

# 2025 Annual Report (2024 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. In 2024, we



## 2024-27 STRATEGIC PLAN

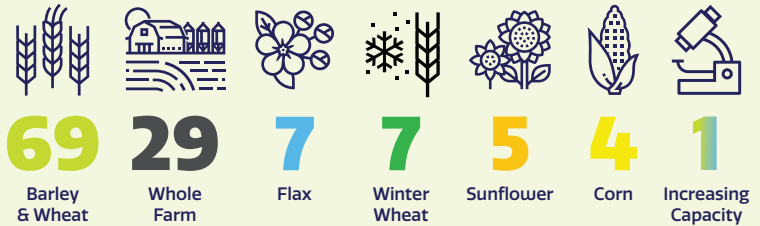
debuted a new 2024-27 strategic plan and accomplished three of our year-one step goals.

Here are a few highlights from the past year, spanning our five core principles of investing in research and production, market development and access, advocacy, and communications activities that benefit our farmer members.

## Research and Production

Our investment in research and production in 2023-24 totalled **\$5,859,520**

At the end of the 2023-24 fiscal year, we had **122 active** research projects with a lifetime value of **\$145,188,678**:



## Market Development and Access

### Highlights:

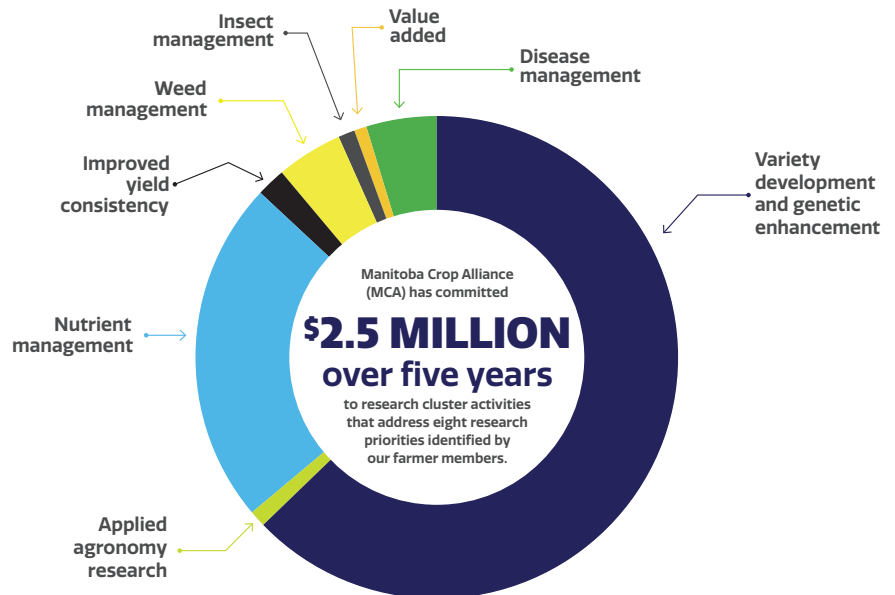
- ▶ Opening of Indo-Pacific Agriculture and Agri-Food Office in Philippines
- ▶ Cereals Canada welcomed representatives from 23 countries with combined average annual wheat purchases of 14.7 million tonnes
- ▶ Cereals Canada led four 2024 new crop missions to 18 markets that purchased \$8.6 billion worth of Canadian wheat in 2023
- ▶ CMBTC hosted Canada China Barley Seminar in Qingdao, 2024 New Crop Tour in Saskatchewan and inaugural New Crop Seminar in Winnipeg
- ▶ MCA farmer members hosted 80 international wheat customers through Cereals Canada technical exchanges
- ▶ Japanese government agriculture delegation toured MCA director Doug Martin's farm
- ▶ Cereals Canada hosted Indonesian delegation, including a visit to the farm of MCA delegate Korey Peters

## Signed research commitments in 2023-24:

**Total Projects:** 52  
**Total MCA Contribution:** \$6,968,351

**Projects by Crop Committee:** Wheat and Barley (23), Whole Farm (15), Corn (3), Flax (4), Sunflower (3), Winter Wheat (3), Increasing Capacity (1).

## Research cluster funding commitments 2023-28



## Highlights

- ▶ Enhanced the Research on the Farm program, with new trials and a revamped online results database
- ▶ MCA staff travelled to U.S. to establish cross-border relationships as part of north/south partnership strategic plan goal
- ▶ Received registration for two confection sunflower hybrids developed through our variety development program
- ▶ Created 20 new production resources and 21 new agronomy/extension blog articles

## Communications

Our communications program continued to expand and evolve to keep our farmer members informed about the programs and services we offer.

### Highlights:

- ▶ More than 80 media hits in a variety of agriculture publications to amplify our messaging and bolster our reputation as an industry leader
- ▶ Increased engagement with [mbcropalliance.ca](http://mbcropalliance.ca):
  - ▶  $\uparrow$  69.8 per cent users
  - ▶  $\uparrow$  75.0 per cent new users
  - ▶  $\uparrow$  61.5 per cent page views
  - ▶  $\uparrow$  4.6 per cent average engagement time
- ▶ Growth of our social media and e-newsletter audiences:
  - ▶ X (Twitter):  $\uparrow$  14.2 per cent
  - ▶ Facebook:  $\uparrow$  195.9 per cent
  - ▶ Instagram:  $\uparrow$  20.1 per cent
  - ▶ E-newsletter:  $\uparrow$  161.2 per cent



## 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. We also supported a variety of consumer outreach initiatives.

### Highlights:

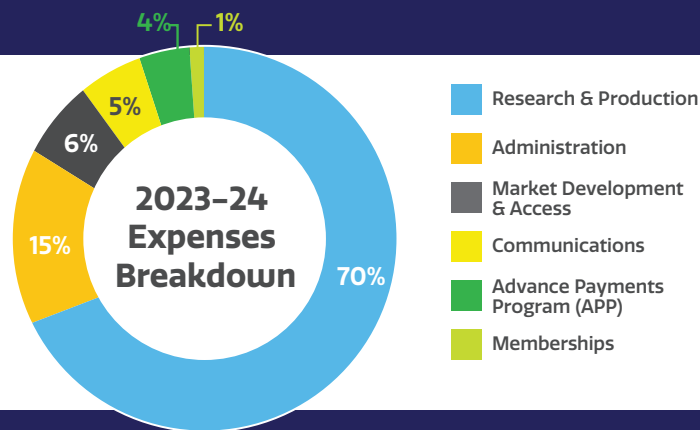
- ▶ Grain Growers of Canada's annual Grains Week and inaugural Summer Tour
- ▶ From Land to Legislature Breakfast Reception and Cutting-Edge Crop Research and Innovation Field Tour for Manitoba MLAs
- ▶ Meetings between MCA directors/staff and Manitoba Agriculture Minister Ron Kostyshyn, Deputy Minister Brenda DeSerranno, and Assistant Deputy Ministers Patti Rothenburger and Maurice Bouvier to discuss opportunities for collaboration
- ▶ Continued to build strong relationships with senior Agriculture and Agri-Food Canada and Manitoba Agriculture staff
- ▶ Worked with Great Tastes of Manitoba and Manitoba Ag Days to create two "Produced on the Prairies" mini documentaries about plant breeding and malting/brewing

## Operations

Under the guidance of our board of directors, MCA efficiently operated within the 2023-24 budget while meeting our strategic plan goals.

### Highlights:

- ▶ Completed 100-day risk assessment
- ▶ Completed renovation of MCA office
- ▶ Expanded MCA bursary program with offerings for graduating high school students



## Advance Payments Program

MCA continues to administer the Advance Payments Program (APP). In our 2023-24 fiscal year, we are reporting an excess of revenues over expenses of **\$75,499**.



CASH ADVANCE

**2024 Program Year** (at the time of this report)

**\$85,245,530**

in loans advanced

**359**

farmer clients

**12,500+**

page visits on MCA's cash advance webpages in 2022-23 fiscal year (47.1 per cent increase)