



Manitoba
Canola
Growers

2020-2021
ANNUAL
REPORT

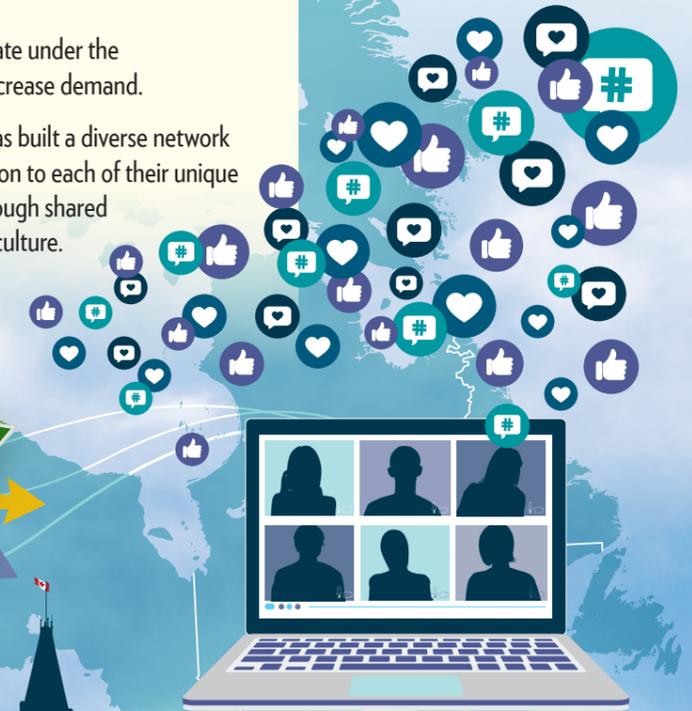
COMMUNICATION tools are used to deliver trusted canola information covering a wide range of current, practical, and relevant topics.

Focused on farmers, MCGA understands the value of an interactive communication network that engages a wide cross section of experts and resources. Connecting farmers with information and networking opportunities drives innovation and growth for the canola sector.



MARKET DEVELOPMENT programs and projects operate under the Canola Eat Well brand, promoting the benefits of canola to increase demand.

Driven by consumer research, the Canola Eat Well program has built a diverse network of influential experts in their field who amplify canola promotion to each of their unique audiences. This network connects farmers and consumers through shared experiences, conversation, and curiosity around food and agriculture.



In addition to Manitoba programming, MCGA is proud to collaborate with SaskCanola and Alberta Canola nationally to reach urban consumers in the Ontario market.

RESEARCH & AGRONOMIC services are funded and directed by Manitoba farmers, focused on agronomic priorities that hold specific value and relevance to MCGA members.

Aimed at maximizing every research dollar invested, MCGA operates within a robust research network made up of strategic alliances that include canola associations from across Canada, government organizations and provincial commodity groups.

MCGA INVESTED OVER
\$1,295,000
INTO **57** RESEARCH PROJECTS
& CORE INFRASTRUCTURE

GROWER ENGAGEMENT & EXTENSION delivers exceptional value and service to members, creating opportunities for farmers to learn, lead and grow.

Designed to engage farmers, MCGA programming is tailored to maximize members' return on their check off investment by matching learning opportunities to member's needs. Programs and resources give farmers the opportunity to explore the latest data, connect with experts and network with fellow farmers, arming them with information to make the best decisions for their farms.



ADVOCACY work ensures that the voice of canola farmers is represented on key issues. Farmer feedback, concerns and insight are regularly brought forward to policy makers and lobbying partners, presenting a unified and trusted voice that builds upon the positive reputation and trustworthiness of Manitoba canola farmers.

MCGA also connects with youth and consumers to create a deeper understanding of agriculture and canola. This engagement contributes to positive conversations, increased agriculture literacy and support for agriculture outside of the industry.

FEDERAL ADVOCACY PARTNERS



Federal Focus Areas:

BUSINESS RISK MANAGEMENT

CLEAN FUEL STANDARD

SUSTAINABILITY TARGETS

Provincial Focus Areas:

DROUGHT

CONTRACT SHORTAGES

PROVINCIAL GOVERNMENT CONSULTATIONS

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