



FAQ: Global Agriculture Technology Exchange (Gate) Funding

How much funding is your organization contributing for the project?

Our organization has committed \$2,655,587 in foundational funding to the Gate project. This will support Cereals Canada's work to ensure high-quality Canadian grains maintain their competitive advantage in the global marketplace.

Why are producer groups funding a Cereals Canada project?

All the producer groups providing funding to Gate are proud members of Cereals Canada. Membership in Cereals Canada allows us to leverage their expertise on market development, market access and international trade to benefit farmers. By supporting Gate, we are ensuring Cereals Canada can continue its valuable work in these crucial areas on behalf of farmers and the entire cereals value chain.

Additionally, producer groups are only contributing a portion of the total project cost, with the remaining funding expected to come from Cereals Canada, industry and government.

We have heard some producer groups are opposed to this project, why is your organization onboard?

I can't speak to the position of other producer groups, but our organization believes in the vision for Gate.

Farmers are an integral part of the cereals value chain. It starts with us at the farm with our investment in plant breeding and variety development. We consistently grow high-quality grains for global markets.

Our work with Cereals Canada helps farmer members translate this research into market success by providing data and support to differentiate our grain and position us as preferred suppliers.

What value does Cereals Canada bring to your members?

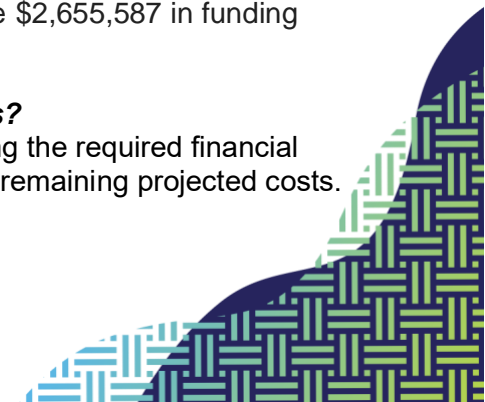
Cereals Canada plays a crucial role in bridging the gap between variety development and market demands, providing data and support to differentiate our grain and establish us as preferred suppliers globally. Canada exports over 90 per cent of what we produce to international markets and the key to customer satisfaction is ensuring that customers feel informed and empowered. This builds loyalty towards Canadian cereals and loyal customers are the lifeblood of our cereals industry.

Were you aware that Cereals Canada was launching their Capital Campaign?

Yes, we were. This is why we wanted to share our commitment to provide \$2,655,587 in funding toward the project.

Does your organization's funding for Gate come with any conditions?

Yes, our funding commitment is conditional upon Cereals Canada securing the required financial support from government entities and other funding partners to cover the remaining projected costs.





Additionally, any fundamental changes to Cereal Canada's membership or strategic plan, as judged by our board of the directors, will trigger a re-evaluation of our funding commitment. We take all investment decisions involving farmer dollars extremely seriously and are confident these conditions will ensure this investment returns significant value to our farmer members for years to come.

With input costs continuing to rise and crop prices softening, why is it a good time for a project like this?

Input costs and crop prices are beyond our control, and making long-term decisions for our industry based on short-term price conditions is shortsighted. We want to be proactive rather than reactive to set our farmer members up for success, now and in the future. It is never a bad time for investment that will boost the long-term profitability of Canadian cereals. Gate will boost research capacity on the Prairies and facilitate R&D work that keeps Canada competitive on the world stage.

Why should farmers from outside Manitoba help pay for the construction of a building in Winnipeg?

Because Cereals Canada's work benefits farmers across the country, not just the ones in Manitoba where they are based. Their work to promote Canadian cereals and boost their competitiveness makes an impact on a global scale, but this valuable work requires a brick-and-mortar facility that meets their unique technical needs.

Have you seen Cereals Canada's business plan for Gate?

Yes, we have. Cereals Canada shared the business plan with all board members, including our organization. However, due to confidentiality concerns, we cannot share details of the plan with the public or media. If you have specific questions about the Gate business plan, please contact Cereals Canada directly.

Over the past few months, it has become public that some Cereals Canada members have indicated their intention to withdraw from the organization. How will this impact future costs to the farmer organizations who contribute membership dollars to Cereals Canada?

We cannot speculate about potential changes to Cereals Canada's membership structure. If/when changes do occur, we will assess how they might necessitate changes to our organization's core funding for Cereals Canada.

In relation to Gate, specifically, the withdrawal of one or more industry members from Cereals Canada will not result in additional financial contributions from farmer organizations to the project beyond what has already been committed.

For more information about Gate, visit gate-canada.ca.

