

2023 Annual Report



This past August, Manitoba Crop Alliance (MCA) celebrated its two-year anniversary. We are proud to say that, since our inception, our board, crop committee delegates and staff have truly built MCA into an organization focused on providing farmer-member value. Here are a few highlights from the past year, spanning our five strategic objectives.

Research and Production

Our investment in research and production in 2021-22 totaled

\$5,277,705

which represented

69% of our annual budget.

At the end of the 2021-22 fiscal year, we had **94** active research projects:



58

Barley & Wheat



5

Corn



2

Flax



2

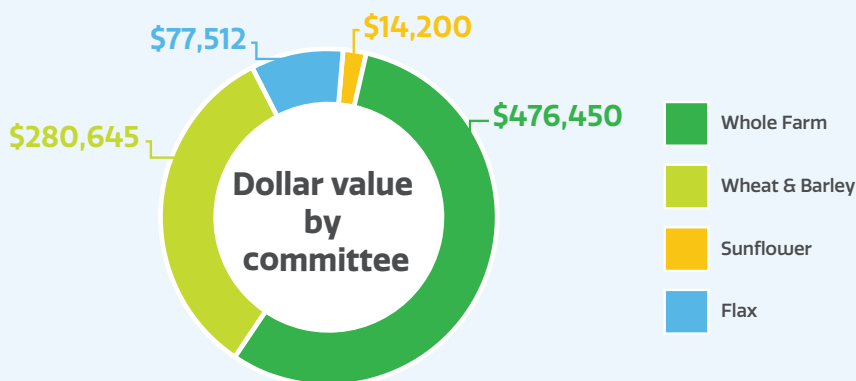
Sunflower



27

Whole Farm

Signed research commitments in 2021-22:



Total Projects: 15

Projects by Crop Committee: Flax (2), Sunflower (2), Wheat and Barley (8), Whole Farm (3).

Lifetime Value: \$4,614,095

Total MCA Contribution: \$848,807

Market Development and Access

To support market development and access, we:

- 1) Fund and provide representation for key organizations that work to establish, develop, and grow domestic and international markets and access for our farmer members.
- 2) Fund and support research and shared knowledge that demonstrates how our farmer members grow high quality crops using science-based and sustainable practices.
- 3) Reach consumers and end users to share factual, science-based knowledge about how our farmer members grow the crops we represent.

Key partnerships & initiatives:

- ▶ Cereals Canada
 - New Crop Missions
- ▶ Canadian Malting Barley Technical Centre (CMBTC)
- ▶ Flax Council of Canada
- ▶ Keep it Clean Canada

Key partnerships & initiatives:

- ▶ 4R Nutrient Stewardship
- ▶ Canadian Wheat Nutrition Initiative – What About Wheat?
- ▶ Habitat-Friendly Winter Wheat Ecolabel

Key partnerships & initiatives:

- ▶ Great Tastes of Manitoba
- ▶ Agriculture in the Classroom – Manitoba
- ▶ Fields to Forks
- ▶ Customer Programs by Cereals Canada

Advocacy

Through our memberships with Grain Growers of Canada and Keystone Agricultural Producers, we ensured Manitoba farmers were represented on several important issues.

Key federal and provincial policy issues:

- ▶ Fertilizer emission reduction targets
- ▶ Carbon tax relief for farmers
- ▶ Sustainable Canadian Agricultural Partnership consultations
- ▶ Changes to Manitoba Agricultural Services Corporation excess moisture insurance coverage levels and requested changes to their Contract Price Option for our crop types.
- ▶ Increased government funding for research in crop production and variety development
- ▶ Plant breeding innovation

Communications

We expanded our monthly e-newsletter and social media content, broadened the scope of our biannual Fence Post publication, and directed more visitors than ever to the valuable information and resources available on mbcropalliance.ca.

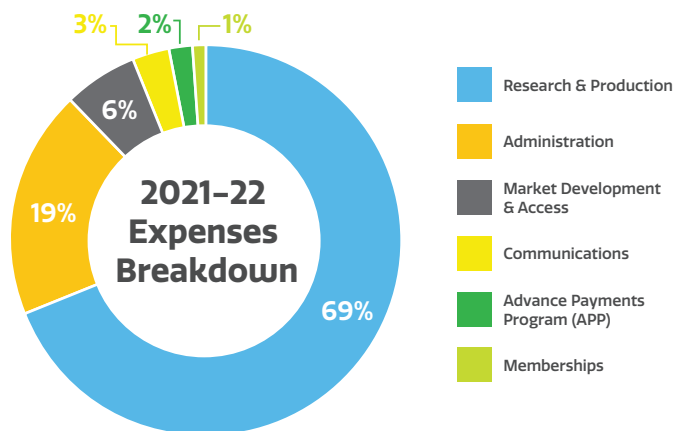
MCA communicates with farmer members through:

- ▶ Heads Up
- ▶ The Focal Point
- ▶ The Fence Post
- ▶ Grain Marketing Insights
- ▶ Social Media: Twitter, Facebook & Instagram
- ▶ mbcropalliance.ca

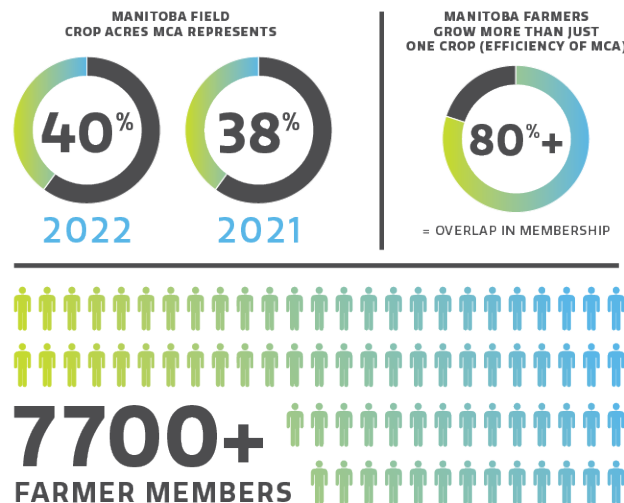


Operations

Our board of directors, with the guidance of the four crop committees, continued to make strategic investment decisions to ensure maximum investment of farmer dollars in research and production, market development and access, and communication.



We are reporting a reduced refund rate of **6.89 per cent**, down slightly from 2020-21. This is a testament to the support of MCA's farmer members for our activities.



Advance Payments Program

Each year, we administer the Advance Payments Program (APP), which offers Canadian farmers marketing flexibility through interest-free and low interest cash advances. We continue to deliver an efficient APP program. In the 2021-22 fiscal year, we are reporting an excess of revenues over expenses of \$194,793.

2022 Program Year (at the time of this report)

\$63,457,744
in loans advanced

264
farmers

4,862
page visits on MCA's APP webpages in 2021-22 fiscal year



View our complete 2023 Annual Report (2022 activities) at annualreport.mbcropalliance.ca