

# The FENCE POST

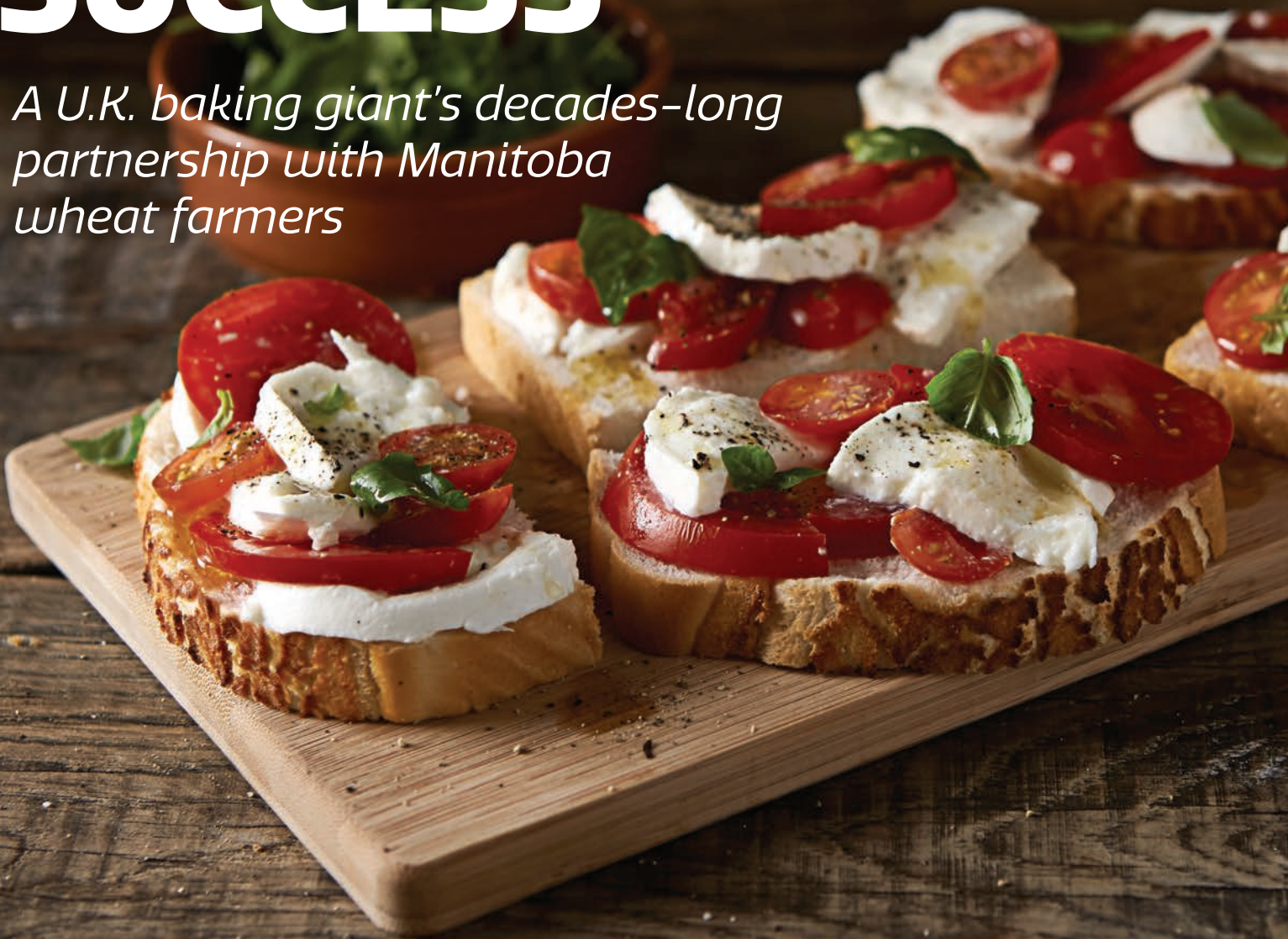
Spring/Summer 2024 Issue No. 8



MANITOBA  
CROP  
ALLIANCE

## RECIPE FOR SUCCESS

*A U.K. baking giant's decades-long  
partnership with Manitoba  
wheat farmers*



**INSIDE:** Worrisome weeds p. 16

2024 Annual Report p. 24

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## 2024-26 BOARD OF DIRECTORS

SUNFLOWER	CORN	WHEAT & BARLEY	FLAX
<p><b>Gregg Fotheringham</b> Reston, MB</p> <p><b>Sally Parsonage*</b> Secretary Baldur, MB</p>	<p><b>Jonothan Hodson</b> Vice-Chair Lenore, MB</p> <p><b>Carl Bangert</b> Beausejour, MB</p> <p><b>Doug Martin*</b> East Selkirk, MB</p>	<p><b>Robert Misko</b> Chair Roblin, MB</p> <p><b>Boris Michaleski</b> Ashville, MB</p> <p><b>Scott Mowbray*</b> Cartwright, MB</p> <p><b>Sheila Elder*</b> Wawanesa, MB</p>	<p><b>Nick Matheson</b> Stonewall, MB</p> <p><b>Leigh Smith*</b> Oak Lake, MB</p>

\* New to the board of directors in 2024.



# Get involved

In a world filled with diverse opinions and interests, the importance of getting involved is becoming more and more evident. This is especially true for farmers whose lives are directly impacted by decisions and policies that shape our communities and industry.

Participating in organizations can help influence those decisions and policies, ensuring our farmer voices are heard where and when they need to be heard. We are the ones who are affected by these decisions, so we need to be involved to try to ensure the industry moves forward in a positive manner.

Manitoba Crop Alliance (MCA) is a grassroots organization that emphasizes the power of involvement. MCA is governed by a board of 11 directors who are chosen from a group of 34 delegates across four crop committees: the wheat and barley committee (10), corn committee (eight), sunflower committee (eight) and flax committee (eight). This governance structure provides a strong voice for each crop type we represent.

Starting July 1, MCA will be accepting nominations from farmer members to serve as delegates on the four crop committees. By becoming a delegate, you can influence the decisions made by the board of directors on crop-specific issues.

MCA's governance structure is unique and gives farmer members the opportunity to be involved at different levels. Directors are responsible for the governance and management of the organization, but crop committee delegates play a role in setting crop-specific priorities and are responsible for directing research and market

development activities for their crop types.

Sitting on boards that bring together farmers and CEOs, for example, enables each party to hear a different perspective. It is a chance to express our concerns directly to industry leaders, gaining an understanding of some of the challenges faced by large companies and how those challenges may be addressed. This is one of the reasons why it is important to have different perspectives around the table, so we can build a stronger industry for our future generations.

As I reflect on my experience with MCA, and previously on the board of the Manitoba Wheat and Barley Growers Association before the amalgamation, I realize there is a real need to build and strengthen our voice in the agricultural industry. This is why I encourage farmers to learn more about the crop committee delegate positions available with MCA. There is an article on page six with more information, including personal experiences from other delegates. Additional information is available on our website, and you can always reach out to any of our staff, directors or delegates to ask questions.

I have always been a firm believer that if you have an opinion, you need to share it. Consider getting involved, and use your voice to help our industry advance for the future. 🌱

A handwritten signature in black ink, appearing to read 'Robert Misko'.

**Robert Misko**  
Chair  
Manitoba Crop Alliance



# A strategy beyond “continuing”



As I reflect on what Manitoba Crop Alliance (MCA) has accomplished in its first three-and-a-half years of operation, it is amazing to think we are still a young organization finding its footing. We have navigated a steep learning curve in those three-and-a-half years, a period which happened to overlap with a global pandemic.

We assessed what capacity was required to deliver on the promises we made during the amalgamation. We implemented policies and procedures that created the framework in which we operate with accountability and transparency. We established a strong governance structure that guides how we invest our farmer members' hard-earned dollars. Finally, as we transition back to a new normal after the pandemic, we have gained a better understanding of our financial commitments. A solid foundation has been built.

We also launched our first strategic plan in 2022, focusing on five objectives with supporting key results. In recent work with a Manitoba strategic consulting firm, we discovered our strategic plan is exactly what we needed in our early stages of operation. As our consultant pointed

out, the word “continue” was used extensively throughout our plan.

We wanted to showcase to the members of our newly amalgamated organization we would be doing the same things our five founding organizations had been: funding research, investing in market development and access, communicating effectively with members and industry, and maintaining a lean and efficient organization. However, it's time to move MCA to the next level – continuing what was done before is no longer enough. Now, we must demonstrate deliberate and focused leadership to deliver increased value to our farmer members.

We have made small steps towards this goal already. Our communications program has seen exponential growth. We have increased funding in research and innovation to address the priorities outlined by our farmer delegates. We are evaluating Manitoba's research capacity and exploring how we can be part of the solution – ensuring we have the infrastructure and human resources in place to do the work. We have stepped up our advocacy efforts to ensure our members' voices are

heard by government and consumers, telling the great story farmers have as growers of food, fuel and fibre.

Our crop committee delegates are up for the challenge that stands before us. We are working towards a three-year strategy focused on measurable results and metrics. In the first of our strategy workshops, our delegates – your fellow farmer members – discovered they are strongly aligned in their vision for MCA and what we can accomplish. A second workshop was held with our new board of directors in March. The result will be our new strategic plan, which we will proudly share with all our farmer members.

We have done great things in a short period of time. A strong team of delegates and staff operating on a sturdy foundation have made that possible. As we move forward with a new strategy that moves beyond simply continuing, I can only imagine the value we will bring to our farmer members. 🌱

**Pam de Rocquigny**  
CEO  
Manitoba Crop Alliance



# Meet our 2024–26 board of directors

In February, our four crop committees met to elect their representatives for the Manitoba Crop Alliance (MCA) board of directors. The following directors will serve on the MCA board for the next two years:

## SUNFLOWER

### Gregg Fotheringham

*Reston, MB*

Gregg Fotheringham grew up on his family farm near the town of Reston, MB, and has been farming for over 40 years. Currently, he farms with his son Jamie, with continued support from his extended family. Fotheringham Farms Ltd. grows sunflower, wheat, canola, soybeans, corn and flax.



### Sally Parsonage\*

*Baldur, MB*

Sally Parsonage grew up on the family farm northeast of Baldur, MB. She became president of Parsonage Farms Ltd. in 2014 after she and her three siblings took over the farm from their parents. Parsonage Farms grows a six-crop rotation of confectionary sunflowers, barley, beans, canola, oats and wheat.



## CORN

### Jonothan Hodson

*Lenore, MB*

Jonothan Hodson farms at Lenore, MB, alongside his brothers Jason and Jamie, as well as their families and dedicated staff, on their fifth-generation farm. He has been farming full time for 35 years and grows many different crops, such as soybeans, wheat, barley, canola, forages and corn.



### Carl Bangert

*Beausejour, MB*

Carl Bangert grew up on his family farm near the town of Beausejour, MB. He farms with his brother Mark and with continued support from his parents and extended family. His farm was one of the first to grow corn in the Beausejour area, which helped supply feed for their farrow-to-finish hog operation. The farm now focuses on grain production.



### Doug Martin\*

*East Selkirk, MB*

Doug Martin is a fourth-generation farmer who farms in partnership with his wife Laurie, as well as his cousin Gerry and Gerry's wife Kelly. Together, they grow winter wheat, spring wheat, corn, soybeans, oats and canola.



## WHEAT AND BARLEY

### Robert Misko

*Roblin, MB*

When he was seven years old, Robert Misko moved with his parents to begin a farming operation east of Roblin, MB, which has since grown to encompass 8,200 acres. Currently, he farms with his wife, their four children and his parents, growing primarily wheat, canola and peas.



### Boris Michaleski

*Ashville, MB*

Boris Michaleski and his wife Karen operate a grain farm southwest of Dauphin, MB, where they grow a variety of crops, including wheat, canola, soybeans, barley and ryegrass. He believes being involved in agricultural and community organizations is vital to make positive changes for a strong and healthy industry and community.



### Scott Mowbray\*

*Cartwright, MB*

Fourth-generation farmer Scott Mowbray farms with his parents, wife and three young children. Their farm made the switch from minimum to zero-tillage 15 years ago and are now experimenting with other regenerative farming practices to ensure the land is healthier and more productive for the next generation.



### Sheila Elder\*

*Wawanesa, MB*

Sheila Elder farms alongside Jeff Elder and their son Andy near Wawanesa, MB. They grow canola, malt barley, soybeans and wheat. She also works off-farm as an agronomist for Shur-Gro Farm Services.



## FLAX

### Nick Matheson

*Stonewall, MB*

Sixth-generation farmer Nick Matheson farms just south of Stonewall, MB. Along with his wife and father, he runs a beef cattle, grain and forage seed operation. Of the 1,100 acres that they own and rent, about 160 acres are planted to flax annually.



### Leigh Smith\*

*Oak Lake, MB*

Sixth-generation farmer Leigh Smith and his wife own and operate a mixed grain and cow-calf operation. Their farm is a diverse grain, oilseed and forage seed operation. They are also seed growers, with an emphasis on flax, barley, soybeans and forage grass seed. 🌱



\* New to the board of directors in 2024.

# Let your name stand

## Delegate nominations for Manitoba Crop Alliance open July 1

Thinking about getting more involved in your industry? Manitoba Crop Alliance's (MCA) governance structure is unique among Manitoba commodity groups. MCA has four crop committees — corn, flax, sunflower, and wheat and barley — each composed of delegates who are elected from among farmer members who grow the respective crop. The committees range in size from eight delegates for corn, flax and sunflower, to 10 for wheat and barley.

MCA is governed by a board of 11 directors, each a delegate appointed by their respective crop committee. Delegates are nominated and elected every two years.

This election period there are four open positions on each

of the corn, flax and sunflower committees, as well as five open positions on the wheat and barley committee. MCA will be accepting nominations from farmer members to serve as delegates on all four committees.

Delegate nominations open July 1 and close Oct. 1 at 4:30 p.m. CDT. The nomination period has been moved up one month compared with previous years to allow adequate time if an election is required.

MCA delegates work towards strengthening the mandate of research, agronomy, market development and access, and communication and advocacy initiatives within each of the four crop committees.

**Scott Mowbray** has been a delegate on the wheat and barley committee for one year and sat on similar boards at the community level. He is a delegate for the Keystone Agricultural Producers' District 2 and sits on the transportation committee.

the industry and he appreciates being able to help guide research priorities.

**Ryan Hueging** joined the Manitoba Wheat and Barley Growers Association in 2019 prior to the amalgamation and is a delegate on MCA's wheat and barley committee. He served on the MCA board of directors from 2021 through 2023.

As a director, he has enjoyed the access MCA has within the ag industry. "When decisions are made at committee levels and forwarded to the board, I enjoy having the opportunity to see what happens across the entire organization, and to work to resolve issues involving other crop committees."

**Richard Dureault** was originally a director for the Manitoba Corn Growers Association and joined MCA's corn committee as a delegate after the amalgamation. This was his first experience in this type of role.

For Dureault, meeting and learning from others has been a highlight. "The delegates and staff are well spread out around the province and you



"Being a delegate is a great way to get involved," he says. "It's a small time commitment, with only a few meetings per year, as well as other learning opportunities such as CropConnect. Staff are always considerate of farming commitments when scheduling meetings."

When asked why he wanted to be nominated, Mowbray says he saw it as a chance to stay connected to events in



"What I've learned so far as a delegate is that many industry stakeholders need to work together to shape the future of ag, whether it's policy, plant breeding or marketing, for example," he says. "What I've found most fascinating is the process of plant breeding and all the necessary steps involved."



Manitoba Crop Alliance

## EVENTS

Visit [mbcropalliance.ca](http://mbcropalliance.ca) to view our summer 2024 event listings. While you're there, sign up for our **Heads Up** e-newsletter to be the first to know about upcoming MCA events.



can learn something from everyone," he says. "We share ideas and have many opportunities to connect in person."

Crop committee delegates play a unique role in the organization. "It's growers' money that goes into the organization and, as a delegate, you have a say where your money is going. On top of that, you don't need any experience to join," he says. "Kudos to the MCA staff for the easy transition into the role and the direction provided."

**Warren McCutcheon** is a delegate on the corn committee and had sat on the Manitoba Corn Growers Association board of directors since 2019 prior to the amalgamation.



"I wanted to be a delegate to have a say in where my

check-off dollars are going, and make sure there is value there for my — and other farmers' — dollars," he says.

One of the biggest takeaways for McCutcheon is the relationships and connections made, learning from each other and MCA's unique operations.

"I would encourage other growers to get involved, as there is only one way to have a voice and make decisions on how farmer check-off dollars are spent," he says. "Get involved!"

**Gregg Fotheringham** has served on many boards over the years locally, provincially and internationally, and was involved with the National Sunflower Association of Canada prior to the amalgamation. He is an MCA director and a delegate on the sunflower committee.



"The interests of the smaller crop types are certainly being heard and considered by the MCA board," he says. "All crops are being looked at as a necessity for grain farming in Manitoba, and sun-

flower issues are being heard in a far better manner than ever before."

Fotheringham says the biggest initiative of MCA is research at a reasonable cost, which has been happening since the amalgamation, but there are other important activities the average member is not aware of. "Our membership roles with Cereals Canada, Grain Growers of Canada and the Canadian Malt Barley Technical Centre, our liaisons with Manitoba Agricultural Services Corporation, as well as keeping our provincial government abreast of our efforts and concerns, to name a few," he says.

**Leigh Smith** joined the flax committee in 2023 and the MCA board of directors in 2024. Smith explains the role as "coming forward with an open mind, knowing that you are going to learn something, but also that you have something to offer and that you will be heard."



Although flax is a smaller acreage crop, from an organizational standpoint it still gets its fair share of attention, he says.

"Credit to committee members and management who bring forward good topics to discuss. I see all committees receiving the same amount of prep from management and I think as a group we are benefitting from being under the branch of MCA."

Becoming a delegate with MCA provides personal growth opportunities, such as networking with fellow farmers, researchers and industry stakeholders; the chance to gain an in-depth understanding of the crop industries MCA represents; and the ability to attend educational and leadership-building workshops and seminars.

Participation on the crop committees also provides development opportunities for a potential future role on the board of directors. For more information on the roles and responsibilities of crop committee delegates and MCA directors, please visit [mbcropalliance.ca/about-manitoba-crop-alliance/governance/nominations-and-elections](https://mbcropalliance.ca/about-manitoba-crop-alliance/governance/nominations-and-elections). 🌱

## Congratulations to our 2023-24 post-secondary bursary winners!

Manitoba Crop Alliance (MCA) is proud to support agriculture's next generation. MCA's bursary program is designed to assist with the financial needs of students pursuing education in a field that will benefit the agriculture sector.

Six post-secondary students from Manitoba have been awarded with MCA 2023-24 bursaries valued at \$2,000 each. The 2023-24 bursary recipients are:

**Emma Harms**  
*Mather, MB*



**Rhett Grieve**  
*Virden, MB*



**Ashlyn Whetter**  
*Alexander, MB*



**Brendan Friesen**  
*Blumenfeld, MB*



**Nathan Krahn**  
*Rivers, MB*



**Cadence Krahn,**  
*Carman, MB*



Thank you to the selection committee for evaluating the bursary applications and congratulations to the 2023-24 bursary recipients! 🌱

5

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# Five questions

with **Morgan Cott**

Agronomy Extension Specialist – Special Crops

## 1. Why did you choose to work in Manitoba's agriculture industry?

I didn't know I wanted to work in agriculture until I was in the Faculty of Agriculture's first year ag classes. I had aimed to work in biological or environmental sciences, but **once I sat in on those two ag classes and understood the diversity in our industry, I was sold.** I have to give a lot of credit to the creators of those courses because everyone that I have ever spoken to that was resistant to taking agriculture at the University of Manitoba and still took those courses as an easy credit or "just to see" has been won over by those intro courses immediately!



## 2. What do you love most about Manitoba ag?

The passion, the people and **the small-town feel** of the whole industry. It is, hands down, the best industry to work in. In agriculture, you have farmers and then you have the entire industry that rallies and works hard to help those farmers be successful. I understand that it isn't as pure as it sounds, but I couldn't name a single person working in the ag industry that doesn't have a fundamental passion for it.



## 3. What do you think are the greatest challenges and opportunities the industry faces?

Challenges include increasing herbicide resistance in many of our weeds, as well as the cost of land and **the difficulty for young farmers to get established.** As for the opportunities, technology seems to be making nearly anything possible at some point.



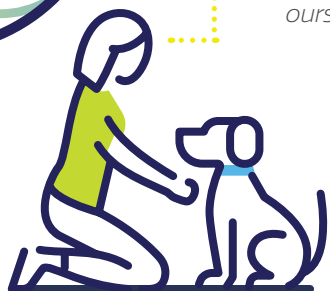
## 4. What is your favourite place in the world and why?

Anywhere with **sunshine, water, a beach** and some grass (Manitoba or abroad, I don't care), as long as the people I love are there, too.



## 5. What's a fun fact about yourself that people might not know or that might surprise them?

I'm an introvert. At any gathering, **I'm the person hanging out with the animals and not the people.** My messaging is to embrace your introversion! There are more introverts than extroverts in this world, we have just been trained to think it is better to be outgoing and express ourselves outwardly, so we are just harder to identify. 🐾





*Wheat is Warburtons' most important ingredient and roughly 50 per cent of the wheat in their products is grown by Canadian farmers. Photo courtesy Warburtons.*

# THE *NOT-SO-SECRET* INGREDIENT

## Canadian wheat plays major role in Warburtons' success

By Alison Inglis

Public Relations Specialist, Freelance

Warburtons is a U.K.-based family business that has been baking bread since 1876. The company started off as a small bakery and has grown into the largest baking company in the country.

Canadian wheat plays a big role in their success. The first shipments of Prairie wheat to the U.K. can be traced back to the 1870s. "We've been using Canadian wheat for nearly our entire existence," says Adam Dyck, program manager (Canada) with Warburtons.

Dyck says the role of Canadian wheat really came to light back in the early 1990s.

"Warburtons began to experience some

issues around quality, so employees travelled from the U.K. to Canada to meet with breeders, seed companies, government officials and many others in the industry to try to figure out what had happened," he says. "They took wheat samples back to the U.K. to test and work on, and repeated this trip for the next couple of years."

Over those next few years, they found certain new varieties were not working in Warburtons' process, for one reason or another. At that same time, they identified three varieties that worked especially well: CDC Teal, Columbus and Pasqua.

*Continued on next page*



Adam Dyck presenting at the Warburtons harvest assessment for industry partners. Photo courtesy Adam Dyck.

Cont. from previous page

With the support and blessing of the Warburton family, the Warburtons Identity Preserved Program was set up in Canada in 1994, and Canadian farmers have been growing specific wheat varieties for Warburtons ever since.

Through the Warburtons Identity Preserved Program, Canadian farmers grow wheat that is exported and blended with British wheat. "We are working with more than 300 growers in Manitoba and Saskatchewan, and of those, quite a few have been growing for us for 10, 20 and some even for 30 years," Dyck says. "We are proud that 2024 marks our 30th year of growing wheat with Prairie farmers."

About 50 per cent of the wheat used in Warburtons products is grown by Canadian farmers and the other half is grown by British farmers (the exact ratio varies slightly by product). Wheat is Warburtons' most important ingredient, so what exactly does Canadian wheat deliver?

"Big, beautiful bread and good crumb strength," Dyck says. "That's what Canadian wheat gives us. It also gives us consistency and tolerance in our process."

Warburtons has 11 bakeries spread across the U.K. and each has multiple bread plants. One of those bread plants can produce more than 10,000 loaves an hour.

"The addition of Canadian wheat gives us tolerance in our bakeries and in our innovation, allowing us to do all kinds of different things," Dyck says. "An example would be our recent launch of bagels using Canadian wheat."

In a nutshell — or should we say wheat kernel — Canadian wheat allows Warburtons to put premium products on the shelf while differentiating themselves from their competitors.

"Warburtons Identity Preserved Program and partnership with Canadian farmers gives us the quality we need to grow our business, and we are really proud of this partnership," Dyck says.

Since 1994, Warburtons has shipped well over five million tons of Identity Preserved wheat from the Canadian

## "BIG, BEAUTIFUL BREAD AND GOOD CRUMB STRENGTH. THAT'S WHAT CANADIAN WHEAT GIVES US."

**Adam Dyck**  
Program manager (Canada)  
with Warburtons



**Stuart Jones (left), head of flour and ingredients quality for Warburtons U.K., and Adam Dyck, Warburtons' Canadian program manager, view field trials at Richardson Kelburn Farm.** Photo courtesy Adam Dyck.

Prairies to the U.K. "We've returned over \$130 million of premiums to the Canadian grower," Dyck says. "This partnership has worked really well, and we hope to continue for at least another 30 years."

As wheat is the most important ingredient in their products, Warburtons is focused on certified seed, innovative research and sustainability. The company bakes two million loaves a day, and every loaf has wheat flour as the No. 1 ingredient.

"We are a premium product in the U.K., and to be that we also need to be the premier wheat buyer and we need to work with the premier wheat growers," Dyck says. "That's why we're growing a lot of wheat here in Manitoba and

Saskatchewan, because this is where the best wheat in the world exists."

Richard Cuthbert, wheat breeder at Agriculture and Agri-Food Canada's (AAFC) Swift Current Research and Development Centre (RDC) has tested various varieties in Warburtons Identity Preserved Program over the years. "Some varieties have a better fit than others because of the specific end-use qualities Warburtons looks for," he says

End-use quality can be tough to explain, as it means different things to different companies and end users. For Warburtons, it is about finding the right balance of strength and extensibility in their doughs that gives them the quality attributes they are looking for in the finished products.

"What I find the most helpful with this relationship is getting the feedback on what is and isn't working," Cuthbert says. "We use that feedback to tailor crosses and test materials to respond to what they are looking for. I believe that has helped Canadian growers improve their global competitiveness."

AAFC's breeding program has had several varieties accepted into the Warburtons program over the years, including AAC Brandon, AAC W1876 and AAC Wheatland VB.

"The lifeblood of our program is new varieties, and we work really hard to find those new varieties," Dyck says. "We work with all the wheat breeders in Western Canada, and we try to look at materials as early as possible."

He says the company tries to make judgments on new varieties before they get registered. "It's (usually) the first or second year of the registration trials where we start looking at lines/ varieties, and we try to look at a variety for a minimum of three or four years before making a final call on it."

Dyck explains this gives them good confidence as they go through the multiplication process with seed growers and the seed industry. "We already have an idea of what varieties we like and we're able to be pretty bold and bring them into the program as soon as they get commercial release or even a year before."



*Warburtons has been baking bread since 1876 and Canadian wheat plays a major role in the quality of their products.*

*Images courtesy Warburtons.*

Warburtons also conducts internal trials (with Richardson) that are grown at Kelburn farm outside Winnipeg, MB, and Bennett Farm outside Regina, SK, where they investigate new material.

Every October, several of Dyck's colleagues visit Canada from the U.K. "We work with Cereals Canada's milling, baking and analytical teams to assess our crop that we contracted and grew with farmers that year, and to look for new varieties for the future."

This is called the harvest assessment.

At the end of the week, the results are shared and partners get a first look at the quality of the Canadian crop.

"Through this program, we host a 'bread show' for our partners as a thank you and to show initial results," Dyck says. "We are giving back some of the data they're looking for in a timely manner."

For the farmers who have participated in Warburtons' program over the years, Dyck has one message: thank you for 30 years of success.

"Our business has grown substantially over those 30 years, from being a small regional bakery in north-western England to being by far the largest national bakery in the U.K.," he says.

"A big part of that is thanks to our partnership with Canadian farmers through the Identity Preserved Program, which has delivered us the best quality wheat we can possibly source, and the consistency we need." 🍀



**Warburtons harvest assessment presentation to the industry.** Photo courtesy Adam Dyck.

# Bridging the gap

Cultivating agricultural awareness among Manitoba's youth

By Agriculture in the Classroom – Manitoba

In the heart of Manitoba, a movement is underway to sow the seeds of agricultural knowledge and appreciation in the minds of young Manitobans.

Spearheaded by Agriculture in the Classroom - Manitoba (AITC-M), this initiative is not just about education, says executive director Katharine Cherewyk. "It's about securing the future of agriculture by ensuring the next generation understands and values the industry that feeds us all."

The disconnect between farm fields and dinner tables continues to widen. AITC-M is a charitable organization dedicated to bridging this gap, ensuring that students graduate with a comprehensive understanding of agriculture's role in their lives and in the world.

Manitoba Crop Alliance (MCA) has emerged as a crucial ally in this endeavour, providing a three-year funding commitment totaling \$185,000. The partnership has already borne fruit, enabling AITC-M to expand its reach, develop new learning materials and deepen its impact on public trust in agriculture.

AITC-M's impact has grown in leaps and bounds over previous years. Cherewyk says the organization provided 37,000 direct student experiences in 2023 from in-person and virtual programs like Follow the Farmers and Canadian Agriculture Literacy Month. That represents a nearly 30 per cent increase from 2022.



**MCA agronomy extension specialist for cereal crops Andrew Hector presents to a group of Manitoba students during Canadian Agriculture Literacy Month.** Photo courtesy MCA.

Other key AITC-M initiatives from the past year include the development of the Manitoba Seed Kit and the Foundations of Manitoba Agriculture virtual resource hub, both of which have significantly enhanced agricultural education. These resources, along with MCA's involvement in Commodity Weeks on AITC-M social media channels, and volunteer efforts in classrooms, have made agriculture more accessible and relatable to students.

"Support from the agricultural community has never been more critical," Cherewyk says. "I'm issuing a call to action for farmers and others within the industry to engage with and support AITC-M's mission. Participation can

take many forms, from advocacy and volunteering to financial contributions, all of which are vital for the continuation and expansion of our educational efforts."

The collaboration between AITC-M and MCA is a testament to the power of community in fostering a deeper appreciation and understanding of agriculture among Manitoba's youth. As this partnership continues to grow and evolve, it promises to cultivate a future where agriculture is not only valued but celebrated. For farmers, this is an opportunity to contribute to a legacy that ensures the next generation is ready to lead, innovate and sustain the agricultural industry that is the backbone of our way of life. 🌱

# Grain Growers of Canada charts sustainability course

## Road to 2050 recommendations a guide for government

**By Kyle Larkin**

*Executive Director, Grain Growers of Canada*

Sustainability dominates today's agricultural policy conversations, whether it be the clothes we wear, the energy we consume or the food we eat. Farmers are under growing pressure to meet the food and fuel needs of the global population amid rising costs of production. This dichotomy often makes it seem like sustainability and profitability are at odds.

The confusion and mistrust around these conversations have been exacerbated by government policies directed toward Canadian farmers. Look no further than the recent fertilizer emissions reduction target, which failed to account for or recognize the costs associated with farming and the lack of energy alternatives available to farmers. The growing mistrust has fuelled fears that the government lacks understanding of farmers' concerns, and that it may enact policies that negatively impact their livelihoods. Rebuilding trust and improving outcomes for both parties requires positive strategic engagement.

Grain Growers of Canada's (GGC) Road to 2050 initiative aims to bridge the gap between Parliament Hill and the farm gate. In April, after years of consultation and policy development, GGC unveiled its Road to 2050 recommendations, which will serve as a guide for government programming. The recommendations are available at [ggcroadto2050.ca](http://ggcroadto2050.ca). To achieve sustainability goals, it suggests government take a strategic, tailored, case-by-case approach that supports Canadian grain farmers.

In the recommendations, GGC emphasizes the need for domestic investment in innovation and calls for



*iStock photo.*



increased government support for research and development, as well as agronomy extension programs. It also highlights the necessity to expand plant breeding, agronomy and machinery research, while maintaining investments in rural broadband and 5G connectivity. These measures would support the development of technology that can reduce emissions and enhance the sector's adaptability to climate challenges, which would, in turn, secure the long-term economic viability of grain farms.

Canadian grain farmers have long been stewards of the land who adopt beneficial management practices independent of government policies. This underscores the sector's commitment to innovation and continuous

improvement. The recommendations urge the government to expand eligibility criteria and funding for existing climate programs, while facilitating the adoption of technology and best management practices.

Most importantly, proving and evaluating the success of sustainable practices requires robust data and metrics. The recommendations suggest the federal government collaborate with provinces and industry to set accurate and consistent measures, baselines and reporting for data. This collaborative effort will ensure effective data system development and usage, which is crucial to create science-based policies and balance the privacy of farmers.

As we look toward 2050, Canada must be a leader in agriculture. The federal government can help through investment in innovation, support for data initiatives and by recognizing and rewarding the achievements of grain farmers. With such support, farmers can realize sustainability and profitability goals today and well into the future. 🌱



*Waterhemp (left) and Palmer amaranth are new to Western Canada, unlike more common pigweeds, such as redroot pigweed (right), which are familiar to Manitoba farmers. Photo of waterhemp by Bruce Ackley, The Ohio State University, Bugwood.org.*

# Be afraid

Spread of waterhemp and Palmer amaranth in Manitoba is cause for alarm

**By Ashley Ammeter**

*Whole Farm Specialist, MCA*

**W**aterhemp and Palmer amaranth are pigweeds in the genus *Amaranthus*. More common members of this genus, such as redroot pigweed, are familiar to Manitoba farmers, but waterhemp and Palmer amaranth are new to Western Canada. As of the 2023 crop season, identifications of Palmer amaranth in Manitoba remain limited to the RM of Dufferin. However, waterhemp has continued to spread throughout the province, with an increasing number of identifications in 2023.

## Why you should be concerned

Waterhemp and Palmer amaranth are dioecious, meaning they have separate male and female plants and must outcross to produce seed. The result is high genetic diversity and the

ability to transfer herbicide resistance traits through pollen, allowing them to quickly develop resistance to herbicides.

In Manitoba, populations of waterhemp have been found that are resistant to several herbicide groups, including combinations of Group 2, Group 9 and Group 14.

In Ontario, waterhemp with five-way resistance (Groups 2, 5, 9, 14 and 27) has been found, and in the U.S., waterhemp populations with resistance to combinations of Groups 2, 4, 5, 9, 14, 15 and 27 have been detected, according to the International Herbicide-Resistant Weed Database.

In addition to their ability to quickly develop herbicide resistance, these weeds are prolific seed producers. According to a paper titled "The biology of invasive alien plants in Canada" from the University of Guelph and Agriculture and Agri-Food Canada, when

there is little competition from crops, plants can produce over one million seeds. These seeds are small and can easily be transported through contaminated seed, straw and hay, spreading of manure, or by equipment, migratory birds and flood water.

Under favourable conditions (i.e., warm temperatures, plenty of sun and nitrogen-rich soil), waterhemp can grow rapidly and up to a height of three metres. Waterhemp can germinate throughout the summer and will continue to flower and produce seed until the first frost.

## Identification

While it's especially important to monitor for these weeds in crops that are grown in a wide row (e.g., corn, soybean, sunflower, etc.), they can also be found in more competitive cereal crops.

*Continued on page 18*





**FIGURE 2: Identifying features of waterhemp and redroot pigweed.** *Waterhemp (above) has a smooth, hairless stem* Photo by Kim Brown-Livingston, Manitoba Agriculture. *Redroot pigweed stem (right) has short, dense hairs.* Photo by Bruce Ackley, The Ohio State University, Bugwood.org.

Both waterhemp and Palmer amaranth have smooth, hairless stems, which can be a good distinguishing characteristic from other pigweeds that tend to have hairy stems. Visual identification can be difficult, so suspicious pigweeds should be removed and identified through DNA analysis.

## Management

Currently, waterhemp and Palmer amaranth are designated as Tier 1 weeds under the Manitoba Noxious Weeds Act. This means that if found, they must be eradicated. If you suspect you have waterhemp or Palmer amaranth, it is essential to obtain a correct identification. Contact your local agronomist, the Manitoba Agriculture weed specialist or any of MCA's agronomy extension specialists for assistance.

Because of its rapid growth rate and tendency to develop resistance to herbicides quickly, management practices that reduce spread and increase

crop competition are essential. Consider the following:

- **Diverse crop rotation:** Include crops such as wheat and barley in your rotation, as they provide more competition than row crops. Crop rotation also helps facilitate herbicide rotation.
- **Use of tank mixes/multiple effective modes of action, including soil residual herbicides:** In addition to preventing the development of herbicide resistance by using multiple effective modes of action, the use of soil residual herbicides can be helpful for waterhemp and Palmer amaranth due to their extended germination period.
- **Narrow row spacing and increased plant population:** Practices that speed crop canopy closure, including higher plant populations or narrower row spacing, can help increase crop competition.

- **Strategic tillage:** Due to their small seed size, most waterhemp and Palmer amaranth seedlings germinate from near the soil surface. As a result, populations can increase under no- or reduced-till systems.
- **Post-spray scouting:** Early identification of escaped weed patches is critical. Weeds that escape control should be identified and the reason for escape determined.

These practices, along with other integrated weed management practices such as sanitation, post-spray scouting and record-keeping, are essential to staying ahead of these problem weeds. 🌱

*This article is adapted from a production resource on our website. For more information, including links to identification guides and DNA testing services for Amaranth species identification, visit [mbcropalliance.ca/directory/production-resources/spread-of-waterhemp-and-palmer-amaranth-in-mb/](https://mbcropalliance.ca/directory/production-resources/spread-of-waterhemp-and-palmer-amaranth-in-mb/).*

# 2023–28 Research Cluster Funding

Manitoba Crop Alliance (MCA) is funding various research activities through Agriculture and Agri-Food Canada's (AAFC) Sustainable Canadian Agricultural Partnership (Sustainable CAP) AgriScience Clusters program 2023–28. Outlined here are the science activities MCA is providing funding towards. It is important to note that there are additional activities happening in each cluster.

## Diverse Field Crops Cluster (DFCC)

At the time of writing, this cluster was pending AAFC final approval. Visit [dfcc.ca](http://dfcc.ca) for more information, including industry funding partners.



Project Title	Principal Investigator(s)	Proposed Budget	MCA Contribution
Greenhouse gas study for special crops	Kate Congreves, University of Saskatchewan	\$2,809,747	\$93,658
Integrated approaches for genetic improvement of flax	Bunyamin Tar'an, University of Saskatchewan Frank You, AAFC-Ottawa	\$1,622,073	\$130,400
Canada's sunflowers: Establishing a gene pool of beneficial traits for Canadian growing conditions	MCA	\$2,602,725	\$889,908

## Canadian Field Crop Research Alliance (CFCRA)

At the time of writing, this cluster was pending AAFC final approval. Visit [fieldcropresearch.ca](http://fieldcropresearch.ca) for more information, including industry funding partners.



Project Title	Principal Investigator(s)	Proposed Budget	MCA Contribution
Cover crops and 4R strategies to mitigate GHG emissions	Craig Drury, AAFC-Harrow	\$2,238,500	\$219,193
Corn germplasm development focused on key diseases	Aida Kebede, AAFC-Ottawa	\$899,977	\$85,718

## Integrated Crop Agronomy Cluster 2 (ICAC2)

At the time of writing, this cluster was pending AAFC final approval. ICAC2 is administered by the Western Grains Research Foundation. Visit [wgrf.ca](http://wgrf.ca) for more information, including funding partners.



Project Title	Principal Investigator(s)	Proposed Budget	MCA Contribution
Real-time decision support: Linking optimal nitrogen management practices to soil moisture conditions	Ramona Mohr, AAFC-Brandon Timi Ojo, Manitoba Agriculture	\$1,157,068	\$93,400
The Prairie Weed Monitoring Networks: Building a strong biovigilance foundation	Charles Geddes, AAFC-Lethbridge Kim Brown-Livingston, Manitoba Agriculture	\$1,779,052	\$35,500

### Organic Science Cluster 4 (OSC4)

At the time of writing, this cluster was pending AAFC final approval. Visit [organicfederation.ca/organic-science-clusters](http://organicfederation.ca/organic-science-clusters) for more information, including funding partners.



Project Title	Principal Investigator(s)	Proposed Budget	MCA Contribution
Optimizing the environmental and agronomic co-benefits of recycled phosphorus inputs for organic field crops	Joanne Thiessen Martens, University of Manitoba Henry Wilson, AAFC-Brandon	\$532,168	\$82,500

### National Barley Cluster

The Barley Cluster is still pending final approval and details will be shared once they have been confirmed.

Visit [barleyresearch.ca](http://barleyresearch.ca) for more information.



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Agriculture and Agri-Food Canada  
Advance Payments Program

Agriculture et Agroalimentaire Canada  
Programme de paiements anticipés

## Canadian National Wheat Cluster (CNWC)

There are 18 activities approved in the CNWC.

Total Cluster value (including mandatory activities and projects not funded by MCA, which are not listed below): **\$20,550,994**.

Overall cost share ratio: AAFC 55 per cent, industry 45 per cent.

Activities are divided into three priorities: Climate Change and Environment (25 per cent), Economic Growth (53 per cent) and Sector Resilience (16 per cent).

Visit [wheatresearch.ca](http://wheatresearch.ca) for more information, including industry funding partners.



Project Title	Principal Investigator(s)	Approved Funding	MCA Contribution
Towards climate-smart, resilient wheat	Curtis Pozniak, University of Saskatchewan	\$2,252,850	\$52,482
The role of wheat growth habit in reducing GHG emissions and fostering climate resiliency without compromising yield, quality and 4R principles	Brian Beres, AAFC-Lethbridge	\$1,403,555	\$21,864
A prairie assessment of nitrogen stabilizers and split fertilizer application in sustaining spring wheat yield, protein and production economics while reducing nitrous oxide emissions	Mario Tenuta, University of Manitoba	\$1,434,140	\$25,938
High quality wheat germplasm development to mitigate climate change risks and promote clean environment	Santosh Kumar, AAFC-Brandon Richard Cuthbert, AAFC-Swift Current	\$3,942,451	\$174,724
Cultivar enhancement through the application of biotechnology	Firdissa Bokore, AAFC-Swift Current	\$990,000	\$44,707
Integrated approaches to develop climate resilient Canada Prairie Spring Red wheat cultivars for Western Canada	Harpinder Randhawa, AAFC-Lethbridge	\$168,004	\$9,993
Winter wheat with enhanced economic, environmental, and ecological sustainability for western Canada	Harwinder Sidhu, AAFC-Lethbridge	\$798,503	\$41,247
A dual-pronged approach to mitigate Fusarium head blight and DON production	Gopal Subramaniam, AAFC-Ottawa	\$999,680	\$80,565
Gene editing to accelerate delivery of improved genetics	Andrii Bilichak, AAFC-Morden	\$567,996	\$25,960
Sustainable control of wheat diseases through marker-assisted and resistance gene discovery	Colin Hiebert, AAFC-Morden	\$594,000	\$33,947
Wheat midge: Enhanced surveys, wheat resistance traits and midge genetic variation to preserve the Sm1 gene	Tyler Wist, AAFC-Saskatoon	\$225,019	\$6,912
Developing weed-suppressive no-till wheat systems with reduced glyphosate use	Charles Geddes, AAFC-Lethbridge	\$854,670	\$63,986

Grain Marketing Insights

# Transitioning to the 2024–25 crop year



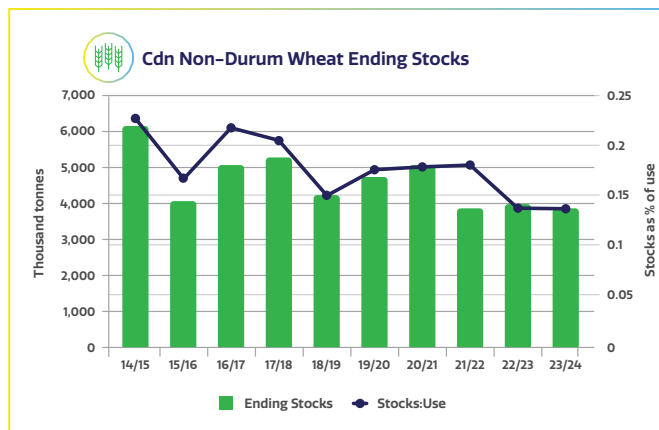
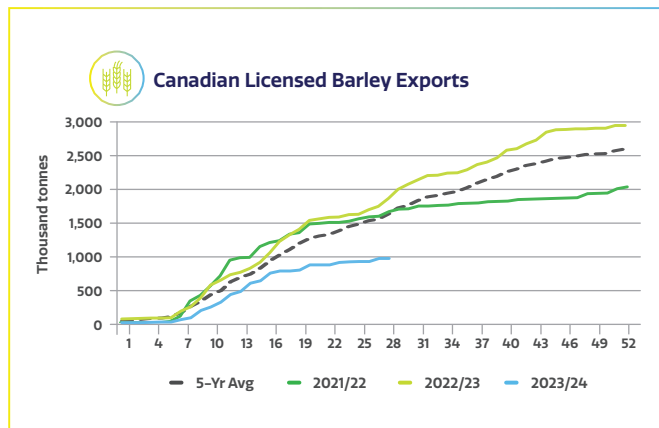
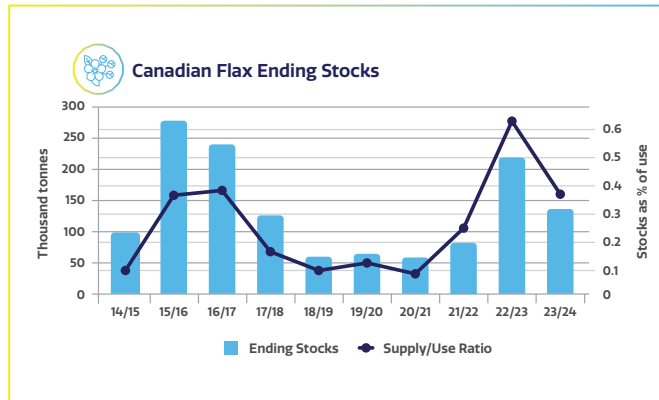
By LeftField Commodity Research

The calendar is still in the “old crop” year, but the market’s attention is primarily on the 2024–25 season. The supply situation differs by crop going into the next harvest, but many balance sheets are not particularly tight. Price direction will largely depend on the always uncertain growing conditions through the summer, meaning the outlook is difficult to predict. Understanding the stocks situation for the current season, and possible production scenarios for 2024, gives clues on things to monitor in the months ahead.

## Flax market has been quiet but may tighten into summer

Despite the smaller 2023 crop, Canadian flax supplies have been more than adequate to meet demand. Exports are running slightly ahead of last year but well below the five-year average. Overall, the market has been stagnant for much of the 2023–24 marketing year, with prices trading mostly sideways into late winter.

Russian and Kazakh flax production was sharply lower year-on-year and also suffered from quality issues. Much of the Black Sea crop has been worked



through, which could create opportunities for late-season Canadian exports. If so, it could reduce

carryover stocks below 140,000 tonnes, which may provide price support, especially given the dry

conditions in Western Canada going into planting. However, supplies are still comfortable, limiting upside potential.

Grower interest in flax is down due to lacklustre pricing and weak old crop demand. Canadian seeded area in 2024 may be around 550,000 acres, 10 per cent less than last year’s low and potentially the smallest since 1949. The possibility of lower plantings in other regions could possibly help prices in the longer-term.

## Barley demand falters

The Canadian barley market is feeling the effects of dampened exports and a weak domestic feed market. In recent years, strong exports were the catalyst for higher prices in Canada. This year, export demand suffered from the reopening of trade between Australia and China. Canadian exports are lagging significantly behind both last year and the five-year average. On the domestic side, the large Manitoba corn crop and heavy U.S. corn imports hampered barley feeding.

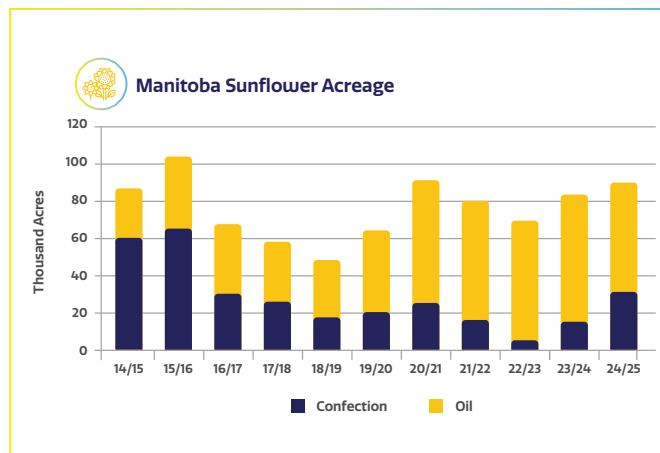
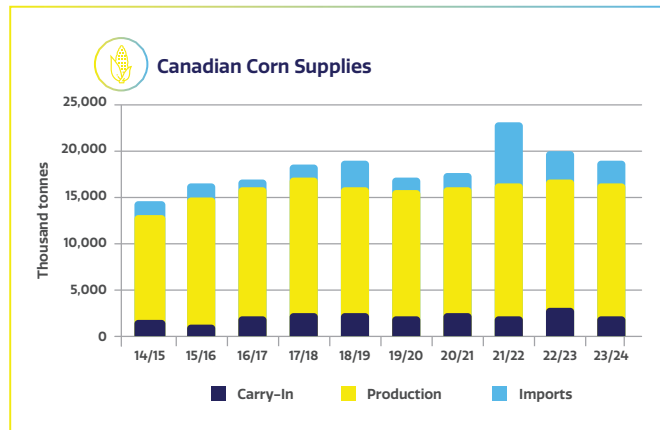
New crop acres are likely to take a hit in response to lower prices. Seeded area could drop 10 per cent year-on-year to around 6.6 million acres, even further below the five-year average level of 7.5 million. There are early concerns surrounding

drought conditions in the western Prairies, although large carryover stocks will act as a supply buffer.

### Tight domestic wheat supply may limit downside

Wheat prices spent most of the season grinding sideways-to-lower on a lack of bullish inputs. Canadian hard red spring wheat values held up somewhat better than global markets due to strong export movement and tightening domestic supplies. Despite lackluster global markets, stocks will be relatively tight in most major exporting countries going into the important Northern Hemisphere growing season. This makes weather the key driver going forward.

New crop wheat prices haven't done much to buy in acres in Canada. Canadian spring wheat area is expected to dip modestly in 2024 from last year's 19.5 million, but remain historically high. Winter wheat plantings saw a minor decrease according to Statistics Canada, leaving potential total 2024 non-durum wheat area at around 20.6 million acres. Dry conditions through the bulk of the Prairies and extreme drought in parts of Saskatchewan and Alberta remain something to watch closely. Late season snowfall or spring rains could improve conditions, but tight carryover stocks leave little room for any production problems.



### Corn supplies likely comfortable

As with other cereals, corn prices traded lower through much of the season. Supplies are comfortable both in the U.S., where 2023-24 ending stocks are projected to be the largest since 2018-19, and globally. It's possible Brazil's crop shrinks further, although Argentina will rebound significantly from last year's drought and exports continue to be surprisingly strong out of Ukraine given the war, which in turn pressures U.S. exports. The longer-term outlook will depend

on U.S. growing conditions, although a comfortable old crop carry in buffers any moderate threats.

U.S. corn export sales to Canada spiked last summer in response to dry conditions on the Prairies. In the end, feed grain production turned out better than expected. Corn import commitments slowed as a result, but will still end up at a level that is high by any recent measure, aside from 2021-22. The large imports are on top of record-large Canadian production in 2023. However, usage will also be high, keeping stocks at a manageable

level. While most corn is grown in Eastern Canada, Manitoba's crop was also a record last year.

Initial expectations are for 2024 Canadian acres to see a modest dip from last year's record, but remain historically high. Price direction will ultimately be driven by U.S. markets.

### Manitoba confectionary sunflower acres may increase

The oil sunflower market was under pressure most of the winter from weak vegetable oil markets. Demand for black birdseed has been solid, but the poor tone of the oilseed market is keeping birdseed bids under pressure. Even with the smaller 2023 U.S. sunflower crop, supplies are comfortable given larger carryover stocks from 2022 (particularly for oils), which is limiting Canadian exports.

Canadian sunflower acres, most of which are grown in Manitoba, may see a moderate increase from the 99,200 reported by Statistics Canada in 2023. The breakdown in Manitoba could show confectionary acres get close to the highest levels in eight years, and well above the unusual lows of the past few seasons, while area for oil sunflowers will be down. However, if prices continue to trend lower, 2024 area could fall below initial expectations in both Canada and the U.S.

# 2024 Annual Report (2023 Activities)



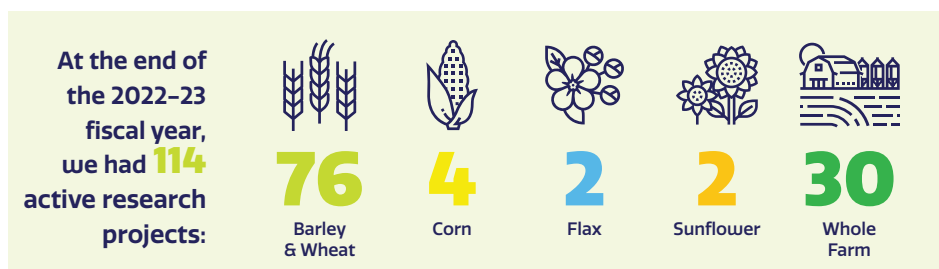
All Manitoba Crop Alliance (MCA) activities are farmer led and directed to ensure we invest our farmer members' dollars wisely and are making strides towards achieving our vision, mission and strategic objectives. Here are a few highlights from the past year, spanning our strategic objectives of investing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

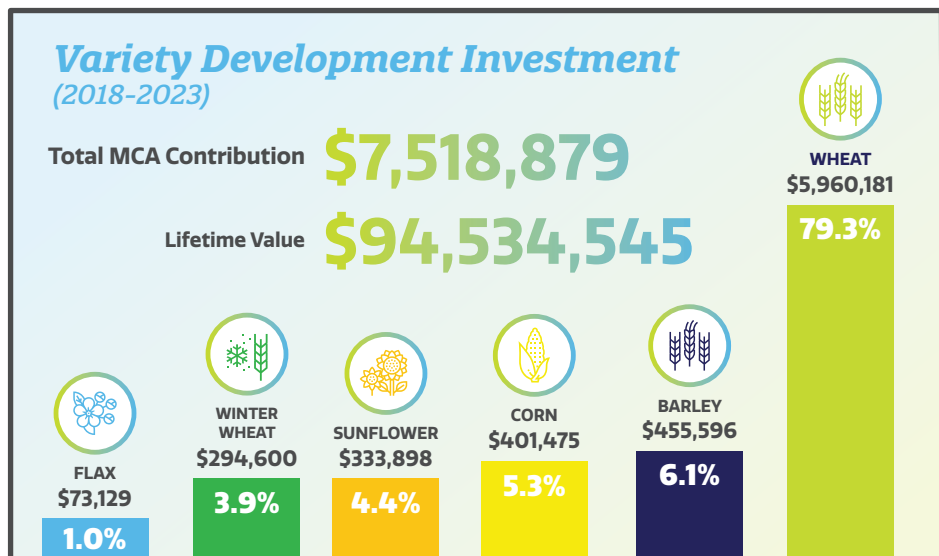
Flax (1), Sunflower (1), Whole Farm (4), Wheat and Barley (6).

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

## 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.

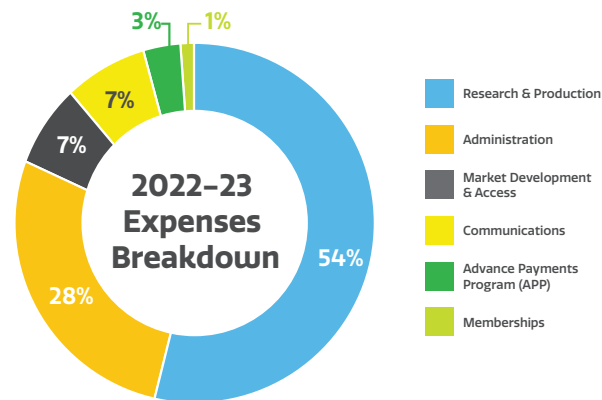
### Highlights:

- ▶ 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

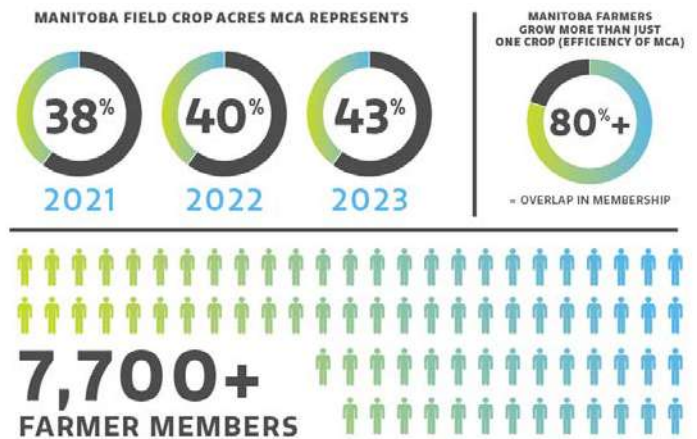


## Operations

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.



## 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**.



CASH ADVANCE

**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)

# Making an impact

Study reveals MCA crop types are major drivers of Manitoba economy

By Alison Inglis  
Public Relations Specialist, Freelance

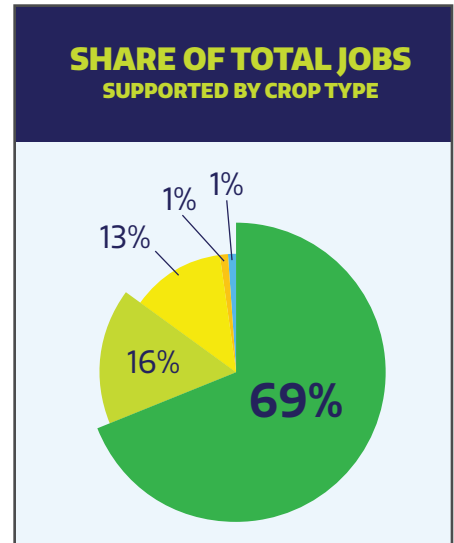
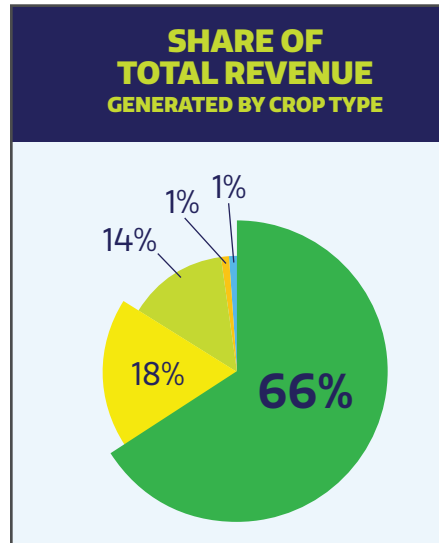
The five crop types represented by Manitoba Crop Alliance (MCA) – spring and winter wheat, barley, corn, sunflower and flax – account for a large part of the agriculture industry in Manitoba and make significant contributions to the province's economy.

To understand the full impact of these crops on Manitoba's economy, MCA contracted GlobalData to investigate the revenue, jobs and wages generated by each crop type over the past three years (2018/19–2020/21):

- ▶ The **direct economic impact** of the five crops combined contributed \$2.8 billion annually to Manitoba's economy.
- ▶ 10,780 paid **full-time equivalent jobs** are generated **directly** by these five crops, in addition to an estimated 3,600 family members (beyond farmers) who support/are supported by farming operations.
- ▶ The **direct wage impact** of the five crops averaged \$800 million in Manitoba.

Beyond these direct effects, GlobalData calculated the additional income, jobs and wages generated through both take-home spending by jobs tied to the five crops and outsourced work undertaken by contract "satellite" industries:

- ▶ The estimated **total economic impact** of the five crops on the Manitoba economy averaged \$6.9 billion per year.



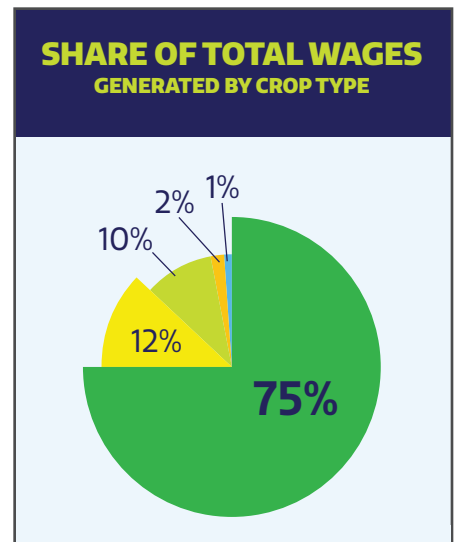
Key: Wheat (Green), Barley (Light Green), Corn (Yellow), Sunflower (Orange), Flax (Blue)

- ▶ More than 28,000 paid **full-time equivalent jobs** are supported by these crops, and when considering family members, the total reached close to 32,000.
- ▶ The **total wage impact** of the five crops in Manitoba averaged \$2.5 billion.

"As farmers we have a vested interest in the agriculture industry, and a general understanding of our part in the system," says MCA chair Robert Misko. "Our crop types play a big part in the economic well-being of the province and the country."

Not only do the findings from this study showcase the economic importance of our crop types to Manitoba's economy, Misko adds, they also give us another tool to advocate for continued support and research funding for these crop types.

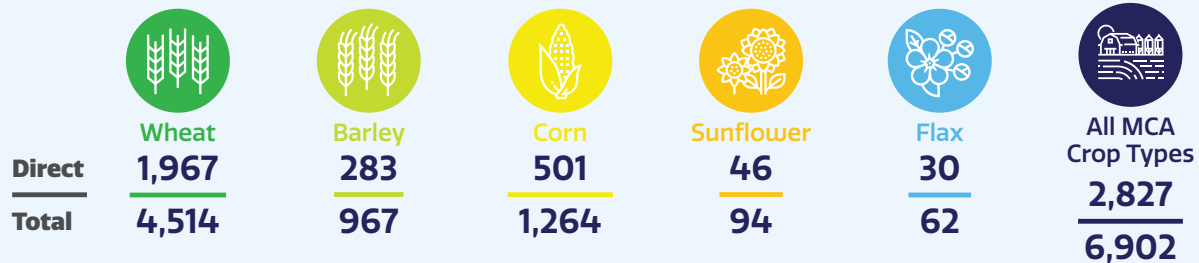
"Although smaller in acreage, flax, sunflowers and corn are of economic importance to the farmers that grow them, to the industry that supports them and for the industries who utilizes those crops," he says.



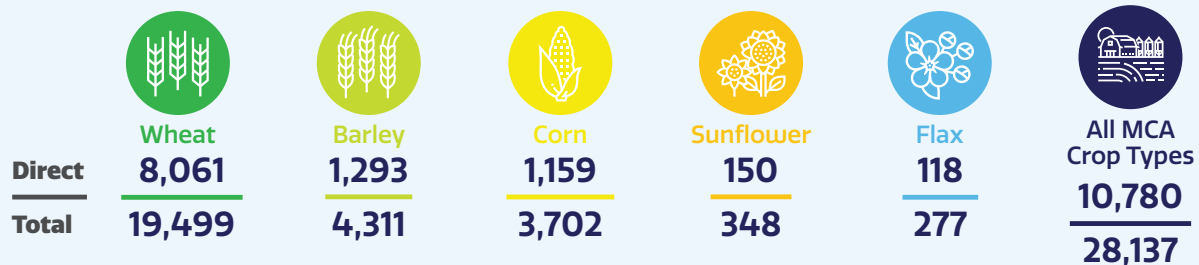
This study was executed by GlobalData through the collection of available public data and direct interviews with industry experts within Manitoba and the wider market. Using the public data and information from industry interviews, they created a model that allowed them to derive the economic impact of these crops on Manitoba's economy.

## TOTAL ECONOMIC, EMPLOYMENT AND WAGE IMPACT OF MCA CROP TYPES

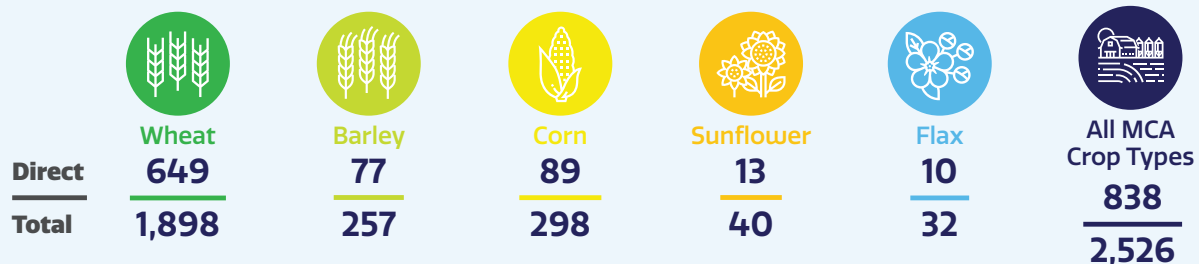
### Revenue (\$ in millions)



### Jobs (full-time equivalent)



### Wages (\$ in millions)



"From farming, to storing the crop, to manufacturing processed goods, to transportation domestically and inter-provincially, to exports overseas, and everything in between, this is the impact in terms of jobs, wages and revenues generated at each step of the crop's value chain," says Andrew Kanyemba, research economist – oilseeds, grains

and fats with GlobalData.

"We hope the study sheds useful light into the impact of these crops on Manitoba's domestic economy, across all the major steps in their value chain."

These findings are summarized in GlobalData's Executive Summary, "The Economic Impact of Wheat, Barley,

Sunflower, Flax and Corn on the Manitoba Economy," which is available at [mbcropalliance.ca/economic-impact](http://mbcropalliance.ca/economic-impact).

This economic assessment was modelled after work done last year by Cereals Canada on common wheat, barley, durum and oats. Visit [cereals-canada.ca/economic-impact](http://cereals-canada.ca/economic-impact) for more information. 🌱

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