

# Manitoba Wheat and Barley Growers Association

## New organization will lead research and market development for wheat and barley

For immediate release

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The interim board of directors for the Manitoba Wheat and Barley Growers Association is pleased to announce that it has received conditional approval from the Province to act as the designate organization for spring wheat and barley farmers in Manitoba.

This allows the producer-led association to provide leadership in wheat and barley research and market development in a restructured and evolving cereals industry. It also paves the way for a check-off to be established in the future to fund the organization's efforts.

The petition for the designation was submitted to the Province in early June after consultations with Manitoba farmers last fall and winter.

"Manitoba farmers told us they recognize the value in being able to control where wheat and barley research dollars are being spent," said interim chair Don Dewar. "They were also very clear that any new association granted authority to collect check-off revenue for this purpose should not waste funds on administration."

As a result of this farmer direction, the interim board determined that it would be most appropriate for a single organization to be formed to represent both spring wheat and barley growers in the province to avoid duplicating administrative costs.

Alberta and Saskatchewan have already established wheat and barley commissions to collect research funds and advance the interests of their growers. Most recently, the Saskatchewan Wheat Development Commission and the Saskatchewan Barley Development Commission began formal operations on August 1 of this year.

"We are looking forward to working collaboratively with other provincial organizations to sustain and build the potential for these two very important crops across the Prairies," said Dewar.

The interim board of the Manitoba Wheat and Barley Growers Association has begun to build strategic and operational plans to guide the organization in its initial year of operation. The board of directors have committed to their positions until the first official annual meeting of the organization, approximately one year from now, when a board can be elected.

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