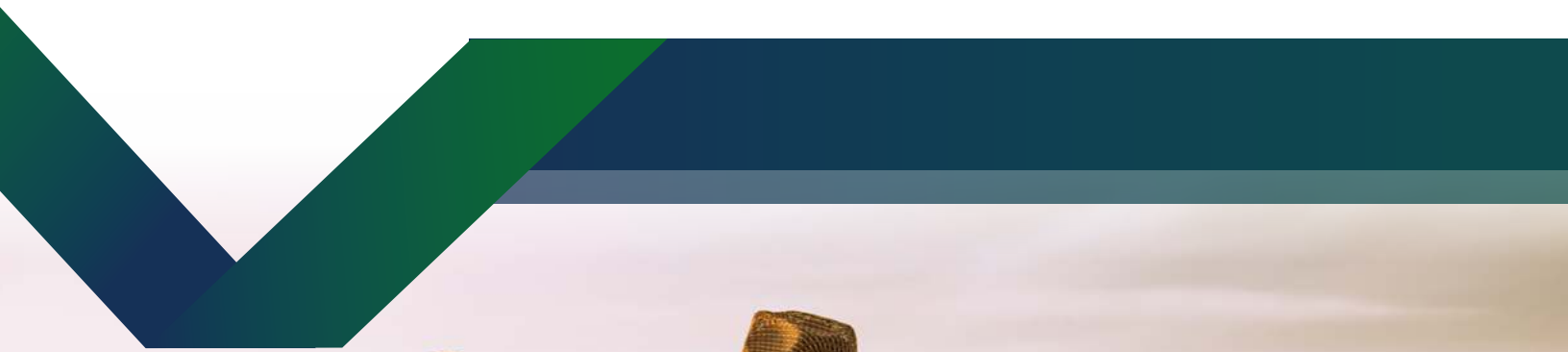




# LEADING CHANGE

YEAR IN REVIEW  
2022-2023



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# Welcome to CCGA's 2022-23 Year in Review: LEADING CHANGE



## A Message from the Chair

# Farmer's voice in leading change

The board of directors at CCGA includes canola farmers from across Canada who are deeply invested in leading change in our sector. As farmer directors, we have the honour and responsibility to provide direction to ensure the stability of the organization, but also the necessary grassroots input that guides program and policy changes forwarded. As a representative of Alberta Canola Producers Commission, 2022-23 was my final year serving as CCGA's Board Chair and I am joined around the table by nine additional farmers from Alberta, British Columbia, Manitoba, Ontario and Saskatchewan.

As you read through this Year in Review, take time to reflect on the wide range of policy issues where CCGA is involved. Never has the breadth of policy issues impacting agriculture been so extensive, creating both opportunities and concerns for the future of our farms. You might wonder why it's so important for farmers and their farm organizations to be engaged on these issues. As farmers, we often see significant disconnects between policies and the production of food. Through organizations like CCGA, we have tremendous opportunities to connect with policymakers and have our voices heard on the issues that matter to our farms today and tomorrow.

As I reflect on my two years serving as Chair of CCGA, I have an even greater appreciation for how farmers can be involved in organizations that are leading change for our future success. I encourage you to read through Year in Review to see where change is happening and how CCGA is engaged in Helping Farmers Succeed.

**Mike Ammeter**  
*Farmer from Alberta and Board Chair*

# Helping Farmers Succeed

For more than 35 years, Canadian Canola Growers Association (CCGA) has been driven by its core purpose of Helping Farmers Succeed. CCGA has long supported the financial needs of Western Canadian farmers through its administration of the Advance Payments Program. The organization has also been at the forefront of driving change for canola farmers, representing their interests on national and international agricultural issues, programs, and policies. As the national policy voice for Canada's 43,000 canola farmers, CCGA enhances farm competitiveness by conducting in-depth policy analysis and advocating for policy, regulatory, and legislative changes that impact farm profitability. CCGA is governed by 10 farmer directors who represent Canada's five provincial canola associations.

Within this Year in Review, you will read about how CCGA is advocating for farmers' interests in many different ways, including [collaborating with like-minded partners](#) to lead change on national policy issues.

## KEY COLLABORATION PARTNERS:

- Agriculture Carbon Alliance
- Canadian Agricultural Human Resource Council
- Canada Grains Council
- Canola Council of Canada
- Canadian Agri-Food Trade Alliance
- Canadian Roundtable for Sustainable Crops
- Grain Growers of Canada



## A Message from the President & CEO

# The Quiet in Leading Change

We often reflect on our work at CCGA and evaluate how we are progressing toward our vision of Helping Farmers Succeed. While sometimes our leadership has moved the barometer forward more quickly—like we've seen in our work on Bill C-234—other times our work takes many years of analysis and providing constant feedback to advance valuable change that benefits farmers. The work we do behind the scenes to deliver an Advance Payments Program that works better for farmers is a great example of quiet, inconspicuous leadership from our team.

Leading change forward requires great people who have a strong commitment to agriculture and to serving farmers. In March 2023, our team was recognized as an exceptional place to work by *Manitoba's Top Employer*. This award

recognizes the commitment that we have made to creating a vibrant workplace that supports people. We are so proud to be a recipient for a third time and to shine a light on the amazing career opportunities that agriculture offers.

Leading change does not mean always doing things alone. In fact, much of leading change in agriculture requires partnerships and sharing a collective voice with other like-minded stakeholders and communities. At CCGA, we often partner with other organizations such as the Agriculture Carbon Alliance, Grain Growers of Canada, and Canadian Agri-Food Trade Alliance to amplify a common voice. We also partner beyond the borders of Canada to lead change globally. Examples of this include our partnership with other global oilseed producer associations through the

International Oilseed Producers Dialogue and the leadership role that we have taken with the International Agri-Food Network.

As you read through our 2022-23 Year in Review you will explore the kinds of work the CCGA team undertakes daily to serve farmers. To every member of this team, I thank you for leading change and Helping Farmers Succeed, and I congratulate you on your commitment to farmers and our vision.

**Rick White**  
*President & CEO*



## DID YOU KNOW?

Each year, CCGA surveys Western Canadian farmers to ask how we are doing in providing cash advance services. The annual customer satisfaction survey provides CCGA with benchmark data and valuable feedback on ways to improve service. CCGA also shares relevant feedback with Agriculture and Agri-Food Canada (AAFC), since many comments are often about the rules of the program, which are set by AAFC.

For 2023, CCGA maintained its high marks for customer service levels with 95% of respondents reporting that they were satisfied or highly satisfied with the level of service they received from CCGA.

Learn more at [ccga.ca/cash-advance/Pages/discover](https://ccga.ca/cash-advance/Pages/discover)



77% VERY SATISFIED 18% SATISFIED

# Advance Payments Program



Read CCGA's  
PRESS RELEASES  
at [ccga.ca](http://ccga.ca)

CCGA has been an administrator of the Advance Payments Program (APP) since 1984, providing cash advances to help Western Canadian farmers better market their farm commodities and supporting the working capital needs of their operations. The APP is a federal loan program administered by CCGA. It offers Canadian farmers marketing flexibility through interest-free and low-interest cash advances.

With nearly 40 years of experience Helping Farmers Succeed, CCGA strives to make the cash advance program as easy as possible, offering a one-stop service for farm cash advances on more than 50 conventional and organic commodities.

## More and more, farmers are taking a second look at a cash advance to:

1. balance the highs and lows of seasonal cash flow,
2. realize grain marketing objectives by better timing their commodity sales, and
3. reduce borrowing costs of their short-term financing needs.

At the launch of the 2022 program, farmers were eligible to apply for up to \$1 million with the first \$100,000 interest-free, however in June 2022, Minister Bibeau announced the interest-free component would increase to \$250,000. At CCGA, the interest-bearing rate for 2022-23 advances was CIBC prime rate less 0.75%.

## During 2022-23, CCGA took several steps to make applying for an advance easier for farmers. These included:

- In response to farmers' request for earlier access to application forms, CCGA launched the 2022-23 application form on February 9, the earliest date in our history as an administrator.
- Improvements to internal processes provided for more timely review of applications, and on the first day of the 2022 program, CCGA issued over \$275 million in cash advances, providing more than 1,500 farmers across Western Canada with cash flow to help them prepare for the growing season. [CCGA sees robust uptake issuing 1,500 advances on first day of 2022 APP.](#)
- Mid-season program changes can be confusing, and CCGA was able to administer several AAFC program changes in ways that maximized the benefit for farmers and minimized or in most cases eliminated any work required for existing 2022 advance holders. These changes included an increase in the interest-free funds available from \$100,000 to \$250,000, and increasing the allowable funds from an intended seeded advance upon approval from 60% to 100%.
- CCGA simplified the submission process so that customers could more easily upload documents, such as application forms and proof of sale, into their online account.

[Learn more at \[ccga.ca/cash-advance/Pages/discover\]\(http://ccga.ca/cash-advance/Pages/discover\).](http://ccga.ca/cash-advance/Pages/discover)



Agriculture and  
Agri-Food Canada

Advance Payments  
Program

Agriculture et  
Agroalimentaire Canada

Programme de  
paiements anticipés



*"2022 was a challenging year for many farm businesses, and with rapidly rising interest rates, we were able to deliver a service that helped farmers save thousands of dollars in financing costs. While we experienced a 14% increase in the volume of advances we handled, we were able to adjust our business process to ensure that customer service levels remained on par with prior years."*

- Dave Gallant, Director, Finance & APP Operations



## DID YOU KNOW?

In 2022, *The Lobby Monitor* reported CCGA as the most active lobby organization in Canada, regardless of sector. In terms of engagement with senior policymakers, CCGA's Vice-President, Government & Industry Relations was also included in *The Hill Times* "Top 100 Lobbyists" in March 2023.

# Advocacy

**CCGA's Advocacy Team includes members of our Policy Development, Government Relations, and Communications teams. They work together to bring the voice of Canada's 43,000 canola farmers to the forefront of agricultural policy discussions at the national and international levels.**

In addition to face-to-face meetings with Members of Parliament, Ministers, senior bureaucrats, and regulators, CCGA also engages with the federal government through various consultations, forums, and roundtables, including appearing before House and Senate Standing Committees.

During the 2022-2023 fiscal year, CCGA's advocacy efforts focused on priority areas including environmental sustainability, trade, marketing, business risk management, biofuels, and transportation.

From April 1, 2022, to March 31, 2023, CCGA registered 138 senior-level meetings with the Office of the Commissioner for Lobbying, along with frequent engagements with working-level department officials, and MP's political staff.

During this period, CCGA completed 21 written submissions in response to government consultations on various topics such as trade, environmental policy, transportation, biofuels, business risk management, and regulatory modernization. CCGA made five appearances at various House of Commons Standing Committees, including Agriculture and Agri-Food; International Trade; and Transport, Infrastructure and Communities.

## Lobby Day

CCGA's annual fall lobby day was back in person. CCGA, joined by the provincial canola commissions, participated in over 25 Parliamentary meetings to highlight three important tools for canola farmers' sustainable growth: timely and reliable rail transportation, access to crop protection products and fertilizer, and access to working capital. When farmers have the tools they need to succeed, they can invest in their operations to be more efficient, competitive and sustainable.



As a part of the organization's lobby day efforts, CCGA's Board of Directors met with the Minister of Agriculture and Agri-Food.

## Notable Meetings:

- Minister of Agriculture and Agri-Food
- Minister Responsible for Prairies Economic Development Canada
- Leader of the Official Opposition in the Senate
- Parliamentary Secretary to the Minister of Transport
- Shadow Minister for Agriculture, Agri-Food and Food Security

The lobby day was followed by a joint reception with Canola Council of Canada.



***"Leading change in the advocacy space is about continual dialogue with government, through its various forums, having farmers directly engage with decision makers, and coordinating positions with industry partners. It's a multifaceted approach that requires all hands on deck to respond and engage on the issues that matter to farmers".***

- Dave Carey, Vice-President, Government & Industry Relations

SCAN TO  
VIEW CCGA'S  
SUBMISSIONS AND  
APPEARANCES.





# Trade & Global Advocacy

Farmers prosper when they have access to diversified markets to sell their products.

**Leading change** by promoting rules-based trade and timely solutions to market access barriers and encouraging market diversification.

Canada is the #1 exporter of canola to the world, and 90% of canola grown here is exported as seed, oil, and meal to more than 50 markets each year. The top five markets include the U.S., China, Japan, Mexico, and the EU. Trade is key to the canola sector's competitiveness and an essential CCGA priority to ensure strong, successful farms. CCGA advocates for open and rules-based trade, timely solutions to market access barriers, and market diversification.

The 2022-23 year offered significant trade developments for canola farmers, including:

- **China's removal of restrictions on canola exporters.**  
In May, China restored access for Richardson International and Viterra, reinstating much-needed market certainty. During the period of restriction, CCGA continuously advocated for full access, a science-based solution, and predictable trade rules.
- **A new Indo-Pacific Agriculture and Agri-Food Office.**  
The Prime Minister announced approximately \$32 million over five years for the creation of a new Indo-Pacific Agriculture and Agri-Food Office, as part of the federal government's new Indo-Pacific Strategy. CCGA, along with other industry partners, advocated for this important investment and continues to work closely with government to ensure it's implemented successfully. CCGA also appeared before the House Standing Committee on International Trade in support of the Strategy and of the growing importance of the Indo-Pacific market for canola.



Janelle Whitley, CCGA's Senior Manager, Trade and Marketing Policy, moderating a panel at COP15.

## Global Advocacy Resolution of the International Oilseed Producers Dialogue

**(IOPD) XXIV.** In August 2022, IOPD delegates met in Des Moines, Iowa. IOPD is a group of oilseed producer associations from around the world who come together to share national perspectives and discuss common challenges. The Canadian delegation, which includes CCGA and Grain Farmers of Ontario, highlighted the current oilseed landscape and stressed the importance of predictable market access, science-based decision-making in domestic regulations, and partnering on climate change while ensuring farmers' competitiveness. CCGA in partnership with the other 15 IOPD members, adopted a united resolution.



SCAN TO READ  
THE IOPD  
RESOLUTION

**The 15th Conference Of The Parties (COP15).** CCGA attended COP15 to the UN Convention on Biological Diversity, to advance canola's sustainability story and to engage with Conference participants. CCGA co-organized an event titled, *Homegrown Biodiversity: How Canadian Grain Farmers Lead the Sustainable Management of Agriculture*, in the Canadian Pavillion to provide a farmer's perspective on biodiversity. CCGA continues to monitor the implementation of the Kunming-Montreal Global Biodiversity Framework and the development of Canada's National Biodiversity Strategy and Action Plan.

**International Agri-Food Network (IAFN).** CCGA was an active participant in the IAFN, as well as the global Coalition for an Enhanced Codex. Concluded in June 2022, CCGA's IAFN chairmanship brought the grassroots farmers' voice to global food and agriculture policy discussions at the United Nations Food and Agriculture Organization (FAO) and the Food Systems Summit. CCGA's Chair, Roger Chevraux, participated in an October 2022 global panel discussing the importance of science and international standards to trade and to farmers' timely access to innovation.

[Learn more about Trade policy on CCGA's website.](#)



# Environment & Sustainability

**Farmers prosper when their sustainable practices are recognized and rewarded.**

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**Leading change** by encouraging government to engage with farmers early when developing sustainability policies, programs, and targets, and provide improved financial recognition for on-farm activities that benefit Canadians.

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Canola farmers have a long history of adopting innovative practices that improve the sustainability of their operations; their farms and future farm generations depend on it. Farmers will play a meaningful role in Canada's sustainable future, but to realize agriculture's full contribution, farmers must be at the table when sustainability policies, programs and targets are being developed.

## **Agriculture Carbon Alliance and Bill C-234**

[Agriculture Carbon Alliance \(ACA\)](#), a national coalition of 15 farm organizations collectively representing more than 190,000 farm businesses, is the leader in advocating for the passage of Bill C-234, *An Act to amend the Greenhouse Gas Pollution Pricing Act*. Bill C-234 seeks to exempt the on-farm use of natural gas and propane from carbon pricing, for necessary practices like grain drying, heating and cooling livestock barns and greenhouses, steam flaking and irrigation. Once passed, the legislation would provide significant financial relief to farmers and would free up working capital to invest in environmental innovations and allow them to remain competitive and profitable.

## **Sustainable Agriculture Strategy**

CCGA provided recommendations to AAFC's efforts to develop a Sustainable Agriculture Strategy (SAS) and actively participated on the Sustainable Agriculture Strategy-Advisory Committee (SAS-AC). The SAS aims to provide an integrated approach to advancing the sector's environmental performance while building on current sustainable and innovation successes. CCGA is advocating for a practical, outcomes-based approach that supports farmers' competitiveness and productivity and recognizes the importance of innovation.



## DID YOU KNOW?

CCGA is Co-Chair and Secretariat of the ACA, leading the advocacy efforts to get Bill-C-234 passed into law. In June 2023, the Bill passed second reading in the Senate and was sent to the Senate Standing Committee on Agriculture and Forestry and the Senate Standing Committee on National Finance for further review. CCGA continues to support and encourage Senators to pass the Bill.

SCAN TO  
READ CCGA'S  
SUBMISSION



ACA and its members ran a click-and-submit campaign, urging farmers and industry to ask their MP to vote in favour of the bill. The impactful campaign sent out 1183 letters, and the bill advanced to the Senate with multi-party support.

## Fertilizer Emissions Reduction Target Consultation

CCGA submitted a response to AAFC's consultation on the fertilizer emissions reduction target to reduce fertilizer emissions by 30% below 2020 levels by 2030. The submission highlights how canola farmers are leaders in sustainability and urges the government to keep the target voluntary, measuring emission intensity—not absolute emissions. Farmers are focused on increasing production to meet domestic and global demands including building food security, and government should recognize the importance of fertilizer use to increase yields and profitability while producing high-quality crops.

## Canadian Roundtable for Sustainable Crops (CRSC) Code of Practice

CCGA is a member of the CRSC and the Code of Practice steering committee. Modern grain production in Canada is among the most sustainable in the world and with heightened interest among customers and government on how grain is grown, there is an opportunity to strengthen the sector's sustainability brand messaging. A draft Code of Practice was a sincere attempt to provide a tool to serve Canadian grain farmers and help Canadian agriculture maintain a competitive advantage. After extensive farmer feedback, and a call for further research resulting in 2022 White Paper titled *Sustainability in the marketplace—Need and opportunity for action*, it was agreed that further work would be done on developing a Code 2.0 that would address major concerns and issues as well as opportunities identified during the consultation process. A new drafting process began in the fall of 2022 and included extensive input from farmers and commodity associations. At the end of March 2023, feedback from those sessions was being assessed and a path forward was being determined. Background information on the Code of Practice can be found at [sustainablecrops.ca/code-of-practice](https://sustainablecrops.ca/code-of-practice).

[Learn more about Environment and Sustainability policy on CCGA's website.](#)



# Innovation & Sound Science

**Farmers prosper when there is a robust regulatory environment that encourages innovation and boosts competitiveness.**

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**Leading change** to encourage government to make efficient, science-based decisions that help farmers stay competitive and sustainable with the most up-to-date crop protection products and seed varieties.

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Farmers must have continued access to reliable, efficient, and cost-effective crop inputs including seed varieties, pesticides, fertilizer, machinery, and labour. A strong regulatory and policy framework is needed to ensure farmers have the tools needed to grow a healthy, sustainable canola crop and access to the solutions needed to mitigate and adapt to evolving agronomic, pest, and climate pressures.

## **Plant Breeding Innovation**

Continual innovation in seed varieties is an integral component of canola's success in Canada. Plant breeding innovation, such as gene editing, provides the potential to deliver faster access to new traits to increase yield, address agronomic challenges, and further sustainable agriculture. Health Canada and the Canadian Food Inspection Agency (CFIA) guidance on plant breeding innovation is now in place, providing a predictable risk-based approach while maintaining food safety and transparency for Canadians. Both recognize that varieties produced through plant breeding innovation are no riskier than those developed through conventional breeding and clarify when a pre-market assessment is required. The guidance aligns Canada with its trading partners and places canola farmers on a level playing field against competing grain and oilseed farmers. Guidance for animal feed is outstanding and is still required to fully modernize the framework.

- ✓ **Health Canada's Guidance for food** (May 2022)
- ✓ **Canadian Food Inspection Agency's Guidance for environmental release** (May 2023)
- **Canadian Food Inspection Agency's Guidance for animal feed** (expected fall 2023)

With industry partners, CCGA advocates for a modernized framework that creates a competitive plant breeding landscape in Canada and brings innovation to the hands of farmers. To demonstrate farmer support, CCGA promoted an Advancing Agriculture click-and-submit campaign, generating over 1,000 letters to government on the importance of plant breeding on-farm and to the agriculture sector.

Securing strong frameworks and alignment also extends to our trading partners. Along with 35 farmer associations globally, CCGA joined the [Global Farmer Statement on Plant Breeding Innovation](#) calling on governments to remove regulatory hurdles to ensure farmers, access to the best possible varieties for growing healthy and sustainable crops. For more information, visit [farmersforinnovation.org](http://farmersforinnovation.org).

### **Pest Management Regulatory Agency (PMRA) Transformation**

CCGA participated in PMRA's *Targeted Review of the Pest Control Products Act* and represented canola farmers on the PMRA Transformation Steering Committee and thematic working groups. CCGA disagreed with opening the Act, and instead, promoted sound science, including immediately lifting the embargo on maximum residue limit increases, better communication with Canadians, streamlined business processes, and real-world data to allow for more robust decision-making.



**The voice  
of Canadian  
farmers  
matters.**



# Biofuels



*“Over the years, we’ve put significant effort into engaging with government, both technically and politically, about the CFR to ensure it provides an opportunity for agriculture to positively contribute to emissions reductions from transportation fuels, with the least amount of regulatory burden on farmers as possible.”*

- Steve Pratte, CCGA's Senior Manager, Transportation and Biofuel Policy

**Farmers prosper when they can meet growing demand for their product.**

**Leading change** to enable a sustainable source for food and fuel.

After six years of ongoing canola sector advocacy, CCGA was pleased to see the final published *Clean Fuel Regulations (CFR)*. A significant amount of direct advocacy was required to ensure this regulation offers the greatest potential for Canadian canola to be used as a biofuel feedstock. The regulations, which came into effect on July 1, 2023, provide the regulatory certainty that all parts of the biofuel supply chain, from farmers to renewable fuel producers, were seeking. CCGA, along with other stakeholders, continue working with Environment and Climate Change Canada and industry stakeholders to clarify detailed compliance and administration requirements of the Land Use and Biodiversity Criteria, which take effect on January 1, 2024.

In the coming years, ideally, the CFR policy will create increased demand for canola as a feedstock of choice for renewable fuel producers as it is a high-quality, readily available, sustainable biofuel feedstock that can play a key role in reducing greenhouse gas emissions and decarbonizing transportation fuel—the goal the CFR is trying to achieve.

With the significant investment announcements of increased canola processing capacity in Western Canada in the last two years, the value chain is positioned to serve this growing biofuel market demand in Canada and the U.S.



## Driving Change in Biofuel Policy Over the Years

- ✓ **April 2017** — CCGA submitted a response to the Clean Fuel Standard: Discussion Paper
- ✓ **November 2018** — CCGA participated on the Multi-Stakeholder Consultation Committee
- ✓ **January 2019** — CCGA commented on the Regulatory Design Paper
- ✓ **July 2020** — CCGA responded to the Clean Fuel Standard Sustainability Development: Land Use, Biodiversity Criteria and Life Cycles Analysis Model
- ✓ **March 2021** — CCGA responded to the Clean Fuel Standard: Discussion Paper
- ✓ **December 2021** — CCGA responded to the proposed Clean Fuel Regulation Publication in *Canada Gazette I*
- ✓ **July 2022** — CFR in *Canada Gazette II* was published
- ✓ **July 2023** — CFR Regulations came into effect
- **January 2024** — CFR Land Use and Biodiversity Criteria comes into effect.

[Learn more about Biofuel policy on CCGA's website.](#)



# Rail Transportation

Farmers prosper when there is a reliable transportation network to ship their product.

**Leading change** to make extended interswitching for rail permanent and invest further in adaptable and resilient transportation infrastructure.

Over 90% of canola grown in Canada is exported to customers all over the world, and rail is the only practical means to move canola from the areas of primary production to the port. Canola farmers rely on efficient, predictable, and timely rail service, and when railways can't deliver on service, or transportation is halted, both farmers and customers are directly affected.

After months of engaging with government, Bill C-47, the *Budget Implementation Act*, received Royal Assent. The bill came into force in September 2023, increasing the distance to access regulated interswitching from 30km to 160km for an 18-month trial period, after which it will be evaluated by Transport Canada.

Extended interswitching gives shippers who are captive to a single rail line the ability to automatically seek competing service from the next closest railway if it's within the 160km radius. Many Western Canadian grain elevators face this situation, so this measure provides these shippers a competitive option, ultimately, creating another pathway for grain shippers to get their grain and processed products to existing and potential new customers in a timely fashion.

For more information on the extended interswitching and the [#FlipTheSwitch](#) campaign, visit [interswitching.ca](https://interswitching.ca)

## Ag Transportation Coalition

Created in 2013, the [Ag Transport Coalition \(ATC\)](#) produces weekly performance measurement reports tracking railway service to grain shippers. The work of the ATC has been instrumental in increasing transparency of rail shipping data for Canada's grain industry. CCGA was a founding member of the ATC and continues to be an active grain industry supporter of this coalition for the past decade.

## Crop Logistics Working Group

CCGA continued to provide leadership to the newly constituted [Crop Logistics Working Group VI \(CLWG\)](#), which reports to the Minister of Agriculture and Agri-Food. CCGA served as the Industry Co-Chair of the Working Group, provided support to the development of CLWG workplans and chaired the Supply Chain Resiliency Sub-Committee. This group's mandate continues until late 2024.

[Learn more about Transportation policy on CCGA's website.](#)



Grain stakeholders rolled out a click-and-submit campaign to encourage Members of Parliament to **#FlipTheSwitch** and vote in favour of extended interswitching.

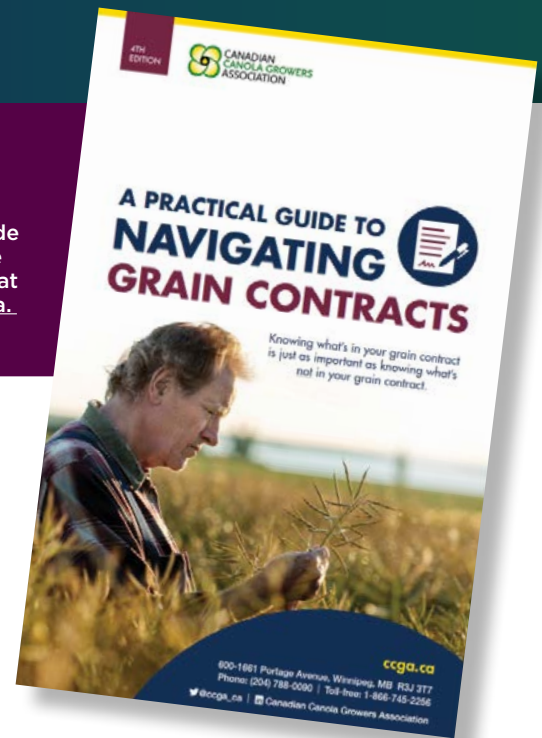


# Marketing

Farmers prosper when there is a robust regulatory environment that encourages innovation and boosts competitiveness. Canola farmers require a modernized grain quality assurance framework.

## WANT A COPY?

Download the guide and other valuable resources for free at [KnowYourGrade.ca](https://www.knowyourgrade.ca).



**Leading change** to ensure canola farmers have an open and competitive marketing environment.

## Canada Grain Act and Canada Grain Commission

CCGA and other stakeholders provided extensive feedback during the 2021 *Canada Grain Act Review*, and as a result, the Canadian Grain Commission (CGC) extended the time for farmers to access *Subject to Inspectors Grade and Dockage* (now known as *Final Quality Determination*). Effective October 2022, canola farmers have up to seven days to ask for a second binding opinion from the CGC on grade, moisture and/or dockage at a primary elevator and have the flexibility to make alternative sampling arrangements for the purpose of *Final Quality Determination*. The extension better reflects today's delivery practices and provides proper time for due diligence. This change is positive and a good step forward to modernizing farmers' rights at delivery.

CCGA works to ensure farmers receive a fair grade for their canola and have confidence in the grain quality assurance system. The CGC sought feedback on ways to ensure accurate quality assessment in-country and to better understand farmers' experience with the quality assessment process. This year, CCGA directly raised the importance of representative sampling, accurate dockage assessments, and farmers' right to observe the grading and dockage process with the Commission.

CCGA continues to advocate for a modernized *Canada Grain Act*. It has been over 40 years since it was last overhauled, and the way farmers grow, deliver, and sell crops has changed significantly. An updated Act is needed to enhance producer protections, increase transparency, and drive efficiencies at Port.

## Canola Marketing

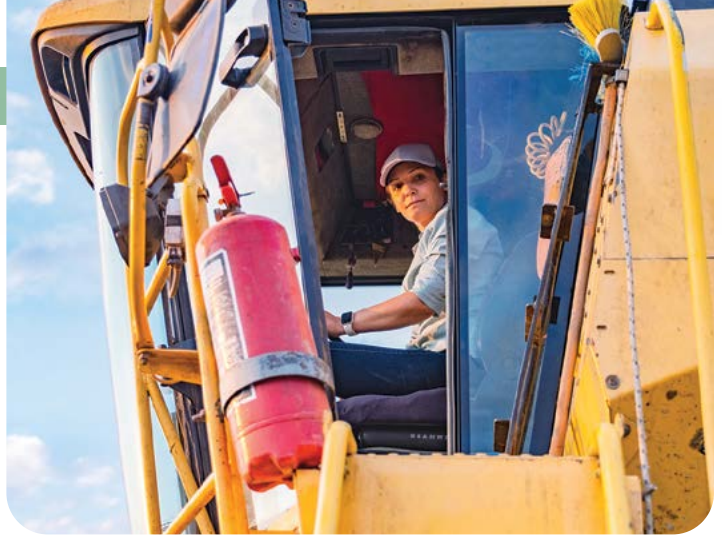
Farmers faced another challenging year in 2022 with many issues related to drought and concerns with contract shortfalls. CCGA undertook several activities to support canola farmers during this challenging crop marketing year.

- **A Practical Session on Grain Contracts.** Building on farmers' experience with contract shortfalls in 2021 and a challenging start to the 2022 production season, CCGA hosted a [Practical Session on Grain Contracts](#) with lawyers from D'Arcy & Deacon LLP, a Winnipeg-based law firm. The session provided farmers an opportunity to ask questions and explore the legalities relating to contract defaults, liquidated damages, Acts of God, and verbal agreements.
- **A Practical Guide to Navigating Grain Contracts.** CCGA released the fourth edition of its flagship resource, [A Practical Guide to Navigating Grain Contracts](#). The new guide provides valuable information including examples of contract clauses, questions to ask, practical negotiation tips, and considerations for managing contract risk. Throughout the year, CCGA promoted the resource to farmers online and at various tradeshows.

[Learn more about Marketing policy on CCGA's website.](#)



# Business Risk Management



Farmers prosper when there are adequately funded programs to help manage uncontrollable risks, giving them the confidence to invest in their operations.

**Leading change** to improve Business Risk Management (BRM) programming to be more predictable, timely, and responsive to farmers' needs.

Farmers rely on the suite of BRM programs to help manage risks beyond their control. Improvements are needed to better respond to the risks of modern farming, which will help position farmers for economic stability, driving the Canadian economy forward. Now with a full-time BRM Policy Manager on staff, CCGA can continue to lead advocacy work with our provincial canola association partners as well as other farm groups and amplify farmers' priorities to government on the policy frameworks that impact BRM programming.

## Federal/Provincial/Territorial Ministers of Agriculture Meeting

In July, federal, provincial, and territorial Agriculture Ministers agreed to the new Sustainable Canadian Agriculture Policy (SCAP) framework. The SCAP framework took effect on April 1, 2023, which includes outcomes to the suite of Business Risk Management (BRM) programs, such as:

- **AgriStability:** Increased the compensation rate from 70% to 80% and agreed to continue to rebuild AgriStability to address predictability, timeliness, and simplicity issues—this is after CCGA and other stakeholder partners had repeatedly asked the Minister for these changes. The rebuilt program is expected to be rolled out for the 2024/25 program year.
- **AgriInvest:** Farmers with Allowable Net Sales (ANS) greater than \$1 million will be required to have an environmental farm plan or equivalent to qualify for the matching government contributions. This will come into effect in the 2025/26 program year.
- **AgriInsurance:** Maintained as it is currently designed.

CCGA has been working within the existing paths to influence BRM policy that leads to programming changes. However, there is a gap where industry groups can interact with federal government officials. Many provinces have set a way for industry and farmers to interact with provincial government officials to discuss the strengths and weaknesses of the existing BRM suite, with a significant focus on AgriStability, AgriInsurance, and possible new programming ideas.

To address this gap, CCGA has taken the lead in developing an industry-led BRM technical working group to have more farmer input into the development process.

CCGA continues to work with stakeholders and the federal and provincial governments to ensure BRM programming changes work for farmers and that any BRM environmental linkages do not restrict farmers' access to these crucial BRM programs.

## Model Farms

In 2019, CCGA partnered with MNP to develop a prairie-average model farm to provide research and data to guide CCGA's recommendations on improving BRM programs. Since then, model farms for Manitoba, Saskatchewan, and Alberta have been developed along with an average prairie model farm. These model farms allow CCGA to do specific analyses regarding changes or proposed changes to BRM programs. They also enhance CCGA's understanding of the makeup of canola farms, including income and expenses and how production changes impact farmers' bottom lines.

[Learn more about Business Risk Management on CCGA's website.](#)



*"CCGA is committed to improving government-industry interactions when it comes to the suite of BRM programming. As government policies change, risk management programs will evolve, and it will be necessary to help farmers understand the impact and how the programs may mediate some of their financial risks."*

– Michael Vadnais, Policy Manager, Business Risk Management



## DID YOU KNOW?

AITC bolstered a phenomenal 2.3 million student experiences nationwide!

# Public Trust

## Agriculture Education

CCGA believes in the value of agriculture education across Canadian schools. CCGA is a perennial supporter of [Agriculture in the Classroom Canada \(AITC\)](#) and sits on the advisory committee. AITC is the leading organization in providing accurate, balanced, and current agriculture education to teachers and students. CCGA also continued sponsoring AITC's Canadian Educator Resource Matrix project. The project aims to optimize the resource matrix to better meet teachers' and students' needs.

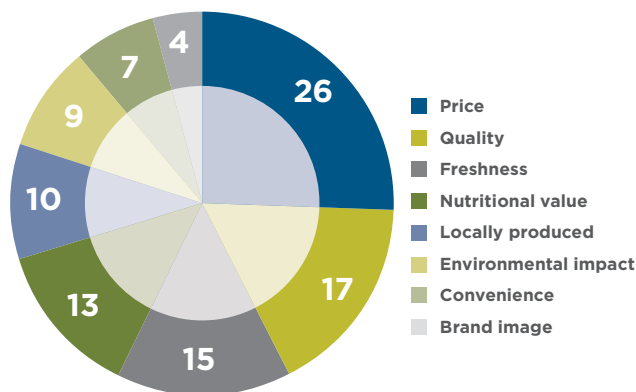
## Canadian Centre for Food Integrity

CCGA is a member of the [Canadian Center for Food Integrity \(CCFI\)](#), an organization which builds public trust in Canada's food system by leading through transparent two-way communications, research and resources.

CCGA attended CCFI's annual Public Trust Summit in Toronto, Ontario, in the fall. Conference highlights include a presentation by neuroscientist Dr. Samantha Yamine (aka Science Sam) about the impacts of misinformation and disinformation, as well as by CCFI on its latest public trust research findings.

New this year, CCGA added a question to CCFI's public trust survey. CCGA asked respondents, "If you had 100 points to allocate based on the level of importance you place on various factors pertaining to food purchasing decisions, how would you allocate these points to each of the following". Price, quality, and freshness were Canadians top three food purchasing considerations.

[Download CCFI's 2022 public trust report at foodintegrity.ca.](#)



## National Canola Marketing Program

CCGA continues to work alongside the National Canola Marketing Program (NCMP) to deliver canola farmers' sustainability story to Canadians. Highlights from this year include:

- **Canola Policy Day on The Hill.** CCGA hosted a group of influencers for a day on The Hill. The group, which consisted of farmers and dietitians, met members of CCGA's advocacy team and learned about the organization's work in Helping Farmers Succeed. The group also learned more about the impact of policy on the food system by attending Question Period and meeting agriculture-related Parliamentarians.



- **CanolaEatWell.ca.** CCGA provided input into NCMP's website refresh, specifically the sustainability grown page. Now, "Sustainably Grown" is the second highlighted section on the website, where consumers can easily find more about how farmers sustainably grow canola.
- **Canada's Agriculture Day.** For the third year in a row, [CCGA and NCMP launched a refreshed farmer-generated video](#) for Canada's Agriculture Day, highlighting and celebrating how canola farmers are proud to sustainably grow safe, affordable food for Canadians. The video features five canola farmers from Alberta to Ontario. The campaign ran for four weeks leading up to Canada's Agriculture Day to build excitement and awareness of the day's celebration. The video was promoted digitally on NCMP's website, social platforms, e-newsletters, and more.

# Our Social Responsibility

**CCGA is involved in numerous organizations and projects that provide support to the agriculture community. These include:**

## **Agriculture Health, Wellness, & Safety**

CCGA continues to support [Canadian Agricultural Safety Association's BeGrainSafe Program](#) which strives to teach people about grain hazards through prevention, education, and rescue training. Support is provided for operating the BeGrainSafe trailer and promoting BeGrainSafe Week, which happens each August just as harvest starts in Canada.

CCGA is also a Friend of Canadian Agriculture Safety Week, which runs in mid-March. This year's theme is "Safety is Our Promise", which is part of a three-year campaign Your Farm, Your Family, Your Success. The call to action for CASW 2023 is encouraging farmers, farm families, farm workers, and farming communities to commit to #FarmSafetyEveryday.

## **Developing Future Leaders**

[CCGA's support of Nuffield Canada scholars](#) helps our industry build leadership capacity and support innovation by encouraging the professional growth of our future industry leaders. This year marks the launch of the third CCGA-supported Nuffield scholar, Kirk Zembal. Kirk co-founded and led Blindman Brewing to become the first brewery in Canada to use a new technology to capture and reuse CO2 produced during fermentation. He's studying how to create value for grain and oilseed growers in the rapidly changing sustainability and carbon pricing landscape

CCGA was a Champion sponsor of [the 2023 4-H Canada Leadership Awards](#), which celebrates the 4-H movement across Canada and showcases the achievements of individuals who champion 4-H values.

## **Investing in Industry Success**

CCGA invests in various industry events and initiatives, such as:

- Canola Week
- Canadian Crops Convention
- Future of Food Conference
- Parliamentary Internship Program



*Nuffield scholar, Kirk Zembal, and Tenesha Lawson, CCGA's Manager, Stakeholder Communications, at Nuffield Canada's 2022 Annual General Meeting.*

## **Did you know?**

**Bridged grain, flowing grain, and grain avalanches are all dangerous.**

Learn to **BeGrainSafe**  
at [casa-acsa.ca/begrainsafe](https://casa-acsa.ca/begrainsafe)





**WINNIPEG OFFICE**  
600-1661 Portage Avenue,  
Winnipeg, MB R3J 3T7  
TF: 1-866.745.2256

**OTTAWA OFFICE**  
703-350 Sparks Street,  
Ottawa, ON. K1R 7S8  
T: 613.421.0710

ccga.ca |  