICATIONS & EXTENSION REPORT

BRANDING & WEBSITE

Despite the many challenges that came with 2020, Manitoba Crop Alliance was able to meet their August 1, 2020 launch date with branding and a website in tow! Choosing the logo was the first step in creating the MCA brand. Grain bins and different coloured crop rows form a shield, representing the strength and unity that MCA encompasses in their mission to better serve farmer-members. Each colour in the logo represents a founding organization and its crop. The colours are used as a distinguishing feature for the crops throughout MCA communications.

MCA's website was launched on August 4, 2020 (the first official business day after MCA's August 1 launch). The website boasts an impressive research database, where completed and in-progress research projects can be searched for and viewed. The website also features a resource section full of frequently updated agronomic information on all crops represented by MCA. In addition to these two highlighted sections, the website also has sections for market development and advocacy, the Advance Payments Program, news/blog posts and events.



Staff are looking into direct mailing newsletters to members in the future to ensure that all farmer-members receive the newsletter.

NEWSLETTERS

Heads Up E-Newsletters

There are three different types of e-newsletters that you may see in your inbox if you are subscribed to receive Heads Up: Agronomy, News and Events. The Heads Up Agronomy edition is sent out monthly on the second Wednesday of each month and is jam-packed full of timely agronomic information sourced or created by our two Agronomy Extension Specialists, Mallorie and Morgan. Heads Up News or Events editions are sent out as needed with important information or updates on events for subscribers.



Fence Post Bi-Annual Newsletter

The Fence Post is mailed out with the Manitoba Co-operator twice annually in the spring and winter, and is posted online on our website. The Fence Post offers agronomic advice and information to producers, along with important news and updates from MCA.



REPORT FROM THE CEO'S OFFICE



Welcome to the Fence Post! This is the first Manitoba Crop Alliance newsletter, and we are excited to share with our members highlights of our current and upcoming initiatives.

Manitoba Crop Alliance officially launched August 1, 2020. It was an exciting day, a result of many years of planning, consultation, and engagement with farmer members. The board of directors and staff are eager to continue serving our membership of over 9000 farmers.

In preparation for August 1, the board of directors approved Manitoba Crop Alliance's first budget for the 2020/21 fiscal year. It is a budget reinforcing and strengthening the key strategic areas of the organization – research and production, market development and access, communications, general administration, and delivery of the Advance Payments Program – a federally-guaranteed loan program. It is a bold budget with 70% of revenue budgeted to research and market development, while keeping administration costs low.

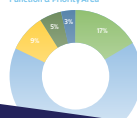
The next ambitious goal is the development of a strategic plan. Manitoba Crop Alliance board of directors and senior management are working with a consultant to build the strategic plan, a plan to guide the organization over the next five years. The goals and mandates of

approach to research, such as soil health, pest management, pest resistance and crop rotations, are being crafted. It is the board of director's goal to release Manitoba Crop Alliance's vision, mission, and strategic objectives to members at the first annual general meeting in February 2021.

I want to take this opportunity to give a sincere Thank You to MCA's staff. The senior management team of myself and Danielle Graham, chief operating officer, are proud of the smooth transition from the five founding organizations to MCA. All staff played an integral role in this. We are looking to the future with enthusiasm to serve the board of directors, crop committees, and farmer members.

I hope you enjoy reading the Fence Post. Be sure to subscribe to our monthly e-newsletter and follow us on social media to keep engaged. Also visit our new website – www.mcaalliance.ca as it is a great source of information for our members to keep informed of MCA activities.

**MANITOBA CROP ALLIANCE
2020/21 Fiscal Year Budget**
Project Revenue: \$5.36 million
Breakdown of Expenditures by
Function & Priority Area



Until next time, stay safe and stay healthy!
Pam de Rocquigny



COMMUNICATIONS & EXTENSION REPORT *Continued*

SOCIAL MEDIA

With the formation of MCA came brand new social media accounts on all platforms. Since launching the new accounts, they have each gained a following that is steadily increasing. Social media is one of the most popular tools that MCA uses to communicate activities and updates with members, industry and the public.



Twitter - @mb_croppalliance



Instagram - @mb_croppalliance



Facebook - Manitoba Crop Alliance

EVENTS

CropConnect Conference 2020

The CropConnect Conference continues to impress all hosting organizations with its continued success! The 2020 conference, which was held on February 12-13, 2020 was no exception. CropConnect 2020 once again offered attendees a wide range of concurrent sessions, packed tradeshow floor, excellent keynote speakers and endless networking opportunities, all contributing to the conference selling out for the third straight year in a row. Unfortunately, like most events in early 2021, the decision was made to cancel the 2021 CropConnect Conference due to the uncertainty surrounding the COVID-19 pandemic. The planning committee is hopeful that the conference can return in 2022.

Combine to Customer

Combine to Customer workshops, hosted by Cereals Canada, continue to be a "must attend" event for farmers across western Canada. The workshops are held at the Cereals Canada headquarters in downtown Winnipeg. Twenty-two Manitoba farmers attended one of three workshops held in February and March of 2020. Combine to Customer is free for farmers to attend as long as they are a member in good standing with their respective provincial commission. Combine to Customer has been cancelled for 2021 due to COVID-19. MCA looks forward to 2022 when workshops can hopefully resume.

CONNECT WITH US

Follow us on
Twitter & Instagram
@mb_croppalliance



Like us on Facebook!

Visit our website and subscribe
to our *Heads Up* e-newsletter!

www.mbcroppalliance.ca

Corn Field Day

The University of Manitoba, Manitoba Agriculture and Resource Development and the 4R Industrial Research Chair Program had a self-guided, 15 station corn tour in July 2020, near Carman. The tour highlighted a corn 4R nitrogen project, nitrous oxide (N₂O) emissions, ammonia (NH₃) volatilization, nitrogen mineralization and canopy N sensing methods. This project is led by Dr. Mario Tenuta (U of M), with local collaborators, including Dr. Don Flaten (U of M), John Heard (MARD) and Curtis Cavers (AAFC). The tour is still available to view at soilecology.ca/2020-4r-corn-mgmt-tour/.

Producer Malt Academy

Despite an in-person workshop in 2020, the Producer Malt Academy had great success as a virtual event. Thirty-two people, including seventeen Manitoba farmers and members in good standing with MCA attended the workshop, held virtually on November 26. The Producer Malt Academy is hosted by Canadian Malting Barley Technical Centre (CMBTC), located downtown Winnipeg. The workshop focussed on the malting and brewing process, along with malting barley agronomy, production, and marketing information. MCA and CMBTC hope to make this workshop available to members again in 2021.

Cancelled Events due to COVID-19

Seeder/Sprayer Clinic (Rescheduled from 2020 to 2022)
CROPS-A-PALOOZA (Rescheduled from 2020. Decision TBD on whether a 2021 event will be possible)

COMMUNICATIONS & EXTENSION REPORT *Continued*

EXTENSION

The Focal Point

MCA is proud to release their first edition of the *Focal Point*. The *Focal Point* is a magazine highlighting MCA's research program through articles featuring MCA-funded projects and their results, along with practical information on how the results can be used on your farm. The publication was started by Manitoba Wheat and Barley Growers Association in 2019. MCA is excited to continue offering this resource to farmers and looks forward to future editions. The *Focal Point* has been mailed directly to farmer members.

Video: A Manitoba Farm's Sustainability Story

Manitoba Crop Alliance was thrilled to work with television cooking show, Great Tastes of Manitoba and Frank Digital over the summer to produce a farmer profile video featuring one of our MCA farmer-members, Anastasia Kubinec. Together, Anastasia and her husband, Myles (who is on the sunflower crop committee with MCA) along with their three sons and her parents, Reg and Barb, manage and operate their family grain farm near Holland, Manitoba. The farm has been in their family for generations and the land has continuously been managed with good stewardship, ensuring that they can take pride in producing healthy and safe food for Manitobans and people all over the world. The video was created to share the positive story around common crop protection and management practices that happen regularly on Manitoba farms with consumers. MCA considers sharing these messages with the public to play a very important role in creating awareness of the agriculture industry and bridging the gap between our farms and today's consumer. To view the video, visit our website at mbcropalliance.ca/news/video-a-manitoba-farms-sustainability-story



Great Tastes of Manitoba

In addition to producing a farmer profile video, Manitoba Crop Alliance also sponsored the 31st season of cooking show, Great Tastes of Manitoba (GTOM), a partnership that started with Manitoba Wheat and Barley Growers. For more information on Great Tastes of Manitoba, visit greattastesmb.ca.

Ag in the Classroom

Manitoba Crop Alliance is a proud supporter of agricultural education and provides support to Agriculture in the Classroom.

Video: Walk the Plots

As part of our "Development to Long-Type Confection Sunflower Hybrids" project, Manitoba Crop Alliance developed a "Walk the Plots" video with our contract breeder, Mike Hagen featuring our 2020 herbicide tolerant nursery in Elm Creek, MB. This video features 12 selected hybrids that will advance to the next stage of testing, giving members a look at the agronomics and the harvested data set on each of the hybrids. To view the video, visit our YouTube channel at www.youtube.com/watch?v=_K1kLvlbJA0.

COMMUNICATIONS & EXTENSION REPORT *Continued*

Responsible Grain

Canadian Roundtable for Sustainable Crops (CRSC) is leading the development of the Responsible Grain – Code of Practice and the consultations. Responsible Grain is a voluntary, science-based document that demonstrates

Canadian grain farmers' care and commitment to the environment. Manitoba Crop Alliance is supportive of the consultation process to gather farmer feedback on the draft code of practice. As such, Manitoba Crop Alliance emphasized to members that all farmers should engage, become informed, ask questions, and provide feedback on the draft code of practice through the various sessions held during the consultation period. Information on the consultation and the draft code of practice was communicated to members through our monthly e-newsletters, our bi-annual newsletter *The Fence Post*, our website, and social media platforms.

As an organization, Manitoba Crop Alliance's crop committee delegates are participating in the formal consultation process with the goals of providing farmer feedback on the code's seven modules, as well as to become informed of the intent and need of the draft code of practice. This follows a similar method being used by other commodity organizations across Canada.

Manitoba Crop Alliance was pleased to hear the commitment by CRSC to extend the original timelines and to review all the feedback received during the consultation process. Manitoba Crop Alliance is currently involved in the consultation without endorsement. Once our organization's feedback is reviewed, Manitoba Crop Alliance will provide further information to our farmer members. As the CRSC consultation period remains open at time of writing this report, MCA is respecting that process and encourages all farmers to engage and provide feedback on the draft code.

For more information on where Manitoba Crop Alliance is at, visit our website at mbcropalliance.ca/news/responsible-grain-where-manitoba-crop-alliance-is-at.

For more information about Responsible Grain, visit responsiblegrain.ca.



Keep it Clean!

Manitoba Crop Alliance shares the Keep it Clean! campaign with members. Keep it Clean is a joint initiative of the Canola Council of Canada, Pulse Canada, Cereals Canada, Barley Council of Canada and Prairie Oat Growers Association, providing producers with resources to grow market-ready crops. For more information on Keep it Clean, visit keepingitclean.ca.



Midge Tolerant Wheat

Communications staff from Manitoba Crop Alliance, Alberta Wheat Commission and Sask Wheat, in collaboration with Synthesis Agri-Food Network, took over the responsibility for coordinating Midge Tolerant Wheat stewardship communications tasks from the Western Grains Research Foundation (WGRF) in 2020. The Midge Tolerant Wheat Stewardship Team is a broad industry coalition representing plant breeders, government, seed growers, seed distributors and producer groups. The team is committed to maintaining the viability of Midge Tolerant Wheat by educating Canadian wheat producers on the importance of proper stewardship of the technology. For more information on Midge Tolerant Wheat, visit midgetolerantwheat.ca.



CEREALS CANADA

A YEAR TO REMEMBER

► This has truly been a year to remember. There have been significant accomplishments despite the COVID-19 pandemic. To begin, the amalgamation process of the heritage Cereals Canada and Cigi has been successfully completed. The consolidated organization is known as Cereals Canada.

The new organization will maintain Cigi's well-known brand. We will continue to deliver the same programs and technical support to promote and enhance the use of Canadian wheat, in addition to working on regulatory and market access issues.

WORKING TOGETHER

Manitoba Crop Alliance (MCA) is a valued member of Cereals Canada. Manitoba farmers are currently being represented around the Cereals Canada Board table by Drew Baker and Robert Misko.

Cereals Canada brings value back to Manitoba farmers in a number of ways:

- Ensuring our access to markets is not limited by crop input products which are approved in Canada but not by key customers. MCA serves on the Market Access Committee that makes these assessments, which also includes crop input developers, exporters and processors.
- Supporting customers through the annual new crop missions. This year, like past new crop missions, MCA had grower representatives meeting with top Canadian customers.
- Providing opportunity for Manitoba farmer representation in national marketing and policy discussions, including:
 - Market development goals and projects;
 - Food safety issues;
 - Wheat classification modernization;
 - Wheat classification registration reform;
 - Issues arising from asynchronous approval of pesticides, maximum residue issues and other non-tariff market issues related to crop inputs.



Cereals Canada

PANDEMIC RESPONSE

Driven by the pandemic, Cereals Canada carried out a digital pivot for the 2020 new crop missions. The digital platform that we built has allowed for extended outreach to customers and other key stakeholders. The new platform is www.CanadianCereals.ca.

Our digital pivot also provides us with the opportunity to engage more directly with Canadian farmers. For the first time Manitoba growers, at large, have been able to join the full seminars that are given for Canadian customers. Later this spring Manitoba farmers will also have the opportunity to hear directly from the value chain about the changing demands of customers through on-line programs. During these sessions, Manitoba growers will be able to directly see how the decisions made on their farms impact global markets. Watch for updates in the coming weeks to for our farmer event that will be hosted through the Canadian Cereals platform.

WORKING TOGETHER INTO THE FUTURE

Cereals Canada is currently developing a strategic plan to guide the unified organization. The plan includes strategic support for our current customers as well as tools to develop emerging markets. Our strategic initiatives will also work to break through market access barriers that are appearing at an alarming rate.

In addition to supporting our markets, Cereals Canada will continue to support our domestic industry. This includes ensuring farmers are aware of our customers' demands. Support the value chain in replying to legislative and regulatory initiatives from different levels of government. We are here to support the industry in responding to trends in consumer interests and concerns. Manitoba Crop Alliance and Cereals Canada are partners, along with the Cereals value chain.

Respectfully submitted,

Brenna Mahoney

*Director of Communications &
Stakeholder Relations*

CANADIAN MALTING BARLEY TECHNICAL CENTRE

► 2020 was a good year for many farmers in western Canada. Adequate moisture and heat during the growing season in a large part of the Prairies, coupled with a relatively dry harvest, allowed farmers to produce one of the best malting barley crops in a decade. The 2020 crop can be characterized by good yields, few issues with pre-harvest sprouting and disease, as well as good protein content, high test weights and plump kernels. While this was true for many farmers, not all regions in western Canada fared so well. Northern Alberta suffered from cool, wet weather during the growing season and harvest, negatively impacting yields and quality, while much of southern Saskatchewan was extremely dry, leading to high protein and thin kernels in some areas. In Manitoba, the western region received higher than average precipitation while the central part of the province experienced one of the driest years since the 1960s. In the end however Manitoba achieved its highest barley yields on record at 84.3 bushels per acre, and harvested 686,000 tonnes of barley according to Statistics Canada, the largest barley crop since 2013. Overall, western Canada produced a very good quality malting barley crop in 2020 with ample supply for both the domestic and international markets.

The CMBTC facilities were as busy as ever in 2020 evaluating new crop samples as well as new Canadian malting barley varieties. Over 1,000 samples were evaluated for barley quality such as protein, germination, plumpness, 1,000 kernel weight and RVA. Approximately 500 samples were processed in the Joe White micro malting system, and 75 pilot scale maltings were completed, with all malt samples analyzed for parameters such as diastatic power, soluble protein, beta glucan and free amino nitrogen. In addition, the CMBTC brewery completed dozens of micro and pilot scale brewing trials. With a strong export program, the CMBTC also conducted cargo quality evaluations (CQCs) on over 1 million tonnes worth of combined export shipments, with the majority of Canada's malting barley exports destined for China and the balance to Japan, the United States and Mexico.

To promote the crop this year, a series of new crop webinars were offered to CMBTC members and end use customers in China using virtual platforms in place of outgoing missions. While the virtual experience will



never replace in person visits, the webinars allowed the CMBTC to reach a far larger audience this year with companies often having dozens of participants attend the meetings from multiple offices and processing facilities across the country. And while the CMBTC annual new crop tour for international customers could not be held this year, in its place a new crop video was created to showcase the highlights of the 2020 crop year and harvest. The video was produced in both English and Chinese (Mandarin).

The CMBTC's Malt Academy continues to be in high demand for those working in the malting and brewing industry, as well as entrepreneurs and researchers who are interested in learning more about the malting and brewing process as well as the barley value chain. The CMBTC was able to offer a 3-day overview course in January of 2020 with 16 participants in attendance from Canada and the US. The remainder of the year's scheduled Malt Academy courses were suspended due to travel restrictions, so the CMBTC launched a series of company specific virtual programs for its members which were carried out during the balance of the year. Another major highlight of the Malt Academy has been the introduction of producer courses as a way to provide farmers with information on the industry's quality requirements, new varieties and market demand. Farmers from Manitoba, Saskatchewan and Alberta were able to benefit from these virtual courses over the course of the year in 2020.

In terms of communications, the CMBTC continued to provide regular crop progress updates during the 2020 growing season and harvest, circulated to our members in English and Chinese. These reports provide detailed assessments on seeding progress, weather conditions and crop development from April to October. →

CANADIAN MALTING BARLEY TECHNICAL CENTRE *Continued*

The CMBTC also issued the *2020–21 Recommended List*, which provides producers with a list of varieties that have the greatest potential for selection and marketing. Additionally, fact sheets were published for new varieties including AAC Connect, CDC Bow and CDC Fraser, translated into English, Spanish, French, Chinese and Japanese. A feed barley brochure was also created to promote Canadian feed barley in global markets.

The CMBTC participated in several conferences, staff training and outreach events this past year, both in person then virtually, promoting Canadian malting barley, discussing new varieties, and disseminating results of research projects, including the following:

- Master Brewers Association of Americas –Ontario District Annual Conference, January 2020 in Kingston, ON
- US Craft Maltsters Guild Conference, February 2020 in Fort Collins, CO
- Canadian Barley Symposium, February 2020 in Winnipeg, MB
- WBC Connect 2020, World Brewing Congress, September 2020 – Virtual

Dr. Yueshu Li, Director of Malting and Brewing Operations, presented two posters, virtually, at the

World Brewing Congress entitled *New Canadian Malting Barley Varieties: Meeting the Quality Requirements of the Global Malting and Brewing Industry; and Influence of Blending High- and Low-Protein Barley Lots on Malt Quality*. Peter Watts, Managing Director, presented on new Canadian malting barley varieties at both the MBAA Annual Conference in Calgary and the Canadian Barley Symposium in Winnipeg.

Applied research remains an important part of the work at the CMBTC to address commercial challenges facing the industry and support the value proposition of Canadian malting barley. Research projects include an investigation of factors leading to premature yeast flocculation (PYF) during brewing; flavours and aromas in malting barley cultivars; screening new varieties for Dimethyl Sulfide and its precursors (DMS, DMSP); optimizing protein blending ratios to minimize its negative impact on malting and brewing performance; understanding the quality needs of the Chinese brewing sector; and assessing new malting barley varieties for production and selection in Manitoba.

Respectfully submitted,

Peter Watts
Managing Director

KEYSTONE AGRICULTURAL PRODUCERS

► Keystone Agricultural Producers (KAP) is Manitoba's general farm policy organization, providing a unified voice for farmers on issues that affect agriculture. KAP represents and promotes the interests of 4,500 farmers and 21 commodity associations.

As the voice of Manitoba farmers, KAP's democratic and grassroots decision-making process is essential. The input we receive from individual members and commodity groups drives our lobby and advocacy efforts.

KAP members, through district committees or commodity associations, discuss current issues in agriculture, and draft resolutions they believe will address their concerns. Districts and commodity associations (such as Manitoba Crop Alliance (MCA)) bring forward resolutions to one of the three advisory council meetings during the year, or the KAP annual meeting. Here they are debated by delegates, and if passed, a resolution becomes official KAP policy. The executive team and the board of directors, with support from KAP staff and input from KAP policy committees, take action on these policies.

There are nine KAP standing policy committees, made up of KAP members with expertise and interest in specific topic areas. These committees enjoy strong cross-commodity representation and provide research, support, and recommendations to the organization. Relevant passed resolutions are forwarded to the appropriate committee for consideration, while resolutions that do not pass may be referred to a committee for investigation and a recommendation.

MCA members serve on KAP's business risk management, grains, oilseeds and pulses, and taxation policy committees. In 2020, KAP hosted 18 virtual policy



committee meetings. These policy meetings attracted 65 speakers from across Canada, who discussed various issues affecting the agriculture industry.

Over the past year, the grains, oilseeds and pulses committee has continued its engagement on plant breeders' rights and a royalty system and successfully called on the KAP board of directors to consider becoming a signatory to the Canada Grains Council joint statement on plant breeding innovation.

It offered support for the continuation of Manitoba Crop Variety Evaluation Trials (MCVET) and engaged the Canadian Grain Commission on moisture testing, which led to the development of a frequently asked questions document on their website.

The committee is working with the seed industry to understand the implications of seed synergy, will participate in the consultation regarding seed regulatory modernization, the Canada Grains Act review, and the Responsible Grain (or Responsible Grain Code of Practice) consultation.

KAP is committed to providing a unified voice for farmers on issues that affect agriculture, and we look forward to keeping you informed on our efforts over the years to come.

Respectfully submitted,

Patty Rosher
General Manager

GRAIN GROWERS OF CANADA

► While I am looking forward to a fresh start in 2021, I have to admit that last year was a major growth opportunity for the Grain Growers of Canada.

Our industry, like many others, faced several challenges. But also like many others, we used them as opportunities to grow.

Below, a couple highlights from 2020:

TRANSITIONING TO DIGITAL

Like so many other organizations last year, we were forced to rapidly move our events and communication opportunities online – and quickly. Because of this, we introduced several new initiatives and digital channels that have allowed us to continue and enhance our communications and reach a much larger audience.

At the height of the pandemic, we launched a podcast called Fireside Chats with Erin. This platform allowed me to engage with industry experts and thought leaders on timely issues and priorities for our membership.

We have dealt with big ideas including market access, the future of the carbon tax, and how agriculture can be the engine behind an economic recovery. I think it's been really informative for our members and a fun and different way to communicate.

ADVOCATING FOR GRAIN FARMERS DIGITALLY

We weren't able to meet with policy makers and politicians in person as much as we usually would last year, due to COVID restrictions. So we found more creative ways to communicate with them, launching two really innovative videos last fall.

The first was our "Speech from the Combine," a video that played off of the Federal Government's "Speech from the Throne" and outlined our top priorities in a way that was certainly attention grabbing. I think it's safe to say this video made a splash amongst the key decision makers in Ottawa, as well as with media from across the country. The video can be viewed at www.youtube.com/watch?v=rHjzt-huG1M.

The second was "Today's Modern Grain Farm: A Harvest Across Canada," a short film designed to educate Canada's legislators and policy makers about the business of a modern grain farm. Featuring interviews and clips from farms spanning Alberta, Saskatchewan,



GRAIN GROWERS OF CANADA *Continued*

Manitoba, Ontario and the east coast, "A Harvest Across Canada" brought legislators up close and personal with farmers across the country to learn about what life is like on a modern farm. This video was an important tool to engage with policy makers in Ottawa in the absence of in-person Grain Week meetings this year. To video can be viewed at www.youtube.com/watch?v=XxtIRvY17g8.

PUTTING FARMERS IN FRONT OF POLICY MAKERS

One of our major goals for last year was putting more Canadian farmers in front of policy makers. Of course, this goal was affected significantly by COVID regulations. But we adapted – and were successful still.

Grain Week 2020 looked much different last week, with many more virtual platforms and meetings than usual, but we were actually able to expand our Grain Week reach in 2020, including more GGC members in events than ever before.

GGC officials, including six staff members and 16 farmer directors, met with more than 30 parliamentarians throughout the week, including representatives from Agriculture and Agri-Food Canada (AAFC), Senators and Members of Parliament (MPs) spanning all five political parties and two languages (French and English).

Throughout all these meetings, we focused on our messaging platform, which remained consistent throughout last year: that Canadian grain farmers are



uniquely positioned to help drive Canada's economic recovery post COVID shutdowns. In order to do so, the industry needs government support in three key areas: prioritizing and enforcing current free trade agreements (FTA); modernizing regulations preventing innovation in agricultural research; and partnering with farmers in efforts to address climate change.

So, overall, 2020 didn't look like we thought it would. But we still achieved – and in some cases, exceeded – our goals. And as we close out another year, I'm proud to say our organization has become stronger, more adept and more focused as a result.

Wishing you all an amazing 2021.

Respectfully submitted,


Erin Gouriluk
Executive Director








**MANITOBA
CROP
ALLIANCE**

Connect with us

-  mbcropalliance.ca
-  204-745-6661
-  hello@mbcropalliance.ca

-  [@mb_cropalliance](https://twitter.com/mb_cropalliance)
-  [@mb_cropalliance](https://www.instagram.com/mb_cropalliance)
-  [Manitoba Crop Alliance](https://www.facebook.com/ManitobaCropAlliance)