



MANITOBA
CROP
ALLIANCE

2022 ANNUAL REPORT



2021 ACTIVITIES



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2020–2021 BOARD OF DIRECTORS

Fred Greig, Chair
Reston, MB

Robert Misko, Vice–Chair
Roblin, MB

Doug Martin, Secretary
East Selkirk, MB

Ryan Hueging
Woodlands, MB

Jonathan Hodson
Lenore, MB

Leonard Wiebe
Carman, MB

Warren McCutcheon
Carman, MB

Eric Fridfinnson
Arborg, MB

Nick Matheson
Stonewall, MB

Gregg Fotheringham
Reston, MB

Mark McDonald
Virden, MB

2020–2021 CROP COMMITTEES

WHEAT & BARLEY

Boris Michaleski, Chair
Ashville, MB

Rauri Qually, Vice–Chair
Dacotah, MB

Fred Greig
Reston, MB

Drew Baker
Beausejour, MB

Robert Misko
Roblin, MB

Wilfred Harder
Lowe Farm, MB

Ryan Hueging
Woodlands, MB

Doug Martin
East Selkirk, MB

Josee Saquet
Laurier, MB

Sheila Elder
Wawanesa, MB



SUNFLOWER

Roger Vaags, Chair
Dugald, MB

Gilbert Sabourin, Vice–Chair
St. Jean Baptiste, MB

Gregg Fotheringham
Reston, MB

Myles Kubinec
Holland, MB

Mark McDonald
Virden, MB

Korey Peters
Randolph, MB

Edgar Scheurer
Dugald, MB

Sally Parsonage
Baldur, MB



CORN

Dean Toews, Chair
MacGregor, MB

Richard Dureault, Vice–Chair
Fannystelle, MB

Carl Bangert
Beausejour, MB

Leonard Wiebe
Carman, MB

Hubert Preun
St. Andrews, MB

Emile Morin
Otterburne, MB

Jonathan Hodson
Lenore, MB

Warren McCutcheon
Carman, MB



FLAX

Dean Buchanan, Chair
Crystal City, MB

Nick Matheson, Vice–Chair
Stonewall, MB

Eric Fridfinnson
Arborg, MB

Andrew Harris
Winnipeg, MB

Lance Bierens
Winnipeg, MB

Jack Hodgson
Roland, MB

Lorne Johnson
Arborg, MB



MANITOBA CROP ALLIANCE STAFF

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Rae Jackson

Administrative Assistant
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*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 thrilled to be writing the chair report for the second Annual Report for Manitoba Crop Alliance (MCA.) August 1, 2020 was the formal start of MCA, and 2021 was the first full calendar year of operations. I want to extend a huge thank you to staff

and directors for all of their efforts to see the fruition of MCA, and their continued dedication to keep the organization operating smoothly and efficiently last year. Although there were challenges due to the pandemic, you took them head on and continued to find solutions to serve our farmer members.

As always research remains a top priority for MCA. In 2021 staff worked to expand the Research on the Farm program to include sunflowers. We also introduced the newly developed Whole Farm Research program, a whole-farm cross-commodity approach to research. MCA signed core wheat and barley agreements to fund variety development with the University of Saskatchewan, Agriculture and Agri-Food Canada, University of Alberta and the University of Manitoba. MCA also contributed \$500,000 towards building the Prairie Crops and Soil Research Facility to further strengthen the University's already well recognized agronomy and crop production teaching and research programs.

MCA held a two-part strategic planning session with staff and crop committee delegates in October and December, 2021. The planning session was held off until later in the year in order to allow for in person meetings. I'm not anticipating a complete change in direction from what the associations were doing individually, more of a reaffirmation of where we are headed in the short term and the long term. We will continue to be heavily research driven and the formation of a strategic plan will allow staff to be more focused on the direction moving forward.

Manitoba had a challenging production year, which resulted in reduced yields for many farmers this year. Since the amalgamation MCA has been carrying a little higher surplus from the previous crop committees, so when a year like this happens the surplus has given us a solid foundation to move forward and continue serving our members with.

Looking forward we are still concerned about the growing federal deficient and potential budget cuts this could mean for farmers. In light of this, we suspect the responsibility is going to be shifted and research is going to have to be farmer driven and farmer funded. MCA will continue to work for members in prioritizing and selecting research projects and will keep you informed on what we are up to through our various communication channels.

All of the staff, directors and crop committee delegates take it as a great honour and responsibility to serve farmers. No decision is taken lightly. I have really enjoyed serving farmers as a director on the board and I would 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 wish, you can then run for a director position on the MCA board via those committees. We will let everyone know in good time when the process is about to begin through our communication channels, and if you have any questions, please speak out to any of our staff or directors.

In closing I would like to thank farmer members for their trust in MCA to invest their hard-earned dollars, it is a responsibility we take seriously and endeavour to get maximum return for your investment.

Respectfully submitted,



Fred Greig, Chair



MESSAGE FROM THE CHIEF EXECUTIVE OFFICER

It is with immense pride that I write my message to our farmer members as Manitoba Crop Alliance's chief executive officer.

According to Oxford Languages, the definition of pride is "a feeling of deep satisfaction derived from the achievements of those with whom one is closely associated." Using the word pride is appropriate as MCA's board and staff accomplished many great things in 2021 on behalf of our farmer members. I want to share a few personal highlights from two of MCA's key priority areas.

BUILDING ON OUR CORE STRENGTH OF FUNDING RESEARCH AND PRODUCTION

The core of MCA's business focuses on funding research, innovation, and production. That focus is evident in MCA's annual budget. In MCA's first fiscal year, 66% of MCA's expenses were allocated towards research and production. In the current 2021/22 fiscal year, that number remains steady at 65%. MCA's research program prioritizes funding research that provides independent, third-party data and solutions that directly benefit our farmer members. We were also proud to share research results from nine projects in MCA's first edition of its research publication, *The Focal Point*. Look for the second edition of *The Focal Point* to be hitting farmer members mailboxes in January 2022.

In 2021, MCA launched our Whole Farm Research program. It allows for a whole-farm, cross-commodity approach to research. The Whole Farm Research program is not crop-specific and will lead to innovative solutions for the benefit of Manitoba farmers. Funding decisions by MCA's Whole Farm Research committee will be confirmed in early 2022 with announcements to be made shortly after. Stay tuned!

MCA also announced significant research funding and sponsorship contributions in 2021 with my highlights focusing on Manitoba. The Canadian Wheat Research Coalition, of which MCA is a founding member, alongside the Western Grains Research Foundation and the Saskatchewan Winter Cereals Development Commission committed funding of \$3.5 million over five years to a core breeding agreement with the University of Manitoba. This agreement will ensure the continuation of the successful Fusarium head blight (FHB) nursery program, along with the winter wheat breeding program.

MCA also provided funding to two Manitoba institutions, investing in the future of agriculture and its students. MCA contributed \$500,000 to the University of Manitoba towards the building of the Prairie Crops & Soil Research Facility (PCSRF). The PCSRF will further strengthen the UM's already well-recognized agronomy and crop production teaching and research programs. MCA also committed \$100,000 to the Collaboration Zone within Assiniboine Community College's Prairie Innovation Centre for Sustainable Agriculture.

EXPANDING CONSUMER OUTREACH THROUGH STRATEGIC PARTNERSHIPS

Public trust and how farmers communicate to consumers and end-use customers is a growing issue. MCA continues to build its modest consumer outreach programming to ensure consumers and end-users have factual, science based knowledge on how Manitoba farmers grow safe and healthy food.

In 2021, MCA continued to be involved with Great Tastes of Manitoba (GTOM) through product placement sponsorship.

For season 32, MCA and GTOM also worked together to produce a second farmer profile video featuring Dean Toews and his family from MacGregor, Manitoba.

A new initiative in 2021 was a partnership with Bell Media's Fields to Forks that provides consumers and end-users with insight to how farmers are making a positive impact to business and the environment. MCA worked with Bell Media to produce a video profiling farmer member and MCA secretary Doug Martin who farms at East Selkirk, Manitoba.

Finally, MCA increased our funding and sponsorship to Agriculture in the Classroom- Manitoba (AITC-M). MCA is proud to support AITC-M recognizing that today's students are our future leaders and its important they understand where food comes from and how it is grown.

BUILDING FOR THE FUTURE

The board of directors and the senior management team are working with Erin Romeo of Pivot Turn Consulting Ltd. to create a strategic plan for the organization. The process continues at time of writing as we work towards developing MCA's vision, mission, and strategic objectives and key results. The board of directors will be sharing the strategic plan with its members at MCA's annual general meeting on February 17, 2022.

In 2021, MCA's board of directors and staff worked hard on behalf of its farmer members in the key priority areas of research and production, market development and access, consumer outreach and advocacy, and communications. I have shared a few accomplishments MCA achieved in 2021. I encourage our members to read MCA's second annual report that showcases all its activities.

I am proud to serve MCA's board of directors and its members. I am also proud of MCA's staff, my teammates. I extend a very sincere thank you to MCA's staff - Darcelle, Lori-Ann, Morgan, Mallorie, Tammy, Rae, Daryl, and Kate - in addition to Alison, our contract communications support for all their hard work. The board and staff make it a joy to come to work each day, serving the farmers of Manitoba.

Wishing our farmer members a healthy, safe, and profitable 2022.

Respectfully submitted,



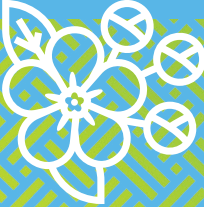
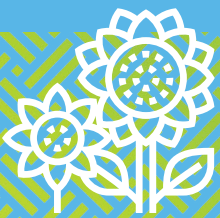
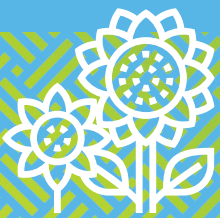




Pam de Rocquigny, Chief Executive Officer



QUICK FACTS

MCA represents wheat (spring & winter), barley, corn, sunflower and flax farmers in Manitoba.

	2021 planted acres*	10-year average yield (bu/ac)	Number of farmer members
 BARLEY	409,122	67	1,333
 CORN	383,647	122	953
 FLAX	68,832	20	424
 SUNFLOWER OIL	64,238	1,756	228
 SUNFLOWER CONFECTIONARY	15,652	1,572	77
 WINTER WHEAT	37,040	63	156
 SPRING WHEAT	2,549,824	54	7,076

* 2021 Planted Acreage is MASC reported and Farmer Members includes those who remitted levy in the last two years.

FINANCIAL REPORT

Manitoba Crop Alliance has developed a strategic plan to ensure the levy dollars received by the organization are handled responsibly and invested into the best research, market development, and communication to provide our members a return on their levy investment.

MCA continues to connect with members to gather feedback on our investments and future areas our organization should invest their dollars. One measure of performance is the refund rate, which indicates how farmers see value in the organization and what percentage are requesting a refund. The amalgamation of the five-crop organizations did not result in an increase refund rate. For the 2020–2021 fiscal year, MCA is reporting a refund rate of seven percent, which supports the strong governance structure our organization has committed to our members.

CROP RESEARCH FUNDS OF THE FOUNDING FIVE ORGANIZATIONS

The MCA board, under the recommendation of the Finance Committee, has made the decision to draw down on the research funds by earmarking these dollars for any current or future research through the AgriScience Clusters Program under the anticipated 2023–2028 Canadian Agricultural Partnership funding programming.

This commitment meets our amalgamation agreement, that funds accumulated by the individual crop types will be invested in that crop. Please refer to our audited financial statements for the balances as of July 31, 2021.

2021–2022 BUDGET

The MCA board of directors approved the initial financial budget for the 2021–2022 fiscal year at the June 2021 board meeting prior to a full understanding of the impacts the 2021 drought would have on yields this past growing season.



To ensure fiscal responsibility, the finance committee met in October to review and update our fiscal year budget, adjusting the levy revenues to reflect the growing season. It is important to highlight the value in our amalgamated organization and the ability of MCA to navigate the wave of fluctuating acreage, commodity pricing and the effects of weather on crop production. MCA is reporting a negative budget in 2021-2022, which is expected in a severe drought. However, the organization is well positioned to maintain our core priorities and research commitments to continue to deliver our members benefit.

BUDGET DISCUSSION

For the 2021-2022 year, MCA will maintain that 65% of our expenses will be allocated towards research. **Research and Production** programming continues to remain our largest priority for the organization with the goal to deliver improved, independent, and farmer-driven research and agronomy support to our members.

The investment of 13% of MCA's funds to **Market Access and Development** programming will see MCA work with our key industry stakeholders to develop new markets and support existing markets for our commodities. MCA holds memberships with Cereals Canada, Barley Council of Canada, Canadian Malting Barley Technical Centre, Flax Council of Canada, and Canadian Special Crop Association.

MCA prides itself on running an efficient and lean organization which contributes to low **administrative** and operational expenses totaling 12% of budgeted expenses.

Communication remains an integral part of the organization to ensure MCA builds a strong connection to our investment in research and

BUDGET 2021-2022

REVENUES

Wheat Levy	\$3,329,850
Barley Levy	\$366,805
Corn Levy	\$689,400
Sunflower Levy	\$213,938
Flax Levy	\$204,000
Winter Wheat Levy	\$29,605
Interest	\$220,000
Lease/Rent Income	\$23,100
Advance Payments Program Income	\$226,750
Research Trial Fees	\$132,490

TOTAL REVENUE **\$5,435,938**

EXPENSES

Research Programming	\$3,957,834
Cluster Funding – Wheat	\$226,546
Cluster Funding – Barley	\$12,000
Cluster Funding – Integrated Agronomy	\$27,538
Cluster Funding – Corn	\$90,000
Cluster Funding – Sunflower	\$131,502
Core Funding Agreements – Wheat & Barley	\$1,081,437
Cereal Research Projects	\$626,609
Corn Research Projects	\$57,660
Flax Research Projects	\$13,000
Whole Farm Research	\$837,256
Research Trial Program (MCC & VPT)	\$134,760
Research on the Farm	\$123,000
Agronomy Programming	\$596,526

Market Access & Development Programming **\$676,022**

Communications Programming **\$373,732**

Memberships **\$67,360**

Association Administration **\$1,141,608**

Building	\$76,418
Levy Refunds	\$435,024
Staff Operations, Office	\$287,166
Governance	\$258,000
AGM	\$85,000
Advance Payments Program	\$189,849

TOTAL EXPENSES **\$6,406,404**

SURPLUS (DEFICIT) AFTER EXPENSES **(\$970,466)**

agronomy programs and delivers those results to members to increase their profitability and return on investment for their levy dollars. Expenses towards communication will contribute to 5% of MCA's overall expenses.

The board of directors have identified the value of being **members** to key organizations that support our farmer members in a variety of areas. MCA is a member of the following organizations: Grain Growers of Canada, Keystone Agricultural Producers, Canadian Roundtable for Sustainable Crops, and the Agriculture Institute of Canada. Memberships to these organization account for 2% of MCA's expenses.

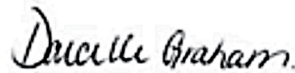
MCA remains an administrator for the **Advance Payments Program** (APP) delivered on behalf of Agriculture and Agri-Food Canada. As an administrator, MCA can efficiently use our physical

and human resources between our core business and the delivery of APP. Expenses for APP total 3%, however the overall budget will see a marginal surplus for the delivery of the program that is allocated to program improvements.

The Board of Directors of the MCA operate under the commitment to invest each levy dollar to provide a return on investment for our farmer members. MCA strives to increase the profitability and productivity of each of the crops that we represent.



Respectfully submitted,



Darcelle Graham, Chief Operating Officer

CLAIM YOUR FEDERAL TAX CREDIT

Farmers who contributed on eligible check-off dollars to Manitoba Crop Alliance may claim a federal tax credit through the **Scientific Research and Experimental Development** (SR&ED) program. For the 2020-2021 tax year, farmers can calculate their total check-off contribution by referring to their **spring wheat, winter wheat, barley, corn, sunflower, and flax** sale receipts. Of those totals, 33.44% of the MCA check-off is eligible to earn an investment tax credit. Individual farmers can claim up to a maximum of 15% while corporations can claim up to 35%. To claim the federal tax credit, you must file a T2038 (IND) for farm proprietorships or a T2SCH31 for farm corporations.

The credit may be used to offset federal tax owing in the current year; or a portion may be refunded to you as an individual or all may be refunded if you are a corporation. Other options

include carrying the credit forward up to 10 years to offset federal tax or carried back up to three years. All check-off credit applied against taxes payable, or refunded must be reported as income in the subsequent year. For more information on claiming this tax credit, consult your accountant or visit canada.ca/en/revenue-agency.html.

Please note: A farmer may not claim investment tax credits (ITC's) on any portion of check-off that has been refunded by the MCA.

SR&ED CREDIT 2020-2021
(August 1, 2020 to July 31, 2021)



33.44%



ADVANCE PAYMENTS PROGRAM

Farmers in Manitoba are faced with several factors every growing season that can impact their marketing plans, including weather, storage requirements, transportation logistics, commodity price fluctuations, and market access issues. Manitoba Crop Alliance Inc (MCA) provides a service to Manitoba farmers to assist with their marketing program by permitting a cash flow option during periods of uncertainty with an advance through the Advance Payments Program (APP). The APP allows farmers flexibility to make the

best business decisions possible in a timeframe that is beneficial for them and their marketing plan, allowing for maximum profitability for the grains they are marketing.

As COVID-19 continued during the 2021 program year, MCA's office remained closed to the public until September 2021 utilizing electronic platforms and our secure drop box to ensure our clients' needs were met. MCA's dedicated APP staff, Tammy Cote and

Tammy Cote, top, is our Advance Payments Program Officer. Rae Jackson, bottom, is our Administrative Assistant.



Rae Jackson, ensured producers continued to experience the same high-quality service they are accustomed to, regardless of the public health orders, receiving funds within the service timeline of three to five business days of submitting a completed application.

MCA offers advances on over 35 crop types and honey. In the 2021 program year, at the time of writing this report, MCA advanced \$51,881,343 million to 262 farmers. While the number of farmers MCA advanced dollars to in 2021 is down from 2020 program year, the total amount of dollars has remained relatively consistent. Overall, APP administrators in Manitoba have seen a decrease in producers this current program year. Applications are still being accepted for the 2021 program year on grain in storage, along with applications for the 2021 fall seeded crops.

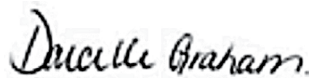
For financial statements which include the delivery of the APP, please refer to MCA's audited financial statements. In the 2020-2021 fiscal year, MCA is reporting an excess of revenues over expenses of \$168,957. As required by Agriculture and Agri-Food Canada, MCA supports financial

accountability and transparency to our farmer members reporting detailed financial statements.

In 2021, MCA proudly celebrated 40 years as an administrator of the APP, as a continued service provider from one of its legacy organizations the Manitoba Corn Growers Association. MCA will continue to offer friendly, efficient service by offering Manitoba producers a marketing and cash flow tool to improve producers' profitability and economic stability for their farms. For more information, please visit our website at mbcropalliance.ca/advance-payments-program/about-the-program.



Respectfully submitted,



Darcelle Graham, Chief Operating 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.

RESEARCH PROGRAM REPORT

MCA's research program aims to maintain and build the mandate of the five founding commodity organizations, including research priorities and investments by the respective boards. Lori-Ann Kaminski, MCA's Research Program Manager oversees all research programs for the organization involving more than 70+ projects on an annual basis.

RESEARCH GOAL

The goal of MCA's research investments is to increase profitability and sustainability, and 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. 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
- Research on the Farm
- Support to variety evaluation trials

WHOLE FARM RESEARCH PROGRAM

Early in amalgamation discussions the opportunity for a new research approach became apparent. MCA set a goal to lead and develop a research program that allows for a whole-farm, cross-commodity approach to research. The Whole Farm Research program is not crop-specific and leads to innovative solutions for the benefit of Manitoba farmers now and into the future. Two delegates from each MCA commodity stepped forward forming a Whole Farm Research

Committee. The first job was to set priorities for a research approach that would look at issues common to all the crops that we grow.

Priorities of the Whole Farm Research Program:

- Crop Rotation Innovation
- Soil Health – Organic Matter
- Cover Crop and Intercropping
- Pest Management: Weeds, Diseases and Insects
- Water

A call for proposals was the second act of this group. Seven full proposals were requested, reviewed by MCA, Manitoba Canola Growers Association, and Manitoba Pulse & Soybean Growers and three were selected by the committee. Negotiations are underway to leverage our farmer member dollars. Funding announcements will be made once contracts are signed. mbcropalliance.ca/projects/whole-farm-research.

RESEARCH COLLABORATIONS

Canadian Wheat Research Coalition (CWRC) is a collaboration inaugurated by MCA, Alberta Wheat Commission, and the Saskatchewan Wheat Development Commission. This is a vehicle by which MCA acts on issues and opportunities that benefit Manitoba producers but are larger than our borders. MCA directors currently serving on the CWRC Board are Fred Greig – Chair of MCA and Chair of CWRC, and Ryan Huegling. wheatresearch.ca



● CWRC Core Breeding Agreements:

In 2021 MCA signed core funding agreements to support two more public breeding programs in western Canada. Previously announced agreements included \$22.6 million to Agriculture & Agri-Food Canada (AAFC) and \$9.6 million to the University of Saskatchewan's Crop Development Centre (CDC).

- **University of Alberta (U of A)** – In May 2021 CWRC committed \$2 million over the next five years towards a core breeding agreement with the U of A. The investment will fund research activities through the U of A's wheat breeding program with a specific focus on developing new Canadian Western Red Spring (CWRS) and Canadian Prairie Spring Red (CPSR) wheat varieties.
- **University of Manitoba (U of M)** – In August 2021 CWRC alongside the Western Grains Research Foundation (WGRF) and the Saskatchewan Winter Cereals Development Commission (SWCDC) committed \$3.5 million over five years to the U of M for wheat breeding activities. This agreement will ensure the continuation of the successful Fusarium head blight (FHB) nursery program, along with the winter wheat breeding program. Also, in 2021, U of M renewed their commitment to the program by hiring two new cereal professors to replace recently retired researchers. Known for her contributions to FHB research, U of M's long-time winter wheat breeder retired December 2021, with Dr. Curt McCartney assuming the role. Also included will be collaborative work between Dr. McCartney and Dr. Maneka Malalgoda, a new Cereal Quality researcher at the U of M, focused on discovery of end use quality attributes early in the breeding cycle.
- **Canadian National Wheat Cluster (2018–2023) and planning for (2023–2028)**
Research continues in four themes:
 - **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 environmental footprint.

Preparations are underway for a new program expected to begin in 2023 under the next agriculture policy framework. Delegate Sheila Elder with MCA staff Mallorie Lewarne and Lori-Ann Kaminski bring the Manitoba perspective to this national wheat research discussion as part of the technical advisory committee.

- Funding via MCA/AgriScience Program Investments for Canadian National Wheat Cluster \$212,822

Canadian Barley Research Coalition

(CBRC) was begun by MCA, Alberta Barley Commission and Saskatchewan Barley Development Commission. Boris Michaleski, MCA delegate from the Wheat and Barley Committee is CBRC Vice-Chair. Membership is open to any organization or association interested in supporting barley research. Barleyresearch.ca



- **CBRC Core Breeding Agreements** is investing \$2.7 million over five years (2020–2025) in the University of Saskatchewan's CDC to develop barley varieties with improved agronomics, disease resistance and end-use quality. CBRC has committed more than \$1.5 million over five years to a core barley breeding agreement with AAFC. These agreements ensure western Canadian farmers will have continued access to premium barley varieties for years to come.
- **National Barley Research Cluster Barley Council of Canada (2018–2023) and CBRC (2023–2028)**
MCA staff and delegates have collaborated with barley researchers and funders across Canada to develop and publish a National Barley Research Strategy that:
 - Identifies and quantifies research areas of the highest importance to the barley industry

- Enhances communication and collaboration between scientists and barley research funders
- Increases research funding efficiency by avoiding unnecessary duplication and investing in critically important work with the highest returns
- Influences government, and other funding organizations toward investment in barley research
- Refines and enhances research targets.

Adjudication of research proposals for the Next Policy Framework is underway.

- Funding via MCA/AgriScience Program Investments for National Barley Research Cluster \$20,233

Canadian Field Crop Research Alliance (CFCRA) – Corn Agri-Science Projects (2018–2023) and planning (2023–2028): Since 2010, Manitoba corn farmers have been part of national corn research discussions through the CFCRA aimed at receiving investment from government funding programs. FieldCropResearch.ca



Current funders supporting a \$4.2 million Corn Project include: MCA, AAFC, Grain Farmers of Ontario, Producteurs de grains du Quebec, Fertilizer Canada and Agrium. Researchers are working toward the development of corn germplasm with resistance to diseases and early-maturing cold-tolerant corn genetics and producing advanced nitrogen management strategies for farmers that will enhance productivity and environmental performance.

- Funding via MCA/AgriScience Program Investments for Corn Project Research Cluster..... \$87,461

Ag-West Bio – Diverse Field Crops Cluster (DFCC) Sunflower Genetics (2018–2023) and planning (2023–2028): With producer levy support and funding from the DFCC researchers are making confectionary sunflower crops competitive in an international market by advancing outdated genetics.

Objectives include:

- Develop a made-for-Canada hybrid that produces longer (called 'long-type') sunflower seeds.
- Incorporate herbicide and disease tolerant traits within these hybrids with long-type seeds.
- Funding via MCA/AgriScience Program Investments for Diverse Field Crops Cluster \$103,895.43

MCA will be exploring sunflower and flax funding opportunities directed by the Flax and Sunflower Crop Committees as part of the 2023–2028 planning.

www.dfcc.ca/



Western Grains Research Foundation (WGRF) – Integrated Crop Agronomy Cluster ICAC (2018–2023):

MCA are funding eight research activities in the WGRF led ICAC. Research ranging from soil health to herbicide resistance and climate change adaptation. It also includes the coordination of crop insects and disease monitoring, assessing and managing spray drift, developing a risk model for mitigating FHB, development and management of productive, resilient and sustainable cropping. MCA will be exploring funding opportunities in our Whole Farm Research program as part of the 2023–2028 planning.

- Funding via MCA/AgriScience Program Investments for Integrated Crop Agronomy Cluster \$58,467



CROP-SPECIFIC PROJECTS

A total of 74 crop specific and multi-crop projects are being supported by MCA in 2020–2021. These projects total \$4.56 million in levy dollars over the length of the full studies. When we add all funding partners the research projects are valued at \$25.2 million. These projects include specific work on Barley, Corn, Flax, Wheat (Spring & Winter) and Whole farm approaches.

AGRONOMY EXTENSION INITIATIVES

SURVEYS

MCA's Agronomy Extension Specialists, Mallorie Lewarne and Morgan Cott, participate in various survey efforts annually. Survey efforts across the province are important, as the results can help farmers, agronomists and researchers prioritize where additional research is needed. Survey results can also provide warning about new diseases or pests, as well as variety or pesticide resistance.

- MARD Fusarium Head Blight Survey
- MARD Grasshopper Survey
- Special Crops Surveillance Survey
- Flax Disease Survey (with MARD & SaskFlax)
- Sunflower Survey (with NDSU)

SPECIAL EDITION E-NEWSLETTERS

In addition to monthly Heads Up E-newsletters, MCA released six Special Edition E-newsletters throughout the 2021 growing season. These special editions focused on timely agronomic issues such as seeding, spring frost, special crops agronomy, planning for successful winter cereal production, and data from the 2021 Manitoba Corn Hybrid Performance Trials and the Sunflower Variety Performance Trials.

FARMER MEMBER SUPPORT

MCA's agronomy extension specialists are available to farmer members and agronomists throughout the year to answer any agronomy related questions. In 2021, questions were brought forward on the following topics:

Cereals

- Early season wireworm damage
- Extended coleoptile from deep seeding in wheat
- Leaf tip necrosis
- Loose smut identification
- Early leaf drop in spring wheat
- FHB symptom identification
- "Shy" barley heads – a result of drought and moisture stress/PGR application
- Yield estimation in severely drought/moisture stressed crops
- Leaf injury – herbicide injury or nutrient deficiency?

Special Crops

- Emergence issues in corn, sunflower and flax
- Frost on corn
- Hail on sunflower
- Stand assessment in corn, flax and sunflower
- Herbicide timing in corn
- Insect pressure in sunflower
- Yield estimate in corn
- Maturity assessment in corn
- Desiccation timing in sunflower
- Ear drop in corn

COLLABORATIVE PUBLICATIONS

The cereal commissions across the prairies, including Alberta Wheat Commission, Alberta Barley Commission, Saskatchewan Wheat Development Commission, and Saskatchewan Barley Development Commission, now have a full network of Agronomy Extension staff. Collaboration with counterparts across the prairies allows for an expanded reach, consistent messaging, and the ability to efficiently deliver agronomic information to farmers and agronomists. Collaborative publications released in 2021 include:

- Act Early to Secure Seed for 2022
- Managing Late Tillers in Wheat and Barley
- Plant Growth Regulator (PGR) Options for Barley
- Seeding Wheat and Barley into Dry Soils
- Bacterial Leaf Streak and Black Chaff of Cereal Crops
- Managing an Unharvested Crop
- Management Tools for Spring Volunteer Weeds from an Overwintered Crop

EXTENSION MATERIALS

In 2021, seven corn agronomic factsheets were produced and available both on our website and high-quality physical copies. These include a Quick Herbicide Reference Guide, Growth Stage Identification (2), Insect Pest Identification (2) and Disease Identification (2). Four cereals factsheets were produced in 2021, covering topics such as nitrogen fertilizer management, bacterial leaf streak, spring nitrogen application options, and falling number.

RESEARCH TRIAL PROGRAM

Daryl Rex, MCA's Research Trial Specialist manages and oversees our trial program administered by the organization including the Research on the Farm trials, the regional variety trials, and the development of long-type confection sunflower hybrid nurseries.

RESEARCH ON THE FARM

Research on the Farm trials benefit farmers by demonstrating how products or practices behave on their own farm, on their own land, using their own equipment. Conducting research on their farm provides farmers answers to production questions using a timely and relevant approach and provides answers to farmers over a wide geographical region. During the 2021 growing season, MCA conducted a total of 56 Research on the Farm trials across Manitoba featuring seven project areas on four crop types – wheat, barley, corn, and sunflowers.

- Evaluation of Varietal Quality and Malting Characteristics of Barley
- 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
- Evaluation of Agronomic and Economic Impacts of Varying Sunflower Populations

Results of these trials along with the 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 coordinated and conducted by MCA. These trials provide our corn and sunflower members access to regional third party, impartial hybrid performance data within Manitoba and continue to serve as a valuable tool for both corn and sunflower farmers. 2021 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: seedmb.ca

DEVELOPMENT OF LONG-TYPE CONFECTION SUNFLOWER HYBRIDS

The objective of the Development of Long-Type Confection Sunflower Hybrids project is to increase the profitability of growing sunflowers for Canadian farmers by developing long-type confection hybrids with herbicide and disease resistance that have the seed type and quality demanded by the processing industry that are adaptable in Manitoba. The project is broken down into two key activities: Summer and Winter Breeding Nurseries, and the Canadian Testing Program. The breeding nurseries create new hybrids and produce the seed for the Canadian evaluation trials. In 2021, the Canadian Testing Program evaluated 132 new hybrids in two locations in Manitoba, one hybrid was entered into the Manitoba Variety Performance Trials and one hybrid evaluated in three strip trial locations in Manitoba. For more information including annual performance results and our 2021 "Walk the Plots" video visit: mbcropalliance.ca/projects/development-of-long-type-confection-sunflower-hybrids





Cereals Canada has maintained virtual communication and training with customers around the world to ensure their wheat sales are supported and questions are answered.

CEREALS CANADA UPDATE

Cereals Canada is dedicated to support the Canadian cereals value chain (farmers, exporters, developers and processors) and our customers around the world. We are committed to providing timely, expert technical information, delivered with best-in-class customer experience.

Cereals Canada is the united voice for industry. Over the past year, Cereals Canada continues to monitor market access issues, provide customer technical support and programing and promote the use of Canadian cereals in the global marketplace.

The 2020 Harvest Assessment determined the story last year. The composites are assessed and include data on milling and flour/semolina quality as well as end-product quality (bread, pasta and/or noodles) typical for each wheat class. It was a strong crop year with high yields, excellent protein and flour/semolina quality from the samples taken across Canada.

Last year, over 19 million tonnes of non-durum wheat along with over 5 million tonnes of durum were exported. Canada's cereals sector led the country's agriculture exports with annual exports averaging \$8.5 billion dollars to over 70 countries.

While Canada faced technical and phytosanitary barriers, Cereals Canada Market Access plan focuses on three pillars:

- Market Access and Advocacy
- Market Support
- Market Development

MARKET ACCESS AND ADVOCACY

Cereals Canada is actively responding to market access issues and trade barriers as they occur in addition to proactive work that strengthens trading conditions for the benefit of Canadian farmers and the value chain.

Cereals Canada works collaboratively across industry and government to monitor trade issues affecting Canadian cereal exports and advance solutions to address irritants and support expanded opportunities for export-led growth. Our partners include the Canada Grain Council, Canadian Agri-Food Trade Alliance, Canadian government as well as Canadian and global industry partners to encourage trading nations to strengthen transparency and predictability in trade.

In the past year, Cereals Canada worked on many market access issues, a few examples include:

- In **Peru**, significant engagement by Cereals Canada with industry and government resolved market access risks related to regulatory requirements imposing zero-tolerance for certain weed seeds, originally notified to the WTO in 2017. Cereals Canada actively worked with Peruvian industry and Canadian Food Inspection Agency (CFIA) to coordinate a unified approach that advanced a science-based systems approach to the management of weed seeds requirements rather than a restrictive zero-tolerance approach. Peru purchases over 1.2 million tonnes of Canadian wheat each year and is one of Canada's top global wheat importers.
- **China** has emerged as Canada's largest wheat customer as well as being a major wheat producer themselves. With improvements to the administration of Chinese tariff rate quotas, China's growing demand for imported wheat made them Canada's largest wheat customer in 2020 buying over 2.8 million tonnes (close to 1 billion dollars of wheat) from Canada. With being such an important country for export, Cereals Canada monitors the trade environment. Cereals Canada had worked closely with its partners to lead a coordinated grain industry responses on behalf of the grain sector.
- In **Colombia and Mexico**, Cereals Canada closely monitored logistics issues that affected the flow of imports by rail (in Mexico) and at the Port of Buenaventura (in Colombia). Cereals Canada engaged with the milling industry associations in

these countries to ensure strong communication with exporter members and encouraged the Government of Canada to engage on these issues. Colombia has been a reliable buyer of Canadian wheat and durum, purchasing, on average, over 1.2 million tonnes each year. Mexican customers imported almost 750,000 tonnes of Canadian wheat in 2020 up from 700,000 in 2019.

- In countries like **Turkey and Morocco**, Cereals Canada continues to put forward science-based discussions to technical trade issues such as the regulation of quarantine pests or fumigation. In the past five years, Turkey's dynamic export pasta sector has been a regular purchaser of Canadian durum buying an annual average of 300,000 tonnes. While Morocco's quality conscious durum millers value Canadian high-quality durum for its hard, vitreous kernels and excellent yellow colour. Morocco purchased over 1 million tonnes of Canadian durum in 2020.

FREE TRADE AGREEMENTS

Canada and Indonesia launched technical discussions towards a Free Trade Agreement (FTA) last year. Canadian public consultations took place and Cereals Canada submitted comments in early 2021. Indications suggest there is interest in moving forward with negotiations. Cereals Canada supports the launch of negotiations as Indonesia is one of the top destinations for Canadian cereal crops and a gateway for exports into the rapidly growing Asia-Pacific region. The market represents about 11% of Canada's wheat exports to the world, bringing significant value to Canadian farmers and exporters.

Canada and the United Kingdom entered into an interim trade agreement (TCA) in April 2021. This provides Canadian exporters with continued preferential access to the U.K. market carried over from Canada-European Union Comprehensive Economic and Trade Agreement (CETA) and supports the long-standing partnerships between Canadian wheat producers and UK wheat millers.

CETA removed 98% of tariffs on Canadian goods and over time will remove approximately 99% of tariffs.

Cereals Canada is committed to working with government, members, and partners on resolving trade barriers and supporting predictability in the trade environment.

INNOVATION IN PLANT BREEDING

The cereals sector recognizes that innovation in plant breeding carries significant potential to help address crop production challenges and enlarge the portfolio of products available and traded worldwide. However, achieving these benefits will require global regulatory transparency, certainty, and consistency. Regulatory misalignments and unclear requirements can lead to an uncertain trading environment, erosion of trust in science and risk-based processes and competitive disadvantages.

Cereals Canada is a member of the Canada Grains Council along with other grain, oilseed, pulse and special crop industries, representing the value chain. As a member, Cereals Canada endorsed Canada Grains Council's submission on the proposed guidance relating to Part V of the Seeds Regulations including the recommendations to improve clarity of situations where plants are subject to Part V, especially when plants (without foreign DNA) have been changed in a way that poses environmental risk. Cereals Canada also submitted a separate response on behalf of all cereals to Health Canada on the Novel Foods Act.

KEEP IT CLEAN CAMPAIGN

A joint initiative of Cereals Canada, Canola Council of Canada and Pulse Canada to provide resources for growers on the best practices to maintain domestic and export markets, focused on five key points:

- Use acceptable pesticides only
- Always read and follow label instructions
- Manage disease pressure
- Store your crop properly
- Deliver what you declare

Visit KeepitClean.ca for more information.

MARKET SUPPORT:

Provide Customer Technical Support on behalf of the Canadian Value Chain

At Cereals Canada it is our desire to maintain and build relationships with key customers. We do this throughout the year by providing excellence in customer service, training and communicating why Canadian wheat provides quality, consistency and reliability in their products.

Building and maintaining relationships with customers

is at the heart of what we do at Cereals Canada. Cereals Canada expert technical staff provide programming designed specifically for the customer's needs. Two examples in this past year were:

- Providing key support to Prima, one the largest food industry conglomerates in Sri Lanka. This connection provided a valuable update on their wheat usage, flour production and current purchasing decisions.
- We also reached out to COFCO Corporation, China's largest food and agriculture company and delivered an online seminar about wheat classes, quality performance and the grading process of Canadian wheat. Last year COFCO imported 3 million tonnes.

Requests for support and help come from across the globe. Some from existing customers looking for support and other such as the Canadian Embassy requesting support for milling in Africa.

Providing key technical educational presentations

on the quality of Western Canadian wheat with a focus on wheat classes, overview of the Canadian wheat grading system to students at the Swiss Milling school is a critical outreach. The Swiss Milling school is the world's prime institution for training staff in the grain milling industry. Being exposed to Canadian wheat provides an opportunity to bring that experience back to their mills in the 14 different countries represented during the training session.

Connecting with Customers virtually; New Crop Seminars: The technical division of Cereals Canada is known for its excellence in delivering the new crop information. Last year, there were 48 webinars/ meetings involving 28 markets that took place virtually. The webinars targeted key customers, millers, buyers and traders. The Canadian team shared information on the Canadian system that breeds, produces, regulates and provides technical support to ensure consistent and reliable wheat quality. With all webinars, one on one meetings with individual companies took place to continue to answer questions and build relationships with customers.

Canadian Cereals brand and website was launched last year as the hub for customers to get up to date and timely information on crop production, new crop information and technical briefs. More information can be found on our website at canadiancereals.ca/.

MARKET DEVELOPMENT:

Canadian Wheat Research Priorities

Meeting the needs of farmers, consumer demands, overall sustainability and competitiveness of new wheat varieties is the focus of the Wheat Research Strategy Task Group. They develop the priorities, goals and the vision on research investment to ensure that Canada is the forefront of research efforts. More information can be found at bit.ly/3cjw8.

Habitat-Friendly Winter Wheat Ecolabel Program:

The Canadian grains sector is establishing an eco-label program for Canadian products made using

Western Canadian Winter Wheat. Cereals Canada is leading this project in collaboration with Ducks Unlimited Canada, Prairie winter wheat groups, end users including millers and food processors.

The Habitat-Friendly Winter Wheat Ecolabel program will provide consumers with a sustainable choice and help to conserve wildlife and support farmers in Western Canada. The program leverages Canada's grain classification and variety registration system enabling farmers to participate without the need for on-farm audits or certification.



Canadian Wheat Nutrition Initiative: Cereals Canada in partnership with the Alberta Wheat Commission, Saskatchewan Wheat Development Commission, MCA, Grain Farmers of Ontario and the Canadian National Millers Association are developing a national strategy on wheat nutrition and health research. The goal is to establish a value chain science-based promotion and education campaign on the beneficial properties of Canadian wheat and the benefits of modern agriculture. A Scientific Advisory Committee has been formed and completed the first phase of benchmarking study to determine the attitudes towards wheat and food to help drive programming and key messages for Canadians.

Respectfully submitted,

Ellen Pruden, Director of Communications



BARLEY COUNCIL OF CANADA

The Barley Council of Canada (BCC), established in 2013, works on behalf of the Canadian barley value chain to ensure long-term profitability and sustainable growth for all its members. The BCC members, representing agriculture, research, and industry from Alberta through to the Atlantic provinces, appreciate the value of a national organization dedicated to the success of the entire barley chain. BCC focuses on four key areas: barley research, market development/support, market access, and communications.

In 2020/2021, MCA membership dues contributed toward funding BCC operations and initiatives, including the development of the National Barley Research Strategy, the administration and coordination of the National Barley Cluster, and a strong voice on barley-related policy issues at a national level.

BCC worked closely with the Brewing and Malting Barley Research Institute (BMBRI) on the development and delivery of the National Barley Research Strategy, a first for the Canadian barley industry. The objectives of the National Barley Research Strategy were to:

- Identify and quantify the research areas of the highest importance to the barley industry;
- Enhance communication and collaboration between scientists and barley research funders;
- Increase research funding efficiency by avoiding unnecessary duplication and investing in critically important work with the highest returns;
- Influence government and other funding organizations' investment in barley research; and
- Refine and enhance research targets developed under the Getting to Growth plan.

The National Barley Research Strategy identified seven key barley research themes. Each research theme was discussed and research priorities were identified to support and advance the industry. Finally, quantifiable research targets were developed around the research themes to

measure the impact of the industry's research investments. The National Research Strategy can be found at barleyresearch.ca/research/

The management of the current \$10.5 million National Barley Cluster was a considerable undertaking in 2020/21, with the wide-reaching ramifications of COVID restrictions. Amended project timelines and budgets throughout the year allowed researchers to adjust their projects and still make progress. We are approaching the completion of the current National Cluster at the end of March 2023 and look forward to sharing a multi-faceted Knowledge and Technology Transfer Plan, that will incorporate a variety of print, social media, virtual and in-person events over the next year and a half.



During 2020/21, BCC engaged in a comprehensive review of the organization's mandate and approach to making the most efficient use of their resources to advance the interests of the integrated barley value chain. Because the national organization represents a diverse membership and addresses a range of issues, BCC continues to pursue efficiencies, opportunities and collaborative efforts that best serve interests of stakeholders.

In August, the BCC office relocated to Saskatoon and the board, industry representatives, and management look forward to continued evolution of BCC for a strong national voice for Canadian barley that represents the interest of all members of the value chain.

Respectfully submitted,

Adele Buettner, Interim Executive Director



A MESSAGE FROM THE CANADIAN MALTING BARLEY TECHNICAL CENTRE

The global barley industry registered a significant milestone in 2020-21 – a record trade volume of 36.1 million tonnes according to the United States Department of Agriculture. Global barley production was also strong in 2020 at 160 million tonnes, the highest output since 1994 and 15% above the previous 10 year average with good crops in many countries including Russia, Australia, Canada and the United Kingdom.

The strong trade volumes were driven primarily by a strong Chinese barley import program that reached a record 12.0 million tonnes, making it the top importer in 2020-21 and breaking their previous record of 9.9 million tonnes of imports in 2014-15. About 30% of China's barley imports in 2020-21 were destined for the malting and brewing industries, similar to previous years in terms of volume of roughly 3.0-3.5 million tonnes, with the surge in imports driven by demand for feed barley from China's livestock sector.

With a healthy barley crop of 10.7 million tonnes in 2020, Canada capitalized on the demand from China, exporting over 3.7 million tonnes of barley from

August 2020 through July of 2021, the largest program since 1990. With Australia out of the Chinese market due to prohibitive import duties, another milestone was reached with Canada exporting a record 1.6 million tonnes of malting barley. Canada's malt processing industry also had a good export program of 556,728 tonnes of malt, up 5% from the previous year, despite challenges facing the global brewing industry due to the pandemic.

The banner year for Canada in terms of exports was felt at the Canadian Malting Barley Technical Centre (CMBTC). The first export cargo sample was received in mid-September, followed by 62 more over the course of the marketing season, a record year for cargo quality evaluations (CQCs) at the CMBTC. Every cargo sample is analyzed for 10 barley quality parameters including protein, germination energy and plump kernels, and processed in the CMBTC's 50-kilogram pilot malting system to evaluate malting performance and finished malt quality. The CQC reports are a pillar of Canada's value proposition, helping customers optimize the performance of Canadian malting barley, and supporting the

premiums earned over other origins in the global marketplace.

The 2020-21 marketing year also saw the transition to newer malting barley varieties advance as testing and acceptance of the promising slate of new cultivars broadens among end-uses at home and around the world. This is significant as brewers are notoriously cautious with respect to the uptake of new varieties, concerned over changes in brewing performance and sensory qualities, typically requiring a number of trials over a several seasons prior to giving the green light.

Canada's domestic malting industry are the early testers and adopters of new varieties, contracting with producers and gauging performance in the field and in processing. In parallel, the CMBTC feeds international customers with quality and performance data in the early years after registration, and once sufficient quantities of a new variety are available, the CMBTC works with seed companies, Canadian grain exporters and customers to coordinate commercial production trials with containers of new varieties shipped to end-users. In 2020-21, the CMBTC facilitated two production trials in China with a new variety CDC Fraser with promising results.

Today AAC Synergy is generally accepted by malting and brewing companies at home and abroad, while varieties such as AAC Connect, CDC Bow and CDC Fraser are increasingly being tested and accepted by both domestic and international end-users, gradually replacing stalwart, internationally recognized varieties such as AC Metcalfe and CDC Copeland, whose lives have already spanned 20 years. Of course, producers play a vital role in this transition as there must be supply to drive uptake by end-users. Producers are taking some risk growing by a new variety, and it doesn't always work out, but this is a critical piece of the process as our industry addresses the proverbial chicken-or-the-egg dilemma.

Through communications such as the annual "Malting Barley Variety Recommended List", the

CMBTC provides guidance to producers on which varieties have demonstrated agronomic and end-use quality characteristics, and which are in demand in the market place, ensuring Canada's farmers have the knowledge to make informed production and marketing decisions with respect to malting barley.

In summary, the current transition to new malting barley varieties is encouraging and a testament to the concerted promotional efforts on the part of Canada's barley sector.

Another important factor impacting Canada's barley industry in recent years is the rise in demand for feed barley, supporting prices and ultimately production. Canada itself is one of the largest feed barley markets in the world, with the livestock sector using some 6 million annually. Only a handful of countries in the world use this much feed barley domestically. With feed barley exports flirting with 1 million tonnes in both 2018-19 and 2019-20, followed by nearly 2 million tonnes sold for export in 2020-21, its clear there will be demand for Canadian feed barley in the future. This bodes well for the entire sector, as a large demand base allows producers to grow barley knowing there are marketing options.

While 2020-21 was a very good year for the barley industry in Canada, the drought of the summer of 2021 has created significant challenges for the entire value chain, from producer through maltsters, brewers and the livestock sector. Production, supply and quality challenges, not to mention historically high prices, will characterize the 2021 harvest and marketing year. However, the long-term trajectory of Canada's barley industry is positive. cmbtc.com/

Respectfully submitted,

Peter Watts, Managing Director





FLAX COUNCIL OF CANADA UPDATE

The Flax Council of Canada (FCC) has been working on several trade issues in 2021 and preparing for the future.

The European Union proposed limits for cadmium and hydrocyanic acid in flax. The FCC worked with the Government of Canada and EU partners to provide information and support about why the limits of cadmium and hydrocyanic acid are not of concern in Canadian flax. Despite our effort's the EU proceeded to implement regulations, and as of August 30, 2021 has introduced maximum allowable cadmium in flax for food. The Canadian flax processors and exporters are working to manage exports of flax and meet the regulations.

The EU has also proposed a limit for hydrocyanic acid, a naturally occurring product in flax. The EU has received information from Canada and we are waiting for further engagement to discuss the proposed limit. We are working on new food packaging regulations to be implemented by China on January 1, 2022. The other trade issues have been slow to progress in 2021 because of the focus on the pandemic. However, these issues are top of mind for resolution at the FCC.

Looking beyond 2021, the FCC is preparing itself to take advantage of the opportunities in Canada and around the world. The demand for flax has not decreased during the pandemic. Consumers are becoming more aware of the health benefits of flax



and the FCC will continue to lead and support efforts to help everyone learn more about flax. The livestock sector is also demanding more flax, both to have healthier animals and the improved productivity of the animals.

In 2021 the FCC made some changes while renewing the membership. The office moved to Saskatoon and is co-located with the Saskatchewan Flax Development Commission, and hired Wayne Thompson as the Chief Executive Officer. The intention of all the changes has been to create a more streamlined set of organizations for the flax industry. The connections between the FCC, Manitoba

Crop Alliance, and Saskatchewan Flax Development Commission will help serve processors, exporters, and growers for the long run. With new members joining the FCC, we know the organization will be here to work for the flax value chain for many years to come.

Respectfully submitted,



Wayne Thompson, Chief Executive Officer



COMMUNICATION REPORT

WEBSITE

Manitoba Crop Alliance's website hosts a wide range of information. 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 as well as information on 4R Nutrient Stewardship in Manitoba. In addition to these two highlighted sections, the website has sections for market development and advocacy, the Advance Payments Program, news/blog posts, events and more. mbcropalliance.ca/

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 MCA's Heads Up e-newsletters: 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 farmer members.

Advance Payments Program E-Newsletter

MCA also has an e-newsletter for our Advance Payments Program (APP). These e-newsletters are sent out to our APP clients on an as needed basis, usually to announce deadlines, important dates and news releases regarding the APP.

Grain Marketing Insights

The Grain Marketing Insights Report was launched in October 2021. Each month LeftField Commodity Research provides marketing intelligence and analysis on wheat, barley (malting and feed), grain corn, flax, and sunflowers (confectionary and oil-types), through the Grain Marketing Insights.



Grain Marketing Insights is sent out on Wednesday of the third full week each month. The full report is available on our website and archived versions of previous reports are also available at mbcropalliance.ca/market-development-advocacy/grain-marketing-insights.

Fence Post Bi-Annual Newsletter

The Fence Post is mailed out to farmer members twice annually in the spring and winter, and is also posted on our website. The Fence Post offers agronomic advice and information to producers, along with important news, event notices and updates from MCA.

SOCIAL MEDIA

Social media is one of the most popular tools MCA utilizes to communicate activities and updates with members, industry and the public. In May of 2021, MCA began tracking metrics of our various communication platforms in order to set a benchmark for future campaigns and measure our communication success moving forward. From May until November 2021 (time of writing this report) MCA saw an average Facebook engagement rate of 8.05%. On Facebook, engagement rate is calculated based on the number of likes, comments, shares and clicks posts are getting and the average engagement rate on Facebook across all industries is 0.27% (2020 study). During the same time period, MCA reported an average Twitter engagement rate of 1.3%. On Twitter, engagement rate is the number of times a user has interacted with a Tweet and according to Twitter, an influencer with good engagement rate could expect between 0.2-0.9% for every 1,000 followers. As of November, MCA counted 1,100 followers.

Connect with us on the platforms below to ensure you receive the latest information and updates that will benefit your farm.

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

EVENTS

CropConnect Conference 2021

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. Due to this cancellation the Annual General Meeting as held virtually in February 2021.

The CropConnect Conference planning committee is thrilled the conference can return in 2022. The 2022 CropConnect Conference will be held on February 16-17 at the Victoria Inn Hotel & Convention Centre in Winnipeg, Manitoba.



HOT TOPICS IN COMMODITIES

MCA sponsored the Hot Topics in Commodities webinar series presented by The Western Producer, Manitoba Co-operator and Grainews from January to April 2021. Each webinar featured one commodity and included experts covering topics related to wheat, canola, soybeans, pulses, corn, oats and sunflowers. MCA sponsored the following webinars:

- **January 21, 2021** – Wheat, Lauren Comin, Canadian Wheat Research Coalition and Joanna Follings, OMAFRA: A New Engine for Prairie Wheat Research
- **March 18, 2021** – Corn, Dr. Don Flaten, University of Manitoba: Managing Fertility to Maximize Hybrid Corn Potential and Dr. Erin Hodgson, Iowa State University: Developing a Resistance Management Plan for Corn Rootworm in Canada



- **April 15, 2021** – Sunflower, Morgan Cott, Manitoba Crop Alliance: Making the Grade

Producer Malt Academy

MCA proudly welcomed Manitoba farmers in person again at The Producer Malt Academy, November 25–26, 2021. Eight MCA farmer members participated in the event along with six other participants from industry. 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, marketing information and a brewery tour.

POSTPONED EVENTS DUE TO COVID-19

Combine to Customer 2021 (Rescheduled): Three workshops will be held in 2022: February 6–9, February 22–25 and March 6–9. If you are interested in attending, email mallorie@mbcropalliance.ca

Seeding & Spraying College: (Rescheduled to 2022)

EXTENSION

The Focal Point

MCA is proud to release their second edition of the Focal Point in early 2022. **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 the farm. The publication was started by Manitoba Wheat and Barley Growers Association in 2019. As always, MCA is excited to continue offering this resource to farmers and looks forward to future editions. **The Focal Point** is mailed directly to farmer members.

Meet a Researcher Series

MCA launched the Meet a Researcher article series in June, 2021. The Meet a Researcher series is a question-and-answer formatted article profiling the researchers and scientists working for our members through research that MCA funds. In the series each researcher or scientist shares information on current research projects and how farmer funding supports their work. Meet a Researcher is sent out on the second Wednesday of each month in the Heads Up Agronomy e-newsletter, is posted on our website and share on social media.

MCA 2021/22 Bursary

MCA supports students who are in post-secondary education programs, studying to support the agriculture industry. MCA has established a bursary intended to assist with the financial needs of students who are enrolled in a post-secondary agricultural program within the Province of Manitoba. Six bursaries valued at \$2,000 each were available. The deadline to apply was January 14, 2022.



PARTNERSHIPS

MIDGE TOLERANT WHEAT

2021 is the 12th year farmers in Western Canada have seeded Midge Tolerant Wheat. Milestones include:

- Over 30 million acres of Midge Tolerant Wheat since its first planting in 2009
- \$1 billion dollars in yield and quality benefits to producers
- 37 varieties of Midge Tolerant Wheat available in seven classes

With areas of Manitoba seeding Midge Tolerant Wheat for the first time, stewardship awareness is very important. To bring awareness to the stewardship principles, the communications team maximizes value from a very small budget including social media advertising (Twitter and YouTube) and e-newsletter ads. Seed companies and producer organizations generously offer space in their digital and print publications for ads and articles. The communications team also maintains a Twitter feed to connect with producers, share news and build relationships with experts and trusted information sources.



2022 will be an interesting year for Wheat Midge. A perfect storm was possible in 2021 with Wheat Midge population forecasts higher in Alberta and Saskatchewan than in recent years. However, the drought conditions in 2021 could result in a 2022 emergence of the Wheat Midge population that remained dormant because of imperfect spring moisture conditions. We look forward to the Wheat Midge forecast map coming this winter to confirm or deny this possibility. Dr. Tyler Wist, an AAFC entomologist studying wheat midge, observed significant adult populations recorded on pheromone traps in areas that received enough spring rain (~179mm in the spring, where 25 mm was sufficient) that led to one larvae per spike

(~2% yield loss) that all successfully entered the soil to overwinter for 2022.

Despite the unpredictability of Wheat Midge populations, many farmers have fully embraced Midge Tolerant Wheat varieties in all areas of Western Canada. With benefits that are evident even under low Wheat Midge pressure and strong yielding varieties, MTW offers an agronomic package that offers great value to farmers.

In 2022, the team will continue to keep stewardship principles in front of farmers, so they don't forget. Targeted emails to retailers and past users continue to be effective in connecting with people when they are making decisions about keeping a past crop or choosing new seed. To keep things interesting, the communications team is putting a new spin on an old message that is still impactful today. Learn more at midgetolerantwheat.ca/.

RESISTANT WILD OAT ACTION COMMITTEE

The Resistant Wild Oat Action Committee Project commenced on April 1, 2021. The first order of business was hiring a Project Manager and the committee was pleased to hire Nathan Eshpeter, a producer from Daysland, Alberta. A community group of producers was formed in Central Alberta. Two of the main activities of the community group include:

- an inversion tillage project to determine the efficacy of deep burial of wild oat seed; and
- collecting of wild oat seed from selected producers for resistance testing to wild oat herbicides.

In addition to the testing, an accompanying survey of management practices will be conducted with the producers. Eight infographics on resistant wild oat have been prepared and are available on the website: weedsience.ca/wild-oat-action-committee/.

Four more infographics are planned to be completed by March 31, 2022.

A video is under production and should be completed by January, 2022. The video is entitled "Understanding Resistant Wild Oat" and it consists of interviews from three farmers (one each from Alberta, Saskatchewan, and Manitoba) discussing their experiences with identifying and managing resistant wild oat.

The video will be made available online. A literature review is underway for the development of written extension materials and the committee also plans on digitizing historical information from previous Wild Oat Action Committees on the website.

MCVET

Manitoba Crop Variety Evaluation Team (MCVET), a not-for-profit organization, serves as an independent third-party crop variety evaluation program for farmers and the seed industry in Manitoba. A committee of private and public agriculture industry representatives oversee the production of the suite of annual crop variety performance reports and database known as "Seed Manitoba" and "Seed Interactive". The guide and database are based on independent third-party trials commissioned, approved and overseen by the MCVET committee.

In the 2021 crop season, MCVET conducted a total of 3,366 small plots of barley, spring wheat, oats, flax, winter wheat, fall rye, peas and forages at five core sites; Arborg, Souris, Hamiota, Dauphin, and Thornhill and 16 satellite sites: Portage, Ste.Adolphe, Beausejour, Brandon, Neepawa, Souris, Rosebank, Stonewall, Swan River, Melita, Carberry, Holland, Winnipeg, Morris, Boissevain and Roblin.

MCVET also evaluated other crop types such as soybeans, corn and dry beans in collaboration with Manitoba Pulse & Soybean Growers and MCA. Canola yield data was donated by the Canola Performance Trials committee. In 2021, MCVET re-established annual forage trials at the Crop Diversification centers at Arborg, Carberry, Roblin and Melita to compare the yield and quality of a number of annual crops grown

for feed. MCVET is planning to continue annual forage trials going forward. www.seedmb.ca/

CANADIAN CORN PEST COALITION

The Canadian Corn Pest Coalition (CCPC) is made up of regulatory agencies, seed companies, commodity groups and other agricultural organizations in the interest of promoting the proper stewardship of corn pest management technologies. CCPC members are committed to the common goal of responsibly deploying and managing new pest management technologies for corn as they are introduced in Canada to support their continued effectiveness.

In 2021, there has been a specific focus on corn rootworm monitoring and information production and distribution across Canada. Development of corn rootworm scouting tips is a recognized need and alternative feed options for corn silage farmers to offset their requirement to plant continuous corn for livestock. An adult corn rootworm monitoring trap network was developed for summer 2021 to collect corn rootworm samples and identify infestations.

Spring of 2021 also produced the first annual report on the NSERC Alliance Project "Mitigation and management of Cry1F resistance in European corn borer in Canada". This project is exploring the single trait genetics that has developed resistance in European corn borer in Eastern Canada. cornpest.ca/

SPRAYERS101.COM SPONSORSHIP

In August, MCA purchased a bronze sponsorship to Sprayers101.com. Sprayers 101 is a non-profit resource offering best practices in safe, efficient, and effective agricultural spraying. MCA supports independent and impartial information to provide our members with the world's best information on spray application, containing articles, videos, presentations, apps, and other resources for applicators in Canada. For more information visit: sprayers101.com/

GREAT TASTES OF MANITOBA

MCA proudly sponsored the 32nd season of television cooking show Great Tastes of Manitoba (GTOM), a partnership that started with Manitoba Wheat and Barley Growers. For more information on GTOM, visit greattastesmb.ca.

VIDEO: PIONEERING AGRICULTURE IN MANITOBA

Over the fall MCA worked with GTOM and Frank Digital to produce a second profile video featuring Dean Toews and his family from MacGregor, Manitoba. Dean is married with four kids and farms with his semi-retired parents, two brothers and their families. They grow 4,000 acres of crop including corn, sunflower, soybeans, edible beans, and wheat. The farm also does approximately 7,000 acres of custom work every year, including custom planting, strip-tilling, and harvest. The farm

has been in the Toews family for three generations and together, the family is in constant pursuit of bettering the land and bettering their production practices with the goal to become more efficient in producing safe food.

Through this partnership MCA was able to share with consumers positive stories around common agriculture production practices used in Manitoba. Sharing these messages with the public plays a very important role in creating awareness and bridging the gap between our farms and today's consumer. To view the video, visit our website at mbcropalliance.ca/news/video-pioneering-agriculture-in-manitoba.



FIELDS TO FORKS

Last year MCA proudly partnered with Bell Media on the Fields to Forks initiative. Fields to Forks highlights the latest trends in farming and shares facts about food processing and consumption. It began airing in Eastern Canada, and in 2021 started airing in Manitoba and Western Canada. Through this partnership MCA was able to utilize Bell Media's Television, Radio and Digital platforms to provide consumers and end-users with insight to how farmers are making a positive impact to business and the environment.

We worked with Bell Media to produce a video profiling farmer member and director Doug Martin from East Selkirk where he operates a family farm with his cousin and their families. The Martin family grows fall rye, winter wheat, spring wheat, canola, soybeans, corn, oats and barley and run a 1,200 swine farrow-wean stock operation. The Martin family has farmed in the

East Selkirk area for 125 years and Doug's family is the fourth generation on the farm. Doug's story was highlighted on CTV Winnipeg throughout the month of October. To view the video, visit our website at mbcropalliance.ca/news/video-sustainability-and-the-whole-farm-approach.

As part of the partnership Doug also appeared in interviews on CTV Morning Live and various radio stations in Winnipeg and Brandon where he talked about the important roll a diverse crop rotation plays in making farms more resilient. Through this campaign MCA earned 53,307 impressions (amount of people who have seen the content). MCA is proud to participate in this initiative again in 2022.



MCA SUPPORTS TWO CLASSROOM RESOURCES

Two exciting new resources are in the works at Agriculture in the Classroom-Manitoba (AITC-M) in the 2021-22 school year, both focused on educating kids about Manitoba commodities and their importance to our everyday lives.

"We are so grateful to have Manitoba Crop Alliance on board as a foundational sponsor for the new Manitoba Seed Kit and the Foundations of Manitoba Agriculture resource," said Sue Clayton, Executive Director for AITC-M. "We are excited to be able to provide these long-anticipated resources to Manitoba teachers and students."

Year after year, AITC-M's number one requested resource by teachers is a seed kit. AITC-M is thrilled to be able to

produce the Manitoba Seed Kit with the support of MCA.

They plan to create 700 kits, each containing the seeds of 15 Manitoba fibre, forage, food, and feed crops, including soybeans, yellow peas, and pinto beans. Students and teachers will learn to recognize the crops, where they are grown and processed in Manitoba, what they are used for, and their economic importance.

The kits will be distributed and introduced to students by industry volunteers in March 2022 for Canadian Agriculture Literacy Month (CALM) during classroom visits as the featured resource. Then, the kits, which are connected to the grade 3-6 curriculum, will stay in the classrooms, and be used year after year by teachers and students.

Photos courtesy of AITC-Saskatchewan



Educators also often tell the staff that even though AITC-M provides amazing classroom-ready resources and activities, they feel nervous teaching and answering questions about agriculture because they know very little about the topic. To address this concern, the Foundations of Manitoba Agriculture resource was born.

The Foundations will be offered online and will highlight all major crop and livestock commodities in Manitoba in three different formats to speak to educators and students across the grade K-12 audience. Major crop commodities will be featured in both long-and short-form summary sheets along with digital learning activities to promote a

positive crop production in the province.

The resource summaries will also focus on the history, health and nutrition, processing and technology and the vast career opportunities in the industry.

"We absolutely could not do all we do without the generous support of our members and sponsors like the MCA," said Clayton.

To volunteer, become an individual or corporate donor to AITC-M, or to find out more about what they do, head to aitc.mb.ca.



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.

We work with governments, industry and stakeholders on overarching issues that affect all farmers. We take pride in being a collaborative and grassroots policy organization. As the voice of Manitoba farmers, all our policy comes directly from our members. We also contribute to the province's agricultural industry through farm safety and young farmer initiatives, along with labour and Environmental Farm Plan support.

As drought conditions impact farmers in all sectors and every region of Manitoba, our focus has been on advocacy and education to ensure that the right information, support and tools are available.

In July, we led a coalition of provincial farm groups – including Manitoba Crop Alliance (MCA) – who launched a campaign to ensure farmers knew their options when making decisions about drought-damaged crops.

Throughout the year, our executive and staff met regularly with officials in the provincial and federal governments. We also joined Manitoba Beef Producers, Manitoba Forage & Grassland Association, Manitoba Canola Growers Association (MCGA) and James Bezan, MP as Marie-Claude Bibeau, Minister of Agriculture and Agri-Food visited farms in the Interlake region to hear about the drought.

Looking forward, we are working on a crop marketing seminar with MCA, MCGA and Manitoba Pulse & Soybean Growers to help farmers understand their options and obligations as they make business decisions in the years to come.

In response to farmers' concerns about the rising waterfowl population and the damage to crops caused by waterfowl, we partnered with the Manitoba Wildlife Federation to call on the Canadian Wildlife Service to expand the spring hunting season for overabundant Canada geese. We later worked with five commodity groups to advocate for improvements to the Wildlife Damage Compensation Program.

As a member of the Canada Grains Council, we have been collaborating on the CFIA consultation on plant breeding innovation. We provided feedback to the Canadian Food Inspection Agency on its draft guidance to determine whether a plant is subject to Part V of the Seeds Regulations.

We also lobbied provincial and federal officials on a variety of key issues, including carbon pricing, education property taxes, Mandatory Entry-Level Training (MELT) funding, private grade crossings and port modernization.

KAP is committed to ensuring a sustainable and profitable future for all Manitoba farmers, and we look forward to keeping you informed on our efforts over the years to come. Visit kap.ca to learn more about KAP's advocacy, initiatives, member benefits and outreach.

Respectfully submitted,

Brenna Mahoney, General Manager



MESSAGE FROM THE GRAIN GROWERS OF CANADA: A LAY OF THE (POLITICAL) LANDSCAPE FOR 2022

At first glance, the political landscape in Ottawa post-election does not appear much different than it did a few months ago, yet a renewed Liberal minority government may operate differently this time around. This is largely due to the fact that it was clear no one wanted a pandemic election this summer, and it is hard to see a scenario where there would be much public appetite in the near future. Combine that with the reality that the political parties will need to restock their campaign war chests, it is tough to think the governing Liberals will have trouble finding support from one of the other opposition parties to move forward with their agenda.

- Increased funding towards more effective risk-management programs
- Investing in Ag research to better position grain growers for the future
- Refocus regulation to enable innovation and increase Canada's competitiveness
- Modernize the Canada Grain Act to reduce costs, maintain protection, and return excess service fees to farmers
- Break down trade barriers, and aggressively defend Canada's exporters
- A Made-in-Canada approach to environmental policy that recognizes and rewards farmers for being part of the climate change solution



What does this mean for farmers, though? It means that environmental policy will remain the focus for agriculture under this government, and we need to continue to grapple with ensuring that MPs, Ministers, and bureaucrats better understand the impacts of certain policy proposals in this space.

Additionally, it means we will need to continue to engage with all political parties to ensure that our sector's priorities cannot be ignored.

During the lead up to recent federal election campaign, the Grain Growers of Canada (GGC) actively engaged with all of the main political parties to stress the core areas of agricultural policy that we wanted to see included in their respective election platforms. Our areas of focus included:

While all the Party platforms lacked any real emphasis on agriculture, we will continue to focus on driving the needs of our sector forward. This began with our semi-annual outreach and advocacy campaign, National Grain Week, December 13 – 16, 2021. We are hopeful that National Grain Week will be our last virtual campaign and that we can bring farmers to Parliament Hill for face to face meetings with key MPs, Senators and Officials before this spring's seeding.

Despite the challenges before us, GGC will continue to raise issues that matter to Canadian farmers to all parties in Ottawa. After a difficult growing season for many producers, rising input costs, and a volatile trade environment, it is more important than ever that we loudly stand up for the needs of Canada's grain growers – and that's just what we are going to do.

Respectfully submitted,

Erin Gowriluk, Executive Director



PROGRESS ON THE CANADIAN ROUNDTABLE FOR SUSTAINABLE CROPS — CODE OF PRACTICE FOR CEREALS, OILSEEDS AND SPECIAL CROPS

The Canadian Roundtable Sustainable Crops (CRSC) agreed in 2019 to develop a Code of Practice for grain production in Canada, to position our farmers to show that they use sustainable practices.

A draft Code of Practice was developed during 2020 and was published for farmer consultation under the name of Responsible Grain.

Twenty-two online consultation sessions were held between December 2020 and February 2021. Over 800 participants registered for the consultation sessions.

During those consultations, farmers asked some fundamental questions about the need for a tool like a Code of Practice, including:

- Are public trust and market advantage really issues for grain farmers?
- How could a Code of Practice help improve public trust and maintain markets?
- How would a Code of Practice work or be implemented for farmers?

In response, the CRSC drew on existing analysis conducted throughout the creation of the draft, and also undertook further analysis to answer the questions above. A full report of this analysis will be published in early January 2022 and discussions scheduled with grain farmers to discuss the report. These discussions will guide the CRSC as it considers options for next steps in a Code of Practice.




Respectfully submitted,

Susie Miller, Executive Director





CONNECT WITH US!

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