

2026 Annual Report (2025 Activities)



MANITOBA
CROP
ALLIANCE

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.

Research and Production

Highlights:

- ▶ Increased research capacity in Manitoba through strategic investments.
- ▶ Supported the development of new crop varieties for farmers that make them more productive and sustainable.
- ▶ Identified research gaps and increased efficiency among all MCA research investments to maximize ROI for farmer members.
- ▶ Accelerated on-farm innovation by supporting the adoption of new practices through farmer-led trials and collaborative learning.

156 Active research projects

(as of July 31, 2025)


90

Barley & Wheat



27

Whole Farm



11

Corn



9

Increasing Capacity



8

Sunflower



7

Flax



4

Winter Wheat

MCA total investment in research and production in 2024–25 fiscal year:

\$5,368,662

Research and production budget for 2025–26 fiscal year:

\$6,625,799



Advocacy

Highlights:

- ▶ Strengthened MCA's relationships with government officials to increase awareness of farmer issues and foster dialogue around the importance of agriculture.
- ▶ Amplified Manitoba farmers' voices on the national stage through strategic collaboration with Grain Growers of Canada.
- ▶ Crafted a targeted advocacy strategy grounded in collaboration and relationship-building.
- ▶ Cultivated passionate and informed agricultural leaders and consumers.



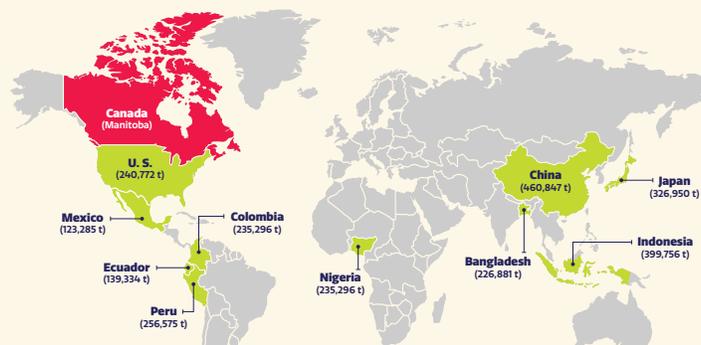
Market Development and Access

Highlights:

- ▶ Ignited industry collaboration to lead sustainable growth in the flax sector.
- ▶ Strengthened the global competitiveness of Manitoba wheat through innovation, quality assurance and market access.



Key Markets for Manitoba Wheat*



*Top Export Destinations data are an average of the 2019/20 – 2023/24 crop years.
SOURCES: LeftField Commodity Research, Statistics Canada, Canadian Grain Commission and Trade Data Monitor

Communications and Extension

Highlights:

- ▶ Increased awareness of MCA and strengthened the organization's reputation as a trusted source of information and strong voice for farmers in Manitoba's agriculture industry.
- ▶ Equipped Manitoba farmers with knowledge, tools and networks to thrive in a changing agricultural landscape.
- ▶ Celebrated MCA's fifth anniversary.



Growth in social media audiences



↑ 5%
(+97)



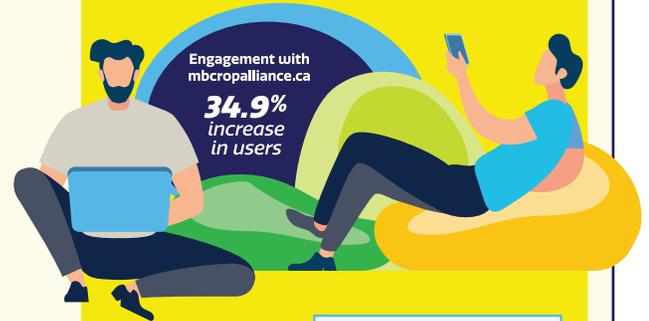
↑ 100%
(+651)



↑ 20%
(+165)



↑ 109%
(+857)



Engagement with
mbcropalliance.ca

34.9%
increase
in users

MCA in the media

(i.e., articles mentioning
or featuring MCA or MCA
spokespeople)

110+
MEDIA
HITS

TOP OUTLETS:

- ▶ **Glacier Farm Media**
(e.g., Manitoba Co-operator,
Western Producer,
Grainews, etc.)
- ▶ **Golden West**
(e.g., Pembina Valley Online,
Steinbach Online, etc.)
- ▶ **Farms.com**
- ▶ **Real Agriculture**
- ▶ **Winnipeg Free Press**

Advance Payments Program

Highlights:

- ▶ Provided short-term financial support to Manitoba farmers through MCA's Cash Advance Program, allowing them to capitalize on favourable market conditions and enhance overall profitability.



CASH ADVANCE

Prime minus
0.5%

Interest-bearing rate
for 2025
program
year

31%

Increase
in clients
since 2021

Governance and Operations

Highlights:

- ▶ Delivered excellent return on investment to our farmer members for their check-off dollars, reflected by high member retention.
- ▶ Implemented technological advancements to better meet the needs our farmer members, while safeguarding their information from external threats.
- ▶ Invested in our people to support their personal and professional development, while cultivating a culture of growth, collaboration and excellence.

2025 Professional Development and Investment in our People



Investing in
Directors and
Delegates

46 touchpoints



Investing in
Skills and
Knowledge

33 touchpoints



Building Strong
Connections

30 touchpoints



Thought
Leadership

30 touchpoints



Strategy
-Focused

11 touchpoints

