



News Release

Working Group Hires Advisor to Explore Merger, Get Farmer Feedback

Carman, MB – June 22 – The working group comprised of the executive directors and general managers of the five commodity groups that earlier this year committed to exploring a merger are excited to announce the hiring of advisory firm Synthesis Agri-Food Network to begin the precursory process.

“We received many good proposals from qualified firms, but we are confident Synthesis will be able to hit the ground running, building on the progress we have already made with respect to working together,” says Monika Haley, administrator at Manitoba Flax Growers Association. “Synthesis’s outcomes were very clear and its timelines were in keeping with our commitment to progress and member feedback. Rob Hannam and his team further strengthen our ability to continue working through the process of a potential merger of commodity groups.

In May of this year, the Manitoba Corn Growers Association, Manitoba Pulse & Soybean Growers, Manitoba Flax Growers Association, National Sunflower Association of Canada and the Manitoba Wheat and Barley Association signed a memorandum of understanding (MOU) to begin exploring a merger. The MOU itself is a watershed moment for the agriculture industry in Manitoba, conceived out of a desire to increase administrative and research efficiencies and deliver more value back to farmers.

“We are thrilled to have been selected to help with this innovative and leading-edge exploration. It’s a great opportunity,” says Synthesis President Rob Hannam. “We have lots of relevant experience working with non-profits and agriculture organizations. We have successfully facilitated the development of several strategic alliances and mergers. For this project, we will look into a range of potential options, fleshing out those options in detail so that Manitoba’s farmers have the necessary information and tools to make an informed decision.”

The steering committee - which will be made up of the working group and a small delegation from each of the boards represented - as well as Synthesis Agri-Food Network have committed to ensuring that each of the commodity organizations involved and their members will have access to regular progress reports throughout this process.

About Synthesis Agri-Food Network

Synthesis Agri-Food Network is an Ontario-based firm with a diverse portfolio of past and current clients. It is committed to providing the needed tools to strengthen our governments, communities and organizations, believing such efforts will benefit the entire agri-food network.

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