

# BUILDING CONNECTIONS







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# THE NATIONAL VOICE OF CANADA'S CANOLA FARMERS



Four years ago, I joined the board of directors of Canadian Canola Growers Association (CCGA) as a representative of Alberta Canola, and this year I completed my first year serving as CCGA's Board Chair. As a farmer, I've long been involved in agriculture policy issues, and I believe it's important for farmers to be involved in their organizations and to actively engage and guide the agriculture policy work that so critically impacts our farms. As farmers, we often talk about the disconnect that policy and policymakers have from agriculture and food production. Through organizations like CCGA, we have tremendous opportunity to connect with policymakers and have our voices heard on the issues that matter to our farms.

One thing I've come to better understand in this agriculture policy space, is how it takes both time and consistency to grow our circle of influence. In meetings as well as at Standing Committee appearances, I've had the opportunity to speak with representatives of the House of Commons and the Senate, where we explored the realities of farming and how government policies impact our ability to compete in the global food system. I've also seen the value that collaboration with like-minded organizations can have on extending our reach in the ag policy space as well as the public trust space.

As I look ahead to my next year as Chair, I see even more opportunity and more necessity to build our connections. Farmers are a small percentage of the Canadian population but by working together and being consistent in our asks, we can make positive change happen in agriculture. I'm excited to share this 2021-22 Year In Review from CCGA with you and hope it strengthens your understanding of the work the team at CCGA undertakes in serving farmers and being a critical voice for us.

*Mike Ammeter, farmer from Alberta and Board Chair, Canadian Canola Growers Association*

# HELPING FARMERS SUCCEED



As I reflect on the 2021-22 year at Canadian Canola Growers Association (CCGA) I see an amazing team of nearly 90 people who have continued to embrace our vision of Helping Farmers Succeed, while navigating a world of change both personally and professionally. It was a year of immense challenge but also a year for us to rethink how we work and how we deliver our vision to the farmers we serve every day. It was a year of fostering engaging connections with farmers and with like-minded advocates within our agriculture community.

With a new lens, we have embraced building new connections with Western Canadian farmers as we work to improve our delivery of the cash advance program to them. This year's customer satisfaction survey results show our learnings have made us a better administrator and financial service provider to a community that is continually facing change.

Our advocacy work has also reached new heights in engagement for 2021. Our key policy priorities have become more important than ever as canola farmers continue to grapple with many policy conversations happening in Canada and around the world that have the potential to significantly impact their farm businesses.

Groups like CCGA are at the forefront of influencing ag policy conversations to ensure farmers' voices are heard. In that regard, we have once again been named a top lobbyist in Canada. Intentionally building new partnerships with like-minded advocates, we've been able to amplify our message and intensify our impact with policy decision makers here in Canada and beyond.

As you read through our 2021-22 Year In Review you will read highlights from the work the CCGA team undertakes every day. To every one of the teams at CCGA, I thank them for their commitment to Helping Farmers Succeed and congratulate them on their outstanding work.

*Rick White, President & CEO, Canadian Canola Growers Association*





# BUILDING CONNECTIONS

## 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.

The changes CCGA has seen over the past two years have meant we've had to learn to do things differently. We've supported our internal and external relationships with new approaches, and we've fostered new connections as we learn how to navigate an ever-changing world full of new challenges, new solutions, and new opportunities. Welcome to CCGA's 2021-22 Year in Review: Building Connections.

CCGA's commitment to Canadian farmers' success is deeply rooted in the organization's core values:

HELPING OUR CUSTOMERS



BEING GENUINE IN OUR COMMUNICATIONS



BEING INVOLVED



BEING PART OF A TEAM



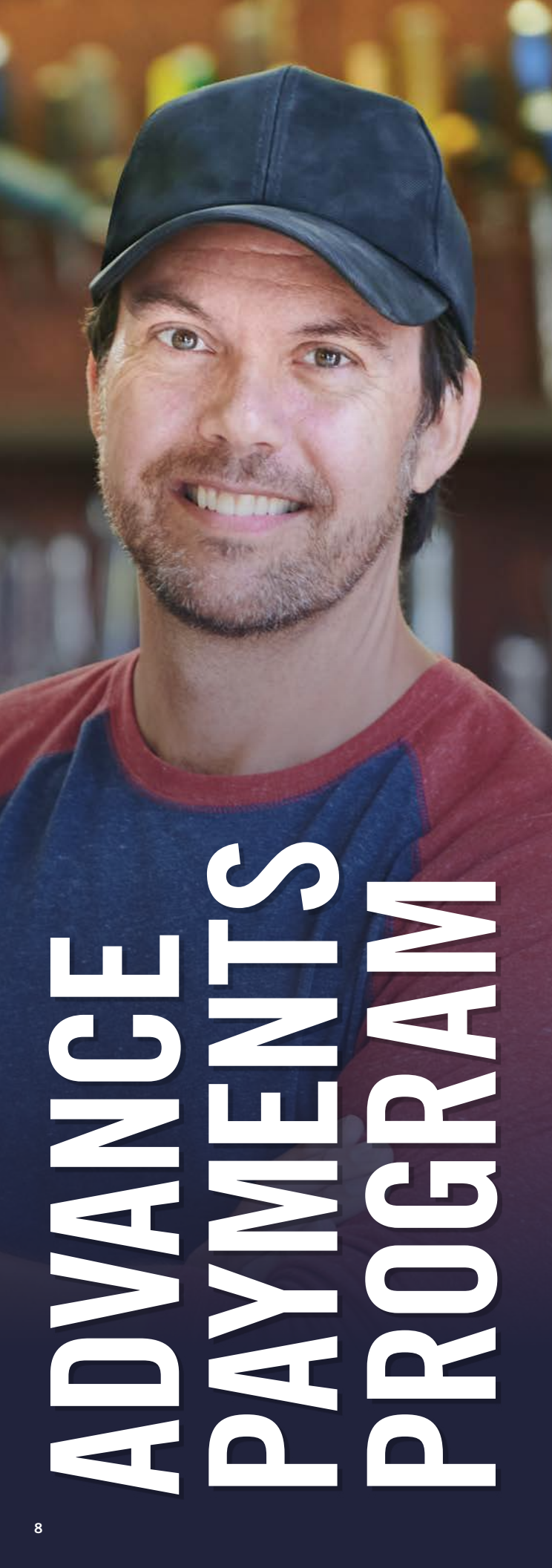
MAKING A DIFFERENCE



FOR MORE THAN 35 YEARS,  
CANADIAN CANOLA GROWERS ASSOCIATION  
HAS BEEN DRIVEN BY ITS CORE PURPOSE OF  
**HELPING FARMERS SUCCEED.**







# ADVANCE PAYMENTS PROGRAM

**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:

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



*"We have thousands of interactions with farmers, which helps us better understand the challenges farmers face throughout the year. This connection allows us to adapt and implement changes that improve farmers' experience with the cash advance program. It also provides important information that CCGA uses when making recommendations to Government on improvements that will make the program more relevant and easier for farmers to use."*

- Dave Gallant, Director, Finance & Operations

The 2021 program offered up to \$100,000 interest-free and up to an additional \$900,000 at CIBC prime rate less 0.75%. By taking a cash advance, farmers could see significant savings in interest costs, ranging from \$3,500 in savings for a smaller interest-free advance, up to nearly \$20,000 in savings.

During 2021-22, CCGA released several innovations that streamlined cash advance processes and enhanced value for farmers.

### These included:

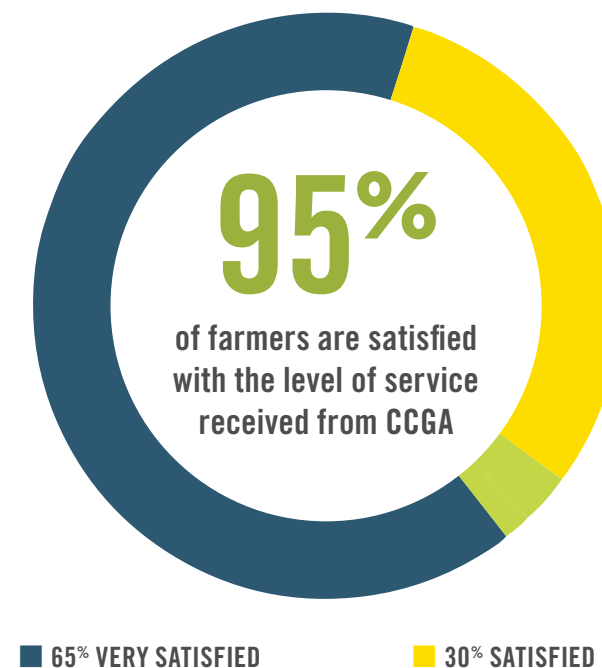
- To help spread out the farm workload, CCGA launched 2021 advance program applications earlier than ever before. On the first day of the 2021 program, CCGA issued 1,500 advances to farmers, injecting over \$200 million into Western Canadian farm operations as they prepared to plant the 2021 crop. [CCGA issues 1,500 cash advances to farmers on first day of 2021 APP](#)
- CCGA reduced administrative burdens by automating submission of supporting documents for existing customers through their online account.
- Added an application status tracker which allows customers with an online account to follow the processing of their advance once it has been submitted to CCGA.
- More effective targeting of our email messages with valuable information that farmers need to know about their cash advances.
- CCGA released cash advance [educational videos](#), with one of the most popular being, "What are the top 3 benefits of a cash advance?". Each video provides important introductory information about the cash advance program in less than 1-minute.

## DID YOU KNOW?



Each year, CCGA connects with thousands of Western Canadian farmers to ask for their feedback about how we are doing in providing Advance Payments Program (APP) cash advance services. The annual customer satisfaction survey provides CCGA with benchmark data and provides valuable feedback on ways to improve our services. 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.

## 7% SATISFACTION INCREASE OVER 2021 RESULTS



## LEARN MORE

- Read more about CCGA and the Advance Payments Program, on our website's [Cash Advance](#) section.
- Read our cash advance [press releases](#) or our [cash advance hub posts](#) from our website.



Agriculture and Agri-Food Canada / Agriculture et Agroalimentaire Canada  
Advance Payments Program / Programme de paiements anticipés





# 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 (MP), Ministers, senior bureaucrats, and regulators, CCGA also engages with the federal government through various consultations, forums, and roundtables, including appearing before Parliamentary Standing Committees.

During the 2021-2022 fiscal year, CCGA's advocacy efforts focused on priority areas, including environmental sustainability, trade and market diversification, business risk management, transportation, biofuels, and crop inputs. As the country shifted towards post-covid recovery, it was more important than ever to use both digital and in-person advocacy tools, such as the print and digital versions of [Canola: Growing Canadian Prosperity](#), which highlights canola farmers' economic and environmental contributions as well as growth opportunities within the sector.

From April 1, 2021, to March 31, 2022, CCGA registered 135 meetings with the Office of the Commissioner of Lobbying. These senior-level meetings are registered with the Office of the Commissioner of Lobbying and are in addition to frequent engagements with working-level department officials, and MPs' political staff. Notable meetings included Ministerial meetings covering agriculture, trade, transport, natural resources, and foreign affairs; Leader of the Official Opposition; House and Senate Committee Chairs; and senior bureaucrats and political advisors whose work intersects with priority issues for canola farmers.



*"The Ottawa advocacy space has never been busier than the last two years. Now more than ever, CCGA strives to maintain and expand our existing alliances, while forging new connections with both traditional and non-traditional industry stakeholders. Our common goal is to amplify our voices and put forward united policy asks to federal decision makers."*

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

During this period, CCGA completed 19 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; Innovation, Science and Technology; Transport, Infrastructure and Communities; and the Special Committee on the Economic Relationship between Canada and the United States.

During the 2021 federal election, CCGA actively engaged to ensure canola farmers' priorities were highlighted by sending physical and virtual mailouts of [CCGA's election roadmap](#) to all MPs, Senators and candidates in key ridings, publishing new [blog content](#), and coordinating a social media campaign with other national agricultural groups.

CCGA was pleased to have presented to Federal, Provincial, and Territorial Ministers of Agriculture in November of 2021 as part of an industry roundtable on environmental sustainability. Remarks focused on the importance of a three-pillar approach to sustainability: environmental, economic, and social, while also highlighting how sustainability is firmly embedded in our work in the canola sector and is reflected in our industry's strategic plan.

In lieu of our annual fall lobby day in Ottawa, CCGA and Canola Council of Canada board members and staff dedicated two days in February to meet virtually with key Parliamentarians, including the Ministers, Parliamentary Secretaries and Shadow Ministers of key importance to agriculture, Senior political staff at the Prime Minister and Deputy Prime Minister's offices, Chairs of critical Standing Committees, Senators and other key government influencers.

By joining forces with similar stakeholders, CCGA can more effectively increase awareness around key issues. CCGA works collaboratively with like-minded agricultural organizations on common policy priorities to further advance and amplify our advocacy efforts and ensure farmers' voices are heard.

**This includes joint initiatives with:**

- [Canola Council of Canada](#),
- Chairing the [Agriculture Carbon Alliance](#) (ACA),
- Membership in the [Ag Transport Coalition](#) (ATC),
- Executive member Board of Directors of the [Canadian Agri-Food Trade Alliance](#) (CAFTA),
- Member and Chair for [Grain Growers of Canada](#),
- Chair [Canada Grains Council](#), and
- Member of the [Chamber of Commerce](#).

## DID YOU KNOW?



In 2021, *The Lobby Monitor* reported CCGA was among the top two most active agricultural organizations and the 11th most active lobbyist 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 2022.

## LEARN MORE

- CCGA posts its submissions to government consultations and appearances to House of Commons and Senate Standing Committees. Go to our [Submissions and Appearances](#) page and select the policy area that interests you.
- Read more on our advocacy priorities at [Canola: Growing Canadian Prosperity](#) or our website's [Policy Development & Advocacy page](#).





# TRADE & GLOBAL ADVOCACY

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

Canada is the #1 exporter of canola to the world, and 90% of canola is exported as seed, oil and meal to more than 50 markets each year. In 2021, 90% of canola seed was exported to five markets, including U.S., China, Japan, Mexico, and the EU. Trade is key to the canola sector's competitiveness and an essential priority to help farmers prosper. CCGA advocates for open and rules-based trade, timely solutions to market access barriers, and market expansion and diversification.

### Our Trade Partnerships:

Trade is overwhelmingly important to canola farmers, and CCGA works with several organizations to encourage more open and predictable trade:

1. CCGA is an active member of the [Canadian Agri-Food Trade Alliance \(CAFTA\)](#), a coalition of national organizations that advocate for a more open and fair international trade environment for agriculture and agri-food. Key CAFTA priorities for 2021 included advancing free trade through bilateral and multilateral agreements and advocating against growing protectionism globally.
2. On the global front, CCGA is a member and the 2021 Chair of the [International Agri-Food Network \(IAFN\)](#), an international coalition of farmer and industry associations involved in agri-food at a global level. CCGA works with IAFN on issues related to Codex enhancements (Coalition for an Enhanced Codex), FAO and the Committee on Food Security, and the U.N. Sustainable Development Goals. CCGA focuses on bringing the perspective of modern agriculture and the importance of science-based outcomes and international trade to global food and agriculture discussions.
3. Other groups that CCGA partners with to raise priority trade issues include Canola Council of Canada, Canada Grains Council, Grain Growers of Canada, and the International Oilseeds Producer Dialogue.

## ENHANCED CODEX

Every market approves crop protection products and sets a maximum allowable level for pesticide residues (MRL). Not all countries approve and set these limits at the same time or same level, posing a trade risk for canola, and delaying farmers' access to crop protection products. CCGA works with Canadian and international partners through the Coalition for an Enhanced Codex for more use of global standards to facilitate trade; adherence to science-based decision-making; and process enhancements and more resources in setting import tolerances and addressing the growing backlog of reviews, which can impede trade.

## UNITED NATIONS & FOOD SYSTEMS SUMMIT

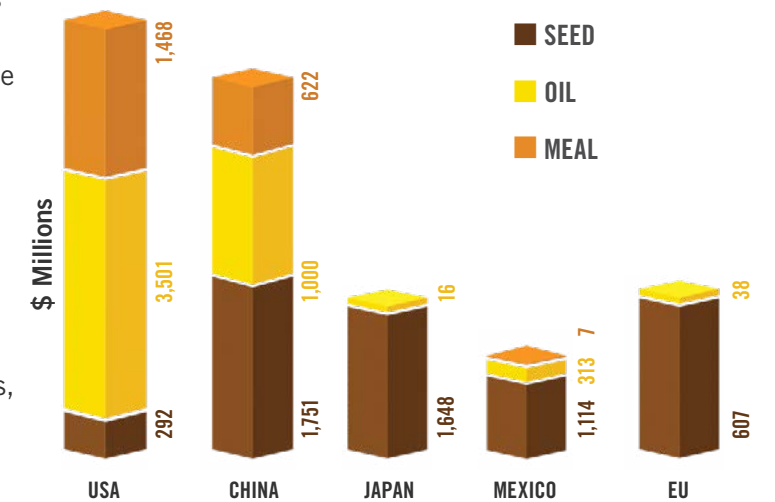
In 2021, the United Nations hosted a global Food Systems Summit as part of the Decade of Action to deliver the 2030 Sustainable Development Goals. CCGA co-hosted a national dialogue with Pulse Canada to feed into both the greater national Canadian dialogue as well as the international dialogue. In addition, CCGA along with other national agriculture groups issued an [official statement](#) outlining how Canadian agri-food producers continue to take leadership roles in producing safe, sustainable, and nutritious food. At the international level, CCGA also worked through IAFN and the UN Committee on Food Security Private Sector Mechanism to provide input and as a Food Systems Champion to advance modern agriculture, innovation and science, and the role of farmers.



*"Working with our partners in Canada and abroad allows for a greater emphasis on the sheer importance of international trade to both canola farmers and the grains sector, as well as a larger platform to advance our trade policies and priorities. Involving other commodities and value chain participants, domestically and globally, ensures aligned messages and opens communication channels while leveraging limited resources to be the most effective and to have the largest impact."*

- Janelle Whitley, Senior Manager,  
Trade and Marketing Policy

## Values of Select Export Markets in 2021



## PRIORITY MARKETS

During the year, CCGA participated in government outreach initiatives that raised the importance of free trade for canola farmers and called for solutions to several ongoing market access issues with the EU, Mexico, and China. In addition, in conjunction with CAFTA and the Canada Grains Council, CCGA spoke with government about the importance of realizing Canada-European Union Comprehensive Economic and Trade Agreement (CETA) full implementation and how to address challenges with CETA that jeopardize farmers' access to innovation and canola's ability to export to the EU long-term. During an appearance at the House of Commons Special Committee on the Economic Relationship between Canada and the U.S., CCGA raised three issues including the importance of the U.S. market to canola, the value of the Canada-United States-Mexico Agreement (CUSMA), and the need for predictable trade.

In collaboration with Canola Council of Canada, the canola industry submitted comments encouraging the government of Canada to support free trade negotiations with the United Kingdom, Indonesia, and the ASEAN nations as well as an early harvest agreement with India.

## LEARN MORE

- Review content from our website's [Trade policy page](#).



# 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. **Business Risk Management (BRM) programming should be 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 and as a driver of the Canadian economy. Changes are required to these critical programs to ensure they are relevant and effective and provide farmers with the tools they need to protect against income and production losses that threaten farm viability.

Being armed with good data is essential to provide guidance and policy recommendations to government on BRM programming improvements. CCGA has made significant investments by creating model farms for the three Prairie provinces. These models allow our experts to assess the impact that various changes to BRM programming or real-world events, such as the 2021 drought, could have on farmers' financial situation. In 2021, CCGA completed model farms for Manitoba and Alberta and analyzed how BRM programs (specifically AgriStability) would respond for farmers during the 2021 drought.

BRM is a complex policy issue and requires collaboration amongst the agriculture sector to make substantive progress. Armed with data, CCGA and our farm organization partners in the grain and livestock sectors were able to press the government to implement program changes. This included removal of the reference margin limit for AgriStability retroactive to 2020, and additional steps in the summer of 2021 as the impacts of the drought emerged.

CCGA continues to work with our provincial canola association partners, as well as other farm groups to communicate farmers' priorities for the policy frameworks that impact BRM programming to governments. **To further enhance our bench strength in BRM, CCGA recruited a BRM expert to our Policy Development team.**

## LEARN MORE

- Read more on this policy priority from our website's [Business Risk Management policy](#) page.



**CCGA IS ONE OF ONLY A FEW AGRICULTURE ASSOCIATIONS THAT HAS **STAFF DEDICATED TO FARM BUSINESS RISK MANAGEMENT POLICY.****



# BIOFUELS

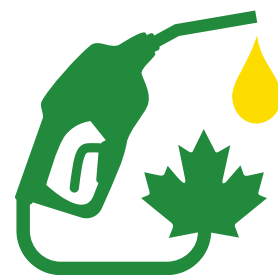


**Farmers prosper when they can meet growing demand for their product. Canadian canola is proven sustainable and available to take on the increased demand for both food and fuel.**

After many years of work by CCGA and other groups, Canada's new Clean Fuel Regulations (CFR) were released. The CFR will replace Canada's Renewable Fuel Standard, beginning July 1, 2023. The CFR development cycle took six years. CCGA and other partners, such as Canola Council of Canada and Canadian Oilseed Processors Association, invested significant time in influencing a low-carbon fuel policy framework that would have a positive outcome for canola-based biofuels and for feedstock suppliers, including Canada's canola farmers. In 2021, CCGA's outreach extended beyond our traditional networks, expanding to include parties engaged in the manufacturing of transportation fuels as well as provincial governments.

The CFR does not mandate the use of biofuels, but it is one of three major pathways that obligated parties (the producers and importers of fuels) can choose to meet the requirement of lessening the carbon intensity of fuels. This will ultimately help achieve Canada's goal of reducing greenhouse gas emissions by 30 million metric tonnes annually by 2030.

CCGA and many other partners have been working diligently to ensure a well-designed CFR creates opportunity and is also practical for canola farmers as feedstock suppliers.



**CANOLA BIOFUELS HAVE EXCELLENT GHG REDUCTION CHARACTERISTICS, EMITTING UP TO 90% LESS GHG EMISSIONS THAN CONVENTIONAL DIESEL FUEL.**



**CANADIAN CANOLA IS PROVEN, SUSTAINABLE, AND AVAILABLE TO TAKE ON THE INCREASED DEMAND.**

**Throughout the year, direct advocacy and technical representation by CCGA and other partners led to:**

- A partial aggregate compliance approach to elements of the land use and biodiversity criteria for agriculture feedstocks within the regulation.
- Streamlining the declaration requirements for farmers to better fit our existing agriculture systems and reduce administrative burdens on farmers.
- An interim approach was applied to the new Fuel Lifecycle Analysis (LCA) model to ensure it did not disadvantage canola as a feedstock in its calculation of carbon intensity. The model is a critical piece of the regulation and will be revisited in 2024.

The CFR creates opportunities for canola farmers, but several outstanding issues remain that require diligence in CCGA's advocacy work and clarification by government to ensure canola farmers' issues are heard. These issues are primarily related to administration and compliance of the Land Use and Biodiversity criteria for agriculture and the future revisions to the LCA Model. CCGA continues to press these issues forward at every opportunity.

## LEARN MORE

- Read our **Frequently Asked Biofuels Questions By Farmers** from our [Biofuel policy page](#) on our website.



# RAIL TRANSPORTATION

Farmers prosper when there is a reliable transportation network to ship their product. There is a need to increase transparency and confidence in Canada's railways and invest in adequate and resilient transportation infrastructure to handle the volumes of today and those of the future.

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 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.

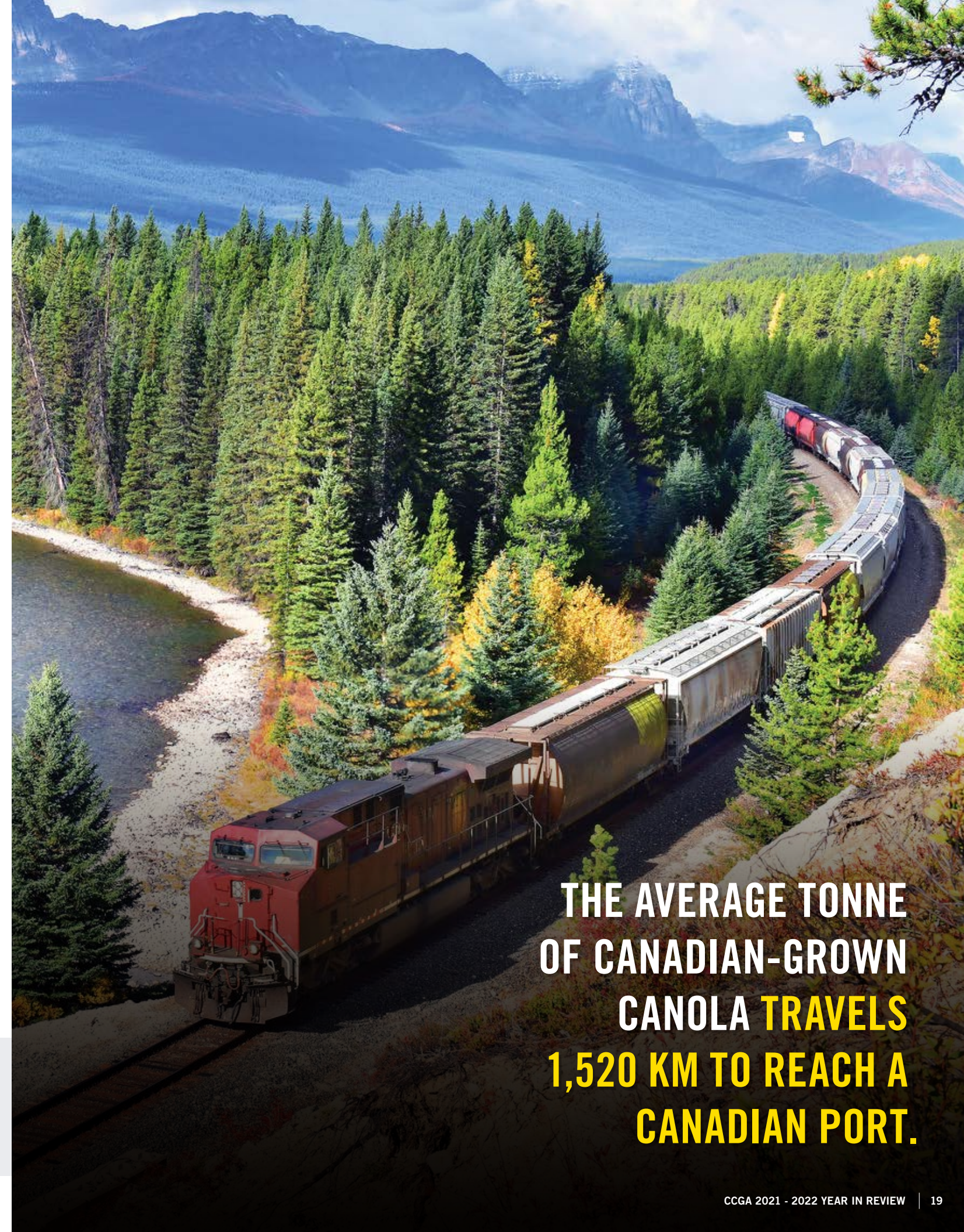
Created in 2013, the [Ag Transport Coalition](#) (ATC) produces weekly performance measurement reports tracking railway service to grain shippers. The work of the ATC has been instrumental in increasing transparency of rail shipping data for Canada's grain industry. CCGA was a founding member of the ATC and continues to be an active grain industry supporter of this coalition. In 2021, the ATC secured funding through to 2023.

CCGA is an active member of the [Fields on Wheels](#) conference planning team. In 2021, this one-of-a-kind grain industry transportation conference, held its 26th event, and CCGA hosted a session on "Shovels in the Ground: Processing Investments" on the Prairies. The session focused on canola and plant protein investments in Western Canada. CCGA also supported the planning of the [56th Annual Canadian Transportation Forum](#) where CCGA presented a research paper on Regulatory Reform and Investment in Grain Hopper Cars.

CCGA continued to provide leadership to the Crop Logistics Working Group V (CLWG). 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. CCGA developed the project concept for the "Grain Supply Chain Resiliency" study and drafted the CLWG V capstone report to the Minister of Agriculture. In 2021 the CLWG explored topics such as resiliency of the grain supply chain, strategic investment needs, and long-term performance measurement in Canada's grain supply chain.

## LEARN MORE

- Review content from the [Transportation policy](#) page on our website.



**THE AVERAGE TONNE  
OF CANADIAN-GROWN  
CANOLA TRAVELS  
1,520 KM TO REACH A  
CANADIAN PORT.**



# ENVIRONMENT & SUSTAINABILITY

Farmers prosper when their sustainable practices are recognized and rewarded. Farmers want to be engaged early in developing sustainability policies and programs.

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

CCGA is a founding organization and co-chair of the [Agriculture Carbon Alliance \(ACA\)](#), a national coalition of 15 farm organizations collectively representing more than 190,000 farm businesses. The Alliance is a first of its kind in agriculture with broad representation across sectors, including field crops, livestock, horticulture, and seed. Its goal is to ensure that Canadian farmers' sustainable practices are recognized through a policy environment that maintains their competitiveness, supports their livelihoods, and leverages their critical role as stewards of the land.

ACA is committed to meaningful and collaborative dialogue with the federal government around carbon pricing and agri-environmental policies. This includes rebates, offset protocols, research, and increased agriculture representation on government advisory bodies. The Alliance will continue to play a leadership role in advocating for the passage of [Bill C-234, An Act to amend the Greenhouse Gas Pollution Pricing Act](#), which seeks to expand the definition of eligible farming machinery and extend the exemption for qualifying farming fuel to marketable natural gas and propane. Once passed, the legislation would free up working capital for farmers to invest in environmental innovations and allow them to remain competitive and profitable.

## GRAIN CODE OF PRACTICE

CCGA represents canola farmers at the [Canadian Roundtable for Sustainable Crops \(CRSC\)](#) and has been actively involved in bringing farmer perspectives to the [Grain Code of Practice](#) consultations as well as the [Canadian Grains Sustainability Metrics Platform](#) (a data-based platform that provides measurements of Canadian grain production sustainability performance). With farmers' input, the original version of the Code was suspended, and the CRSC invested considerable work to reassess the purpose and undertake further research on how a voluntary code of practice would address issues of public trust, market access, and the feasibility of implementing a national voluntary code of practice. A white paper was written, and the outcomes were discussed through several open information sessions where farmers shared their feedback. The white paper and the session recordings are available on the [CRSC website](#).

## NATIONAL INDEX ON AGRI-FOOD PERFORMANCE

CCGA is a member of the [National Index on Agri-Food Performance](#). The coalition of more than 100 Canadian private and public agri-food partners, is collaborating to showcase Canada's sustainability from *farm to retail* and measure, at an *aggregate* level, performance across four pillars: environment, economic, health and food safety, and societal well-being. CCGA participates in working groups that are looking at sub-indicators and the larger index framework. Increased focus on sustainability presents an opportunity to position Canadian agriculture and agri-food sectors as safe, sustainable, and responsible to increase our competitiveness and to align with global requirements.

## FERTILIZER EMISSION REDUCTION WHITE PAPER

In March 2022, Agriculture and Agri-Food Canada (AAFC) released its discussion paper [Reducing emissions arising from the application of fertilizer in Canada's agriculture sector](#). At the end of the fiscal year, CCGA was beginning to dissect the document to better understand its impact on canola farmers. CCGA partnered with Canola Council of Canada and the provincial canola association members to develop a response to the public consultation, which was due later in 2022. Early on, [CCGA published a Hub post](#) outlining key takeaways from the AAFC discussion document as a means to provide canola farmers with information in a timely manner.

**CCGA participates in several additional environment and sustainability related working groups, committees, and research projects:**

- CCGA supports ongoing research about fertilizer use in Canada. The research, conducted by Fertilizer Canada, assists in understanding the current state of fertilizer management in Canadian crop production and how farmers use and make decisions about fertilizer applications.
- CCGA holds membership in the [Canadian Wetlands Roundtable](#) to represent canola growers on wetland policy, ensuring that the discourse around the table considers the farmer's voice.
- CCGA, along with Pulse Canada, and Canadian Cattle Association, represents the agriculture sector as a member of the team tasked by the federal government with developing an action plan for species at risk within the agriculture sector.

## LEARN MORE

- Review content from our website's [Sustainability policy page](#).



# INNOVATION & SOUND SCIENCE

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




## PLANT BREEDING INNOVATION

CCGA worked with and supported industry efforts to advance a pragmatic regulatory framework for plant breeding innovation. The industry successfully secured recognition from Health Canada that gene-editing is no riskier than conventional breeding, therefore, should not be regulated as genetically modified varieties. CCGA worked in the [Advancing Agriculture](#) partnership to have farmer and agriculture industry voices heard during the consultation through a simple click-and-submit campaign. The campaign was effective in generating approximately 1,500 responses.

CCGA submitted comments individually and with other associations on the Canadian Food Inspection Agency and Health Canada consultations on plant breeding innovation. New guidance is an important step in maintaining the competitiveness of Canadian agriculture and ensuring farmers have access to the same innovations as their American, Australian, Brazilian, and Argentinean counterparts.

## WATER MONITORING

Canola growers are committed to the highest standards of water quality and understand the importance of water availability, which is why CCGA supports the creation of the Canada Water Agency. With firsthand experience completing a water monitoring program and the need for more accurate and evidence-based water monitoring data, CCGA also supports the development of a national water monitoring program, overseen by the Pest Management Regulatory Agency (PMRA). Such a program would further enable science-based decision making and help avoid unnecessarily conservative regulatory re-evaluation decisions that threaten the competitiveness and success of farms.



**CANOLA FARMERS NEED FEDERAL REGULATORY BODIES EQUIPPED 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.****

### LEARN MORE

- Learn more by reading our website's [Crop Inputs policy page.](#)



# 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.

## CANADA GRAIN ACT AND CANADIAN GRAIN COMMISSION

It's been 40 years since there has been a substantial overhaul to the *Canada Grain Act*. Both the *Act*, its *Regulations*, and the Canadian Grain Commission need to be modernized to reflect changes within the Canadian grain sector. In 2021, Agriculture and Agri-Food Canada (AAFC) launched a consultation seeking input on modernization. This provided an important opportunity for farmers to share their thoughts on the future of our grain quality framework and available producer protections. CCGA prepared a comprehensive submission, outlining [25 recommendations](#), for modernization of the *Canada Grain Act and Regulations* and the Canadian Grain Commission. This work was accomplished with other like-minded partners, including our provincial association members and Grain Growers of Canada.

Ensuring farmers have the best possible producer payment protection is one of CCGA's longstanding priorities, so when AAFC launched a review of the *Canada Grain Act* and asked stakeholders whether the Canadian Grain Commission (CGC) met the sector's needs, we decided to take a deeper look. CCGA conducted independent research on the feasibility of a producer payment security fund to address information gaps and advance the sector's understanding of potential enhancements. CCGA hosted a webinar for farmers, grain sector stakeholders, and interested government parties. A summary of the work and a link to the entire report is available from [Exploring Possible Improvements to Producer Payment Protection](#).

CCGA participated in the [consultation](#) on *Updating grain grading dispute resolution* (also known as Subject to Inspectors Grade and Dockage). CGC proposed extending farmers' access to 'Subject to' from at the time of delivery to upwards of seven days. With clear guidelines for representative sampling, the extension would better reflect today's farm and delivery practices and allow farmers time for due diligence and direct problem-solving. While this is a positive first step, over half of the canola produced remains ineligible for 'Subject to' or producer's right to agree on a representative sample, or to be

present during the dockage assessment. CCGA asked the CGC to look at the *Canadian Grain Regulations* to assess the possibility of aligning producer delivery rights between primary and process elevators.



## CANOLA MARKETING

It's clear 2021 was a challenging marketing year for many farmers, with many issues related to drought and contract shortfalls. CCGA undertook several activities to support canola farmers during this challenging crop marketing year:

**Know Your Grade.** CCGA published a [Maximize Your Canola Grade in this Challenging Year](#) outlining tips for maximizing canola's value in the 2021 growing season. The post featured videos from Daryl Beswitherick, Canadian Grain Commission National Inspection Standards Program Manager, discussing what farmers should be looking out for and providing advice on grading and dockage processes.

**Harvest 2021.** CCGA's [Know Your Grade](#) microsite was updated, and a mini Twitter campaign was created to share information on dockage, the harvest sample program, representative sampling, and grading. With the variability of 2021's growing season, knowing your grade and potential downgrading factors was even more important.

**Grain Contracts.** Recognizing contract concerns, CCGA met with both the Western Grain Elevators Association and the Canadian Oilseed Processors Association to raise production challenges and to discuss contract considerations. CCGA also published the "[Drought have you concerned about contract shortfalls?](#)" to assist farmers facing contract shortfalls and defaults and is supporting provincial outreach.

## ENGAGING DIRECTLY WITH FARMERS

CCGA and the three prairie provincial canola commissions partnered on a three-part policy webinar series covering rail transportation, government advocacy, and grain contracts. *Ag Policy & Your Farm: Exploring the Issues* that Impact Farmers had a successful first year with up to 100 registrants for each webinar.

### AG POLICY & YOUR FARM

Exploring Issues that Impact Farmers

A WEBINAR SERIES

1. WHAT'S ON THE HORIZON FOR RAIL TRANSPORTATION
2. INFLUENCING POLICY IN A CHANGING LANDSCAPE
3. NAVIGATING GRAIN CONTRACTS

## LEARN MORE

- Learn more by reading our website's [Marketing policy](#) page.





# 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 \(AITC\)](#), which in 2021-22 boasted a phenomenal [2.3 million agricultural experiences](#) for students nationwide. CCGA is pleased to support new initiatives expanding the [AITC Resource Library](#) for educators.



THE CANADIAN CENTRE FOR  
FOOD INTEGRITY

## CANADIAN CENTRE FOR FOOD INTEGRITY

CCGA maintained its Anchor-level membership with the Canadian Centre for Food Integrity (CCFI).

CCGA attended CCFI's annual conference virtually in the fall. Conference highlights include a presentation by Robynne Anderson about the impacts of the Food Systems Summit on Canadian agriculture, as well as by CCFI on its latest public trust research findings. You can download CCFI's 2021 public trust report on its [website](#).



## GROWING THE BEST FOR YOU

In partnership with Canola Eat Well (CEW), the national market development program designed to encourage Canadian consumers to choose canola oil, CCGA developed a campaign called Growing the Best for You. The campaign launched on Canada's Agriculture Day and expanded into consumer-facing sustainability content.



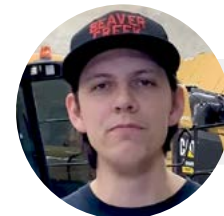
JOHN GUELLY,  
ALBERTA



JILL BURKHARDT,  
ALBERTA



ADRIENNE IVEY,  
SASKATCHEWAN



DARRYL WIEBE,  
MANITOBA



SIMON CLOUTIER,  
ONTARIO

## CANADA'S AGRICULTURE DAY

For the second year in a row, CCGA and CEW launched a [farmer-generated video](#) on 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 two weeks leading up to Canada's Agriculture Day to build excitement and awareness of the day's celebration.

The video was promoted through various forms of content, including:

- Organic and paid social media content
- [Blog posts](#)
- E-newsletters ([CEW](#), Prairie provincial canola organizations)
- Recipes

## HOW WE GROW

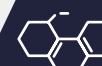
Consumers have long been interested in canola's sustainability story, so CCGA crafted consumer-facing content on how canola farmers are Growing the Best for You (Canadians). The content, broken down into three articles, is grounded in robust scientific research and is delivered in relatable content that speaks to consumers' values.

You can find the articles here:

[PROTECTING THE ENVIRONMENT](#)



[EMBRACING SCIENCE & INNOVATION](#)



[CARING FOR OUR CROPS](#)







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

**Did you know?** Bridged grain, flowing grain, and grain avalanches are all dangerous.

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

CANADIAN AGRICULTURAL PARTNERSHIP | CASA | ACSA | Canada

### AGRICULTURE HEALTH, WELLNESS & SAFETY

CCGA supports a post-doctoral research project called *In the Know*, which is a mental health research and training program for agricultural stakeholders.

Dr. Briana Hagen is conducting the two-year project that delivers training as well as research that is used by other agriculture organizations focused on mental health.

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. The week is set aside to raise awareness on the importance of being safe on the farm. CCGA raised the importance of the issue in **Ag Safety Week: Reminds Us #FarmSafetyEveryday!**, where farmer and CCGA chair, Mike Ammeter, talks about farm safety and says, "We want everyone to come home to the family dinner table at the end of each day."



### 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 second **CCGA-supported Nuffield scholar**.

CCGA was a Champion sponsor of the 2022 **4-H Canada Leadership Awards**, which celebrates the 4-H movement across Canada and showcases the achievements of individuals who champion 4-H values.

CCGA supported Farm Management Canada's study on Indigenous agriculture. The full report "**Indigenous Agriculture and Agri-Food: The Path Forward: Supporting the Business Management Needs of Indigenous Producers**" is available on Farm Management Canada's website.

### FRIEND OF:





# WHAT'S NEW AT CCGA?

THINGS ARE CONSTANTLY CHANGING, SO TO KEEP UP TO DATE ON THE LATEST NEWS AND CONTENT FROM CCGA, CHECK OUT THESE RESOURCES:



[CCGA's website](#) is an extensive resource for farmers interested in agriculture policy as well as cash advances



Want to learn more about how a cash advance can add value to your farm? Check out a variety of information tools at [Discover Cash Advance](#)



Find out more about CCGA's advocacy priorities from [Canola: Growing Canadian Prosperity](#)



Review CCGA's government consultation submissions and review testimony at Standing House and Senate Committees on our [Submissions & Appearances](#) webpage



Learn about CCGA's members as well as our many partnerships and working groups on [Our Partners](#) page



Follow CCGA on Twitter [@ccga\\_ca](#) and [LinkedIn](#) for the latest in new ag policy content, press releases, and blog posts







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