

Special acknowledgement of the contribution of outgoing directors, in particular Don Dewar who has served as chair with wisdom and good humour through this very demanding time.



UPDATE DECEMBER 2014

Current Research Projects

Manitoba Wheat and Barley Growers Association have just begun to build research relationships and commit to funding, managing and monitoring research projects that will advance the interests and potential profitability of Manitoba growers.

We have committed to assuming the management and monitoring responsibilities of two projects approved for funding from ARDI and WGRF entitled:

- "Development of Hormone based Genomic Tools to Accelerate Wheat Breeding for Enhanced Preharvest Sprouting Tolerance" Belay Ayele UofM
- "Influence of Genotype, Weather and the Growing Environment, and Crop Management on Gluten Strength and the Sustainability of CWRS as a Premium Wheat Class in the Prairie Region" Harry Sapirstein UofM

We have applied for funding from ARDI for another project and will update when the status of that project is confirmed.

We are working with WGRF Wheat advisory and Barley advisory committees to shape long term core agreements with Agriculture and Agri Food Canada and with the Crop Development Centre at the University of Saskatchewan.

As each of the prairie commissions build their organizational capacity, we fully expect to collaborate with cereal commissions in Alberta and Saskatchewan to build Western Canadian initiatives that can more efficiently serve all of our interests.

For more information on any of these projects and research strategies please contact the MWBGA office.

CURRENT BOARD OF DIRECTORS



Don Dewar
(Chair) – Dauphin
ddewar@goinet.ca
204-648-4649 (c)
204-638-8433 (h)
Retiring from the board at 2015 AGM



Fred Greig
(Vice-Chair) – Reston
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204-522-5528
Appointed for one more year



Ray Askin
Portage
rayaskin@mymts.net
204-274-2417
Appointed for one more year



Doug Martin
Selkirk
dlmartin@highspeedcrow.ca
204-482-4889
Retiring from the board at 2015 AGM



David Rourke
Minto
drsourke@gmail.com
204-534-7531
Considering seeking election



Grant Dyck
Niverville
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204-346-4222
Appointed for one more year

CALL FOR NOMINATIONS

Three director positions on the Manitoba Wheat and Barley Growers Association board of directors

Nominations accepted up to and including Feb 18th 2014 with election the election at the Annual General Meeting

For more information contact Manitoba Wheat and Barley organization
204 750 2656 or
info@mbwheatandbarley.ca



MESSAGE from the Chair

The Manitoba Wheat and Barley Grower Association (MWBGA) is a fledgling organization operating in a very mature marketplace. The concept of creating the new organization came out of discussions around filling some of the gaps for farmers that were historically filled by the former Canadian Wheat Board (CWB). Every farm organization in Manitoba involved with cereal grains was invited to be part of a steering committee, which decided to move to form an organization and appoint an interim board of directors. MWBGA and cereal commissions from other provinces each take on the role of complimenting and eventually assuming the responsibilities of the temporary Western Canada Deduction, which provides continued funding for variety development research through the Western Grains Research Foundation and the market development work of the Canadian International Grains Institute. Farmers have long supported this work, and were asking for it to continue beyond 2017.

MWBGA was the last organization in Western Canada to receive approval from our provincial government to administer a check-off on wheat and barley. Even before formal approval, we were talking to the newly-formed commissions in Saskatchewan and Alberta about how we could collaborate and work together for the benefit of our members. We have established working relationships with all the players involved in agricultural research in western Canada.

MWBGA heard you loud and clear. In Manitoba, we are one organization working with 2 commodities. In the first year, we contracted our administration to the Manitoba Corn Growers Association (MCGA), and have now filled positions on a contract basis to make sure that we minimize cost and get the job done. We want to thank Theresa Bergsma and the MCGA board of directors for their support and assistance. We continue to search for efficiencies with other commodity groups in Manitoba with the goal of increased collaboration.

The grunt work is behind us now. As we move to the end of our second check-off cycle December 31, we now have an established membership base, and a predictable level of income to commit to multi-year research projects that can best serve the wheat and barley producers of Manitoba well into the future.

It has been a privilege to be part of the formation of Manitoba Wheat and Barley Growers.

Executive Director REPORT

I have had the pleasure of assisting the Manitoba Wheat and Barley Growers Association through their start up, certification and early operational stages. I have been inspired by the leadership and commitment of the Keystone Agricultural Producers in the very early stages for facilitating the establishment of the interim board of directors and then by the interim board for their thoughtful and balanced approach to growing the potential for profitable wheat and barley production in Manitoba.

This is a time of fundamental change in the cereals industry. Grower representation, leadership and prudent investment will be crucial to shaping the new cereals industry in a way that meets producers' long term interests.

While the role of provincial grower organizations to advance producers' research and market development interests is not new for other crops, it is new territory for cereals. There are many new or restructured cereal stakeholders actively redefining the way we build profitability and long-term competitiveness in Canadian cereal production.

Your interim board has been diligently working to create systems and regional partnerships to judiciously invest producers' check-off contributions toward priority projects for Manitoba wheat and barley producers.

The role of producer organizations will only continue to grow in importance. Governments, funding agencies, researchers and industry partners will increasingly look to producer grower organizations for leadership in setting value chain priorities and as partners in funding key activities. Being out of the mix and not rising to these responsibilities would be leaving the determination of our futures in other's hands.

Two of the key mid to long-term activities that the MWBGA board have directed me to focus on are:

1. Ensuring that Manitoba has a voice in building and securing an affordable and internationally competitive variety development system and
2. Building the necessary plans for a seamless transition from the Western Canadian Deduction that concludes July 31, 2017.

In each case, these mid to longer-term activities require a very high degree of collaboration with other provincial commissions and stakeholders.

This is a once-in-a-generation opportunity to shape the development of new systems that are likely to have enormous impact on the future competitiveness and profitability of Manitoba wheat and barley production.

In addition to those key projects I look forward to working with Lori-Ann Kaminski in her role as Research Manager to firmly establish research plans that both meet the unique requirements of Manitoba producers and leverage those funds into western Canadian and national projects that will maximize the effectiveness of Manitoba producers investment dollars.

MANITOBA WHEAT AND BARLEY GROWERS ASSOCIATION STRATEGIC PLANNING HIGHLIGHTS

Strategic planning with the interim board has identified and proposed the following

Mission Statement

To grow the potential of wheat and barley as profitable and sustainable production choices for Manitoba growers through leadership and strategic investments in research, market development and communications.

Guiding Principles

- Ensure producer profitability, influence and choice
- Focus on Research and Market Development
- Seek to build and sustain high functioning collaborative working relationships with other organizations that share common objectives
- Leverage available resources
- Pursue, support and encourage defensible science-based solutions
- Recognize wheat and barley as choices within a mix of multiple crop choices and rotations in crop production
- Encourage a climate for vibrant private and public investment
- Maintain and enhance Canada's brand for quality over a diverse range of markets
- Demonstrate transparency and good governance
- Deliver and communicate value to levy paying members
- Innovate in providing cost-effective service

Core Functions

- Research (agronomic and genetic)
- Market Development

Support functions

- Communication (advocacy / advisory/ education),
- Administration,
- Governance,
- Other

Research Goal

Lower the costs of production per bushel through yield gains and agronomic efficiencies and increase value through enhancing desirable market quality characteristics.

Select Research Objectives

- Prepare a proactive response to potential changes in variety development investment and public research capacity to ensure producers are influential and well served by the outcome.
- Preserve public funding support and capacity for agronomic research.
- Revisit and refine basic fertility response recommendations
- Support existing (ongoing) programs
- See other research objectives on mbwheatandbarley.ca website

Market Development Goal

Position and promote Canadian wheat and barley production and products in a way that increases value, decreases marketing costs and provides a greater net-back to producers.

CONTRACT STAFF



Manitoba Wheat and Barley Growers Association has secured the contract services of Brent VanKoughnet M.Sc. P.Ag. Brent will provide general management leadership and strategic direction on key activities. Brent brings a broad range of experience and insight to the important challenges that MWBGA are facing in the next few years.



Manitoba Wheat and Barley Growers Association are also pleased to secure the contract services of Lori-Ann Kaminski P.Ag. as research manager. Lori-Ann has worked in the field of research and research funding administration for much of her career and brings deep understanding, experience and leadership to the development and management of our research programs.

The MWBGA have chosen a strategy of contract arrangements that are believed to provide the greatest flexibility and access to skills in order to effectively scale up to meet the peak requirements of complex issues and scale down to minimize overhead and administrative costs in less active times of the year.

Select Market Development Objectives

- Maintain and enhance Canada's quality brand reputation across multiple cereal market classes.
- Advance our capacity to anticipate market needs in larger traditional markets and smaller strategic markets
- Participate in the development of a path toward the broader acceptance of proven science based market solutions and innovations.
- More effectively capture malt barley market signals and total capacity requirements.
- See other market development objectives on mbwheatandbarley.ca website

Initial targets have been established to direct approximately 70% of check-off dollars toward research, 10% toward Market development and less than 15% toward administration.

It is clearly identified that Manitoba will be most effective at meeting its research a market development objectives through collaborative western Canadian and national initiatives. We have begun to establish and invest in the systems and the partnerships that will allow us to do that efficiently and effectively.

See more information on the working strategic plan and other MWBGA activities at mbwheatandbarley.ca website.

VARIETY DEVELOPMENT SPECIAL PROJECT

The future of cereal variety development has been identified by MWBGA as a strategic priority.

Manitoba and all western Canadian wheat and barley producers are highly dependant on the current public breeding system to provide varietal innovation. Over 80% of the cereal acres planted each year are varieties that are the product of our public system. Concern continues to be expressed that the investment required for our public system to remain competitive and world class is increasing while the prospect of even sustaining current public funding for variety research is very uncertain.

If Manitoba and Canada expect to remain competitive with other nations, what role might producers or grower organizations need to play to ensure a world-class variety development system that will provide affordable and competitive variety choices?

With the funding support of a GF2 Growing Visions grant the MWBGA set out to respond to this question. A background presentation on variety development systems and funding models from other parts of the world was developed and presented to a focus group of 20 Manitoba farm leaders.

In addition, a range of response options were presented from; "Do nothing and trust that private industry will respond" to; "Consider farmer ownership of a breeding company to develop and own varieties".

The merits and challenges of several options were discussed.

Three important conclusions came from the project.

1. This is very important for the continued profitability of Manitoba producers and MWBGA needs to show leadership.
2. It is difficult to predict what model will best serve producers given all of the uncertainties of: AAFC funding, value capture initiatives and private industry interest. We need to do our due diligence to further develop and evaluate several options at once (including the farmer ownership model).
3. Any successful option would require the consensus and commitment of all western Canadian provinces. We must work collaboratively with other commissions.

We are encouraged that following the MWBGA project other provincial cereal commissions and grower organizations have also acknowledged the importance of this issue. The Alberta Barley Commission hosted a meeting in Calgary in June to introduce the dilemma and possible solutions to over 100 farm leaders from western Canada.

Currently, Western Grains Research Foundation (WGRF) has offered to facilitate a process to create a western Canadian working group consisting of representatives from all cereal commissions to set terms of reference and create detailed evaluations of options for producer participation in variety development. Western cereal commissions and grower organizations meet on December 15th and 16th to confirm and initiate this project.

Manitoba will be a leader and an active participant in this process.

AGM AND DIRECTOR ELECTIONS

Crop Connect

Manitoba Wheat and Barley Growers are proud partners in the Crop Connect Conference held February 17 and 18 at the Victoria Inn in Winnipeg. We are pleased to bring you a technical presentation by Jochum Weirsmas PhD from the University of Minnesota presenting on "Production Practices for Protein and Profit". The presentation takes place just before the MWBGA AGM on Wednesday the 18th. See more details about Crop Connect at cropconnect.ca

ANNUAL GENERAL MEETING

The first full producer member AGM will be held in conjunction with the Crop Connect conference February 18th 2015 at the Victoria Inn in Winnipeg. All producers who have grown spring wheat or barley and have not requested a refund will be eligible to vote.

Nominations for three directors positions are now open up to and including the date of the AGM February 18th 2015. The election will take place as part of the AGM and in conjunction with the Crop Connect Conference at the Victoria Inn in Winnipeg.

For more information and/or to seek nomination contact the Manitoba Wheat and Barley Growers Association office.

An official notice of AGM and agenda will be mailed to all Manitoba wheat and barley producers who have contributed to the Manitoba Wheat and Barley Growers Association through the provincial check-off.