

# 2024 Annual Report (2023 Activities)



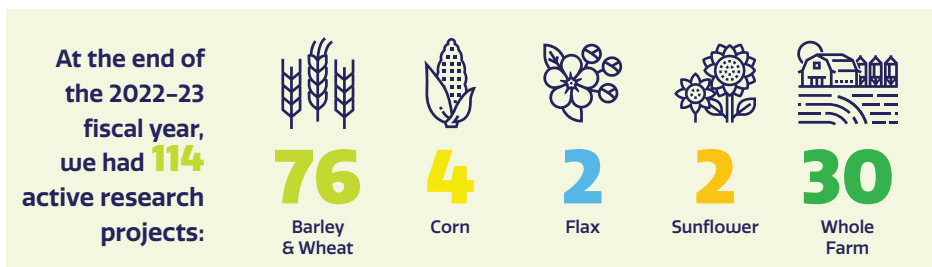
All Manitoba Crop Alliance (MCA) activities are farmer led and directed to ensure we invest our farmer members' dollars wisely and are making strides towards achieving our vision, mission and strategic objectives. Here are a few highlights from the past year, spanning our strategic objectives of investing in research and production, market development and access, advocacy and communications activities.

## Research and Production

Our investment in research and production in 2022-23 totalled

# \$3,317,180\*

\*This was lower than budgeted due to delays in approval and contract signing associated with Sustainable Canadian Agricultural Partnership programming.



## Signed research commitments in 2022-23:

Total Projects: 12

Projects by Crop Committee:

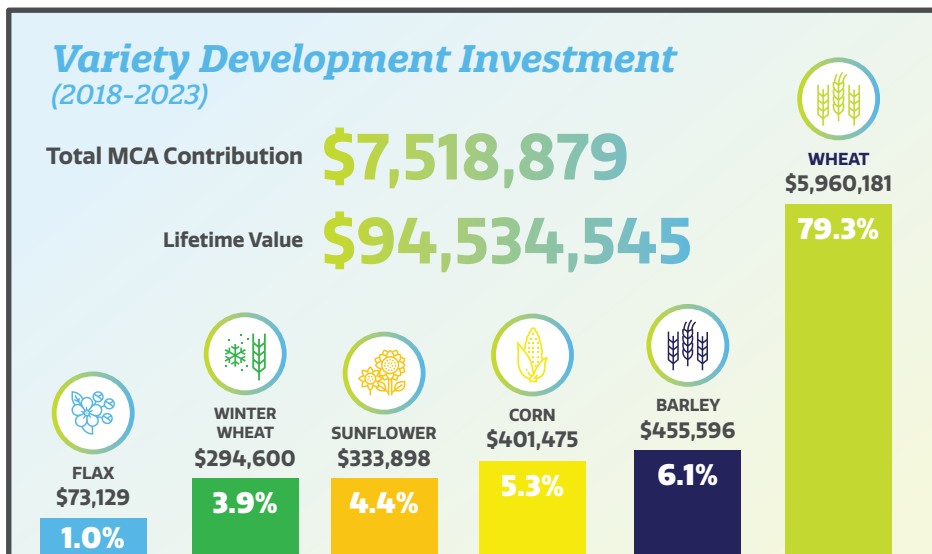
Flax (1), Sunflower (1), Whole Farm (4), Wheat and Barley (6).

Lifetime Value:

\$3,759,000

Total MCA Contribution:

\$569,161



## Production and extension

**10** New production resources

**12** New agronomy and extension blog articles

## Market Development and Access

1) Cereals Canada and the Canadian Malting Barley Technical Centre (CMBTC).

### Highlights:

- ▶ MCA delegate participation on New Wheat Crop Trade and Technical Missions (Sheila Elder in 2022-23, Korey Peters in 2023-24)
- ▶ GlobalData report on the economic impact of wheat and barley on the Canadian and Manitoba economies
- ▶ Advocacy and communication related to challenges with malt barley varietal purity

2) Research and shared knowledge.

### Highlights:

- ▶ Five Cereals Canada Technical Exchange Program farm tours hosted by MCA farmer members
- ▶ Participation in the award-winning Canadian Wheat Initiative "Wheat Retreat" for food and nutrition influencers

3) Consumer outreach.

### Highlights:

- ▶ Expanded sponsorship of Great Tastes of Manitoba to include two full episodes
- ▶ Historic three-year funding commitment for Agriculture in the Classroom – Manitoba totalling \$185,000

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## Advocacy

Through our memberships with the **Grain Growers of Canada** and **Keystone Agricultural Producers**, we ensured Manitoba farmers voices were heard at the provincial and national levels on several important issues.

### Highlights:

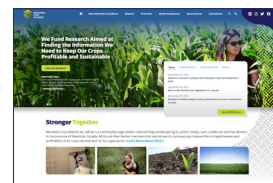
- ▶ Canadian Roundtable for Sustainable Crops consultation and submission on a revised draft of the Code of Practice 2.0
- ▶ Grain Growers of Canada National Grain Week focusing on innovation, science-based policy, and Bill C-234, an Act to Amend the Greenhouse Gas Pollution Pricing Act.
- ▶ New Agriculture and Agri-Food Canada Sector Engagement Tables and MCA membership on the Field Crops Table
- ▶ Emergency use registration for Carbine insecticide on lygus bug in confection sunflowers
- ▶ Changes to Manitoba Agricultural Services Corporation's Contract Price Option for our crop types

## Communications

Our communications program has expanded and evolved in our efforts to keep our farmer members informed and help them engage with the programs and services we offer.

### Highlights:

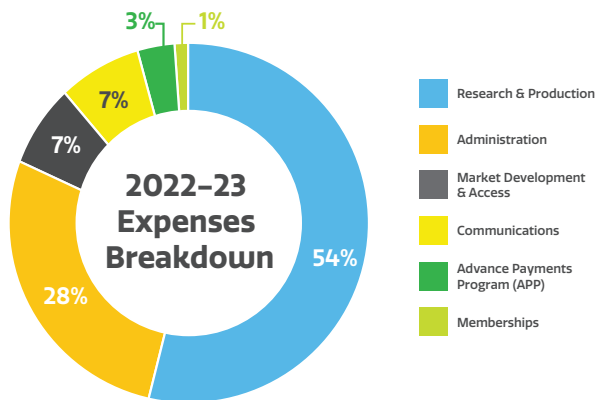
- ▶ Redesign of mbcropalliance.ca and corresponding 28.7 per cent increase in users
- ▶ Creation of enhanced crop profiles for each of the crop types we represent
- ▶ Several informative events hosted in partnership with other Manitoba commodity groups and industry partners
- ▶ Earned media coverage in a variety of agriculture publications to amplify our messaging and bolster our reputation as an industry leader
- ▶ Growth of our social media and e-newsletter audiences:
  - ▶ X (Twitter): ↑ 17.9 per cent
  - ▶ Facebook: ↑ 80.8 per cent
  - ▶ Instagram: ↑ 25.2 per cent
  - ▶ E-newsletter: ↑ 9.4 per cent



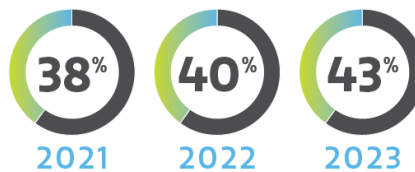
## Operations

Under the guidance of our board of directors and four crop committees, MCA efficiently operated within the 2022-23 budget while meeting our strategic plan objectives.

We are reporting a **refund rate of 6.97 per cent**. This is a testament to the support of MCA farmer members for our activities.



MANITOBA FIELD CROP ACRES MCA REPRESENTS



MANITOBA FARMERS GROW MORE THAN JUST ONE CROP (EFFICIENCY OF MCA)



## Advance Payments Program

MCA administers the Advance Payments Program (APP), which offers Canadian farmers marketing flexibility through interest-free and low interest cash advances. Our cash advance program experienced tremendous growth during the 2023 program year, reflecting the outstanding service we provide to clients. In our 2022-23 fiscal year, we are reporting an excess of revenues over expenses of **\$144,280**.



### 2023 Program Year (at the time of this report)

**\$91,224,117**  
in loans advanced  
(23.1 per cent increase)

**323**  
farmer clients  
(9.3 per cent increase)

**8,500+**  
page visits on MCA's  
cash advance webpages  
in 2022-23 fiscal year  
(75 per cent increase)

View our complete 2024 Annual Report (2023 activities) at [annualreport.mbcropalliance.ca](https://annualreport.mbcropalliance.ca)