

The cover features a dark blue background with a green field of canola plants at the bottom. On the left side, there are two large, overlapping geometric shapes: a light blue triangle pointing downwards and a yellow triangle pointing upwards. A white rectangular box is centered on the right side, containing the title text.

ANNUAL
REPORT
2016 - 17



ALBERTA CANOLA

PRODUCERS COMMISSION



OUR MISSION

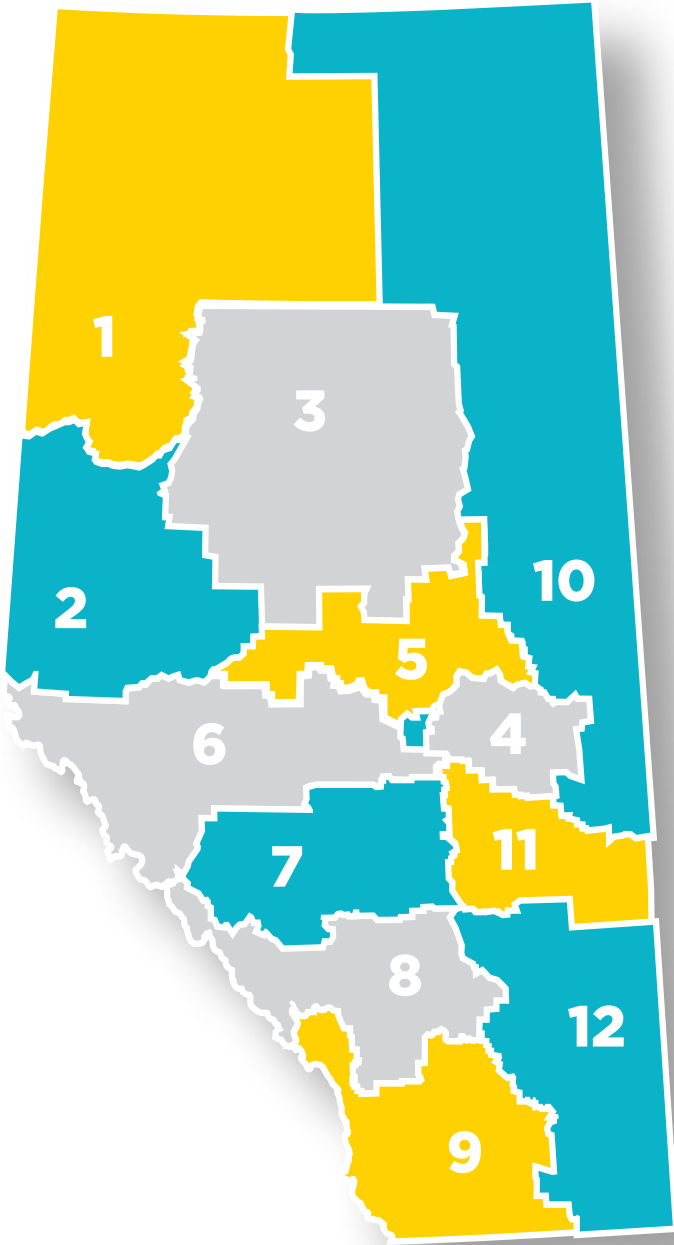
**TO IMPROVE THE
LONG TERM
PROFITABILITY OF
ALBERTA'S CANOLA
PRODUCERS .**

OUR VISION

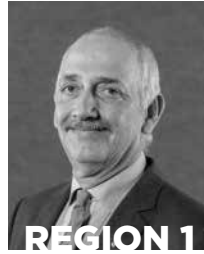
**PROVIDING LEADERSHIP
IN A VIBRANT INDUSTRY
FOR THE BENEFIT OF
ALBERTA'S CANOLA
PRODUCERS .**

INSIDE THESE PAGES

- 04 ALBERTA REGIONS MAP
- 05 REGIONS & BOARD OF DIRECTORS
- 06 ANNUAL GENERAL MEETING
- 10 REPORT FROM THE CHAIR
- 12 CCC REPORT
- 15 CCGA REPORT
- 17 RESEARCH REPORT
- 22 GROWER RELATIONS & EXTENSION
- 30 MARKET DEVELOPMENT, PROMOTION & EDUCATION
- 36 GOVERNMENT & INDUSTRY AFFAIRS
- 42 GOVERNANCE & FINANCE REPORT
- 44 INDEPENDENT AUDITORS' REPORT
- 57 GENERAL STATISTICS
- 61 CONTACTS



REGIONS & BOARD OF DIRECTORS



REGION 1
DAN DOLL
Fairview, AB



REGION 2
GREG SEARS- CHAIR
Sexsmith, AB



REGION 3
DENIS GUINDON
Falher, AB



REGION 4
JOHN MAYKO
Mundare, AB



REGION 5
JOHN GUELLY
Westlock, AB



REGION 6
**RENN BREITKREUZ-
VICE CHAIR**
Onoway, AB



REGION 7
MIKE AMMETER
Sylvan Lake, AB



REGION 8
STEVE MARSHMAN
Strathmore, AB



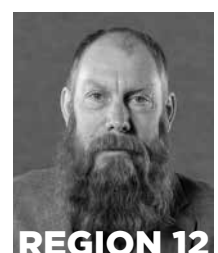
REGION 9
KEVIN SERFAS
Turin, AB



REGION 10
CALE STADEN
Mannville, AB



REGION 11
DALE UGLEM
Bawlf, AB



REGION 12
BRIAN HILDEBRAND
Foremost, AB

ALBERTA CANOLA PRODUCERS 27TH ANNUAL GENERAL MEETING

JANUARY 31, 2017 | EDMONTON EXPO CENTRE – NORTHLANDS

Chair: Greg Sears

Recording Secretary: Simone Demers Collins

In attendance: individuals, producers, friends of the industry. A total of 164 producers, registered and were in attendance. More than 40 guests also signed in for the meeting.

AT 2:48 P.M., CHAIR SEARS OPENED THE MEETING BY WELCOMING PRODUCERS, GUESTS AND CANOLA INDUSTRY REPRESENTATIVES.

AGENDA

MOTION: John Mayko/ Kevin Serfas that the agenda be approved as circulated, with the power to add, if required. **Carried.**

MINUTES OF THE 26TH ANNUAL MEETING

MOTION: Terry Young/ John Guelly that minutes from be approved as circulated. **Carried.**

INTRODUCTION OF ALBERTA CANOLA STAFF

General Manager, **Ward Toma**; Market Development & Promotions Coordinator, **Simone Demers Collins**; Grower Relations & Extension Coordinator, **Rick Taillieu**; Policy Analyst, **Karla Bergstrom**; and Communications Coordinator, **Megan Madden** were introduced to those in attendance.

INTRODUCTION OF ALBERTA CANOLA DIRECTORS

Region Chair, **Lee Markert** Region 9 introduced each of the current directors: **Kelly McIntyre** Region 1 | **Greg Sears** Region 2 | **Denis Guidon** Region 3 | **Daryl Tuck** Region 4 | **John Guelly** Region 5 | **Renn Breikreuz** Region 6 | **Terry Young** Region 7 | **Stuart Holmen** Region 10 | **Dale Uglen** Region 11.

CALL FOR NOMINATIONS

General Manager, Toma presented the parameters of Region 12 and Region 10, and in so doing did the first call for nominations for directors to replace Marlene Caskey who retired one year ago, and Holmen who completed one three-year term in 2016.

MOTION: Stuart Holmen nominated Cale Staden from Mannville to be the Alberta Canola director for Region 10. Cale accepted the nomination. There were no further nominations.

MOTION: John Guelly nominated Brian Hildebrand from Foremost as director for Region 12. Hildebrand accepted the nomination. Once again there were no further nominations.

COMMITTEE REPORTS

Were presented through a video prepared earlier in the year, outlining the vision, as well as the various works completed by Alberta Canola's four committees.

ADMINISTRATION AND FINANCE COMMITTEE

Chair, Greg Sears introduce chair of the Administration and Finance Committee, Renn Breitkreuz. Breitkreuz then reviewed expenditures for 2015-16, and the budget for the 2016-17 fiscal year.

MOTION:

Kevin Bender/Daryl Tuck that Grant Thorton, LLP, be appointed auditors for the 2016-17 fiscal year. **Carried.**

SECOND CALL FOR NOMINATION(S) FOR REGIONS 10 & 12:

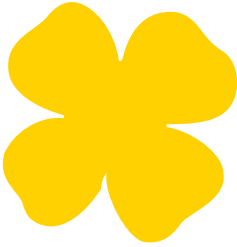
Chair Sears repeated the request for other possible nominations for Regions 10 and Region 12.

UPCOMING ALBERTA EVENTS

Sears introduced two upcoming events – Leading Edge and canoLAB. He indicated that registrations were opened via the website.

QUESTIONS

Chair Sears asked if there were any comments/questions from the audience. Two came forward and were address by directors and staff.



REGIONAL MEETING EVALUATION WINNER

Rick Taillieu, responsible for Alberta Canola's "The Powering for Profits Events" (originally known as Director Regional Meetings), announced that the winner of this year's \$1000 Best Buy gift card was Stony Plain's Dalene Shaver, a producer who had completed the post-meeting survey after attending a "Powering Profit Event".

ACKNOWLEDGEMENT

Greg Sears acknowledged the contributions that the four retiring directors had made to Alberta Canola. Kelly McIntyre, Terry Young, and Daryl Tuck have each served the maximum six years allowed by Alberta Canola regulations, serving in many capacities throughout the industry. Stuart Holmen, from Region 10, had completed a three-year term. In addition to the traditional parting gift, directors were also presented with the canola-themed \$10 coin.

THIRD CALL FOR NOMINATION(S) FOR REGION 10 & 12

Hearing none, Toma declared nominations closed for Regions 10 and 12. He then declared both Cale Staden and Brian Hildebrand elected by acclamation.

**THE MEETING WAS
ADJOURNED BY DON BOLES
AT 3:42 P.M.**

GROWER CHECKOFF



PROVINCIAL GROWER ORGANIZATIONS

EXPORT COMPANY LEVY

Western Grain Elevator Association

 **ALBERTA CANOLA**
PRODUCERS COMMISSION

 **ONTARIO CANOLA GROWERS**


canola council
OF CANADA

National value chain organization

 Manitoba Canola Growers Association



CANADIAN CANOLA GROWERS ASSOCIATION

National ag policy organization

 **SaskCanola**

Canadian Oilseed Processors Association

Life Science Companies

COMPANY CONTRIBUTIONS

PROCESSOR LEVY

 **B.C. Grain Producers Association**

The three Prairie canola grower organizations are core funders of the Canola Council of Canada.

REPORT FROM ALBERTA CANOLA'S CHAIR

2016-2017 was, in many ways, a “stay the course” year for Alberta Canola with established activities running smoothly, a full slate of directors on the board, and a great group of staff managing operations. Both federal and provincial governments were unchanged without even a cabinet shuffle affecting our relationships with policy makers. Alberta Canola continues to focus on its strategic pillars of Research, Market Development, Extension and Advocacy and ensuring that every levy dollar is used to ensure long term profitability for Alberta’s canola growers. That said, the only constant in life is change and that holds true for Alberta Canola as well as the farmers we represent. The canola industry continues to mature and with that comes the need to re-visit our strategic plan taking a close

“THE ONLY
CONSTANT IN
LIFE IS CHANGE
AND THAT
HOLDS TRUE
FOR ALBERTA
CANOLA”

look at where we need to be heading in the next decade. On the horizon we see the potential changes in funding support and strategic focus for our core activities. There will be both competing and complimentary crops established on our farms and we will continue to see the agriculture community with less presence amongst an increasingly urban and disconnected Canadian public. Finding the answers to questions about these and other topics will be a significant part of 2017-2018 for us. The board of directors and staff alike are committed to listening to your input as we design Alberta Canola's path forward. We hope all producers will help us by openly sharing their perspectives as we look for ways to make the commission better in any way possible.

I know that for many reading this, the fall of 2016 and spring of 2017 were difficult and filled with weather, crop, and even personal challenges. I hope that you have all made it through this past growing season with renewed energy and optimism for the industry and life that we call farming. Enjoy reading about Alberta Canola's activities in the following pages – everything we do is to help make you more profitable - and take pride in being part of our success in the past, present and future.



Greg Sears
Alberta Canola
Chair

CANOLA COUNCIL OF CANADA REPORT

By **Kevin Serfas, CCC Director**

Through the Canola Council of Canada (CCC), Alberta Canola works with industry partners all across Canada to maximize the success and sustainability of canola. In 2016-17 the CCC received \$0.23 in funding from every tonne of canola produced in Canada, matched by \$0.23 per tonne of canola handled by processors and exporters that are core funders. Life science members also contribute significantly to the CCC.

The CCC is guided by a strategic plan called Keep it Coming 2025, which outlines clear targets for three areas of focus – Crop Production and Innovation, Market Development, and Market Access and Trade. In 2016-17 we made progress in all of these areas while celebrating CCC's 50th year as a full-value-chain organization.

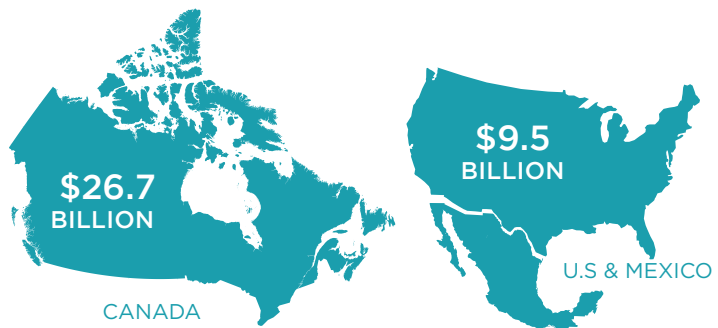
CROP PRODUCTION AND INNOVATION

Most canola growers are familiar with the front-line services of the 4 CCC agronomy specialists that cover Alberta. They have helped growers navigate every type of challenge, including the difficult harvest of 2016 that for some farmers continued into the following spring.

Less obvious is the work of the agronomy team behind the scenes, making sure that growers' challenges are fully understood by those who can make innovation happen.

In total, the CCC agronomy team interacted with more than 60,000 people in 2016-17 – on the farm, in the industry and in the larger community.

CANOLA ANNUAL CONTRIBUTIONS TO THE ECONOMY



MARKET DEVELOPMENT

To build strong demand for our growing supply, CCC initiates a wide range of marketing activities to improve understanding and differentiate the value provided by canola oil and canola meal. This includes recipe collections, education programs, partnerships with health-minded organizations and sharing information on the value of canola meal in animal diets. In 2016-17, activities focused on major markets as well as markets with potential to grow, including oil promotion in the U.S., China, Mexico, Korea and India and meal promotion in the U.S. and China.

One of our most powerful marketing tools this past year was a compelling study of canola oil's impact on belly fat, which has generated nearly 100 million media impressions.

In meal promotion, CCC began shifting its focus to the Wisconsin dairy industry, which has the potential to consume just as much product as our well-established market in California.

MARKET ACCESS AND TRADE

The blackleg dispute with China around dockage reminded us of the importance of defending stable, open trade, with rules based on scientific evidence. It took months of effort, but by the end of 2016, China and Canada reached an agreement to extend existing trade terms until 2020. Exports of canola to China are now reaching new highs and our two countries are exploring the potential of a formal free trade agreement.

CCC helps growers keep pace with the latest export standards to prevent market access issues through the Keep it Clean program, which now involves two other commodity groups, Cereals Canada and Pulse Canada.

canolastory.ca provides the public with a source of accurate information about the value of biotech canola, both here in Canada and globally.

In addition, a series of CCC-commissioned studies on the economic impact of canola were completed during the year. The independent analyses showed that canola now contributes \$26.7 billion to the Canadian economy every year, as well as a total of CDN\$9.5 billion annually to the economies of the U.S. and Mexico – a strong endorsement for NAFTA as renegotiation talks begin.

CELEBRATING 50 YEARS OF INNOVATION

CCC marked its 50th anniversary by recounting the remarkable story of how canola became the biggest cash crop in Canada. During the "Good as Gold" convention in Winnipeg, CCC launched a new website, canolahistory.ca, which presents videos and an interactive timeline celebrating industry pioneers and milestones. CCC was also a partner in the Canola! Seeds of Innovation museum exhibit and traveling display.

CANADIAN CANOLA GROWERS ASSOCIATION

Work at CCGA is directed by our vision of Helping Farmers Succeed. CCGA's board of directors includes 10 farmers representing each of its member associations: Alberta Canola Producers Commission, B.C. Grain Producers, Manitoba Canola Growers Association, SaskCanola and Ontario Canola Growers Association. The association's two main activities include: administering the federal cash advance program across Western Canada; and advocating for agriculture policy and program changes on behalf of canola farmers.

GOVERNMENT RELATIONS & ADVOCACY

CCGA's Government Relations and Policy Development teams investigate policy alternatives and promote policy changes that benefit canola farmers across Canada. In 2016-17, CCGA's government relations activities focused on advocating for Canadian canola farmers across priority areas including transportation, trade, business risk management, the next Agriculture Policy Framework, biofuels, environment, sustainability, the federal budget, crop inputs, policy changes impacting farm management, and more.

AGRICULTURE POLICY MILESTONES

TRADE

Canola is an export dependent crop, so maintaining a vibrant export market is essential for canola farmers. Areas of trade that have been a focus for CCGA in 2016-17 include:

1. NAFTA – NAFTA is Canada's most important and longest running free trade agreement, and the U.S. is our top canola market with sales valued at \$3.6 billion in 2016. Mexico is our fourth largest export market at \$826 million.

2. China – A potential free trade agreement with China presents significant opportunities for canola farmers both in terms of tariff reductions and a platform to address non-tariff barriers. China is our second largest export market and in fact, canola seed, oil and meal combined were Canada's #1 export to China in 2016. CCGA supports the Canadian government pursuing a FTA with China, and continues to advocate for expanding agriculture trade opportunities with this nation.



CCGA President Jack Froese, appears before the Senate Standing Committee on Agriculture and Forestry.

TRANSPORTATION

During the 2016-17 fiscal year CCGA conducted extensive research and advocacy work to support the modernization of Canada's rail transportation legislation. The highlight of the year was the announcement of Bill C-49, the Transportation Modernization Act in May 2017, which addresses many of the issues including: new railway data requirements, long haul interswitching, a strengthened definition of 'adequate and suitable' accommodation, reciprocal penalties and maintaining the MRE.

BIODIESEL

The Clean Fuel Standard provides an opportunity for the canola sector to both contribute to the reduction of green house gases and see economic benefits. CCGA, in partnership with CCC, has been promoting the benefits of an increase in the federal renewable fuel mandate from the current 2% to 5% and submitted comments on the Clean Fuel Standard discussion paper.



CCGA President Jack Froese discusses canola farming opportunities and challenges with Prime Minister Trudeau near Regina.

CASH ADVANCES, CASH FLOW SOLUTIONS FOR YOUR FARM

CCGA is an administrator of the Advanced Payments Program, a federal financial loan program that provides access to credit through cash advances. CCGA is the largest cash advance administrator in Canada, issuing advances to nearly 10,000 farmers annually.

The program, which benefits both new and established farms, offers unique benefits to farmers, including low interest rates, and marketing flexibility.

CCGA issues advances on 45 commodities, including all grains, oilseed and pulse crops, as well as both major and minor livestock and sweeteners across the western provinces.



8125.8 LITRES
OF CANOLA OIL
WERE USED AT
TASTE OF EDMONTON
WHERE ALBERTA
CANOLA WAS A
LEAD SPONSOR.

RESEARCH REPORT

COMMITTEE CHAIR: JOHN GUELLY

COMMITTEE: JOHN MAYKO, BRIAN HILDEBRAND, DALE UGLEM, GREG SEARS

Alberta Canola's research funding process begins and ends with the farmers. Since the Commission began funding research in 1989, the end goal has always been to provide a positive impact for farmers. By reducing pests, finding better ways to grow canola, or increasing the demand for canola products, the work we fund must generate a positive impact on Alberta canola farmers.

\$388,000

Alberta Canola contribution to canola based product development research fund in 2017

\$1,090,816

Alberta Canola contributions to canola production related research funded in 2017

\$1,478,816

Total Alberta Canola research funding

\$4,322,171

Total costs of projects

26%

FOR EVERY \$1 PROVIDED BY ALBERTA CANOLA FUNDING RESEARCH PARTNERS CONTRIBUTED \$2.92

NEW RESEARCH PROJECT EXAMPLES IN 2017 INCLUDED:



WEATHER-BASED,
NEAR REAL TIME
CROP INSECT PEST
MONITORING



ALBERTA WEED
SURVEY



LONG-TERM
SUSTAINABLE CANOLA
PRODUCTION - ALL
PHASES ROTATIONS



ASSESSING THE IMPACT
OF MIDGE ON CANOLA
PRODUCTION ACROSS
THE PRAIRIES



CLUBROOT
RESISTANCE AND
GERMPLASM
DEVELOPMENT



HARRINGTON SEED
DESTRUCTOR
EVALUATION, FIELD
SCALE IN ALBERTA

RESEARCH REPORT

ACPC 92-AR17

2017 ALBERTA WEED SURVEY

RESEARCHER: AF Leeson

Weed surveys of annual crops have been regularly conducted in the Prairie Provinces since the 1970's. The objectives of this project are to conduct a general and a herbicide resistant weed survey in Alberta in 2017. The project will document shifts in the abundance, distribution and herbicide resistance of weed populations and assess current weed management strategies.



4%

\$20,000

ALBERTA CANOLA
CONTRIBUTION

\$496,688

TOTAL PROJECT
COST

Funding Partners:

WGRF | AWC | ABC | APG

ACPC 93-AR17

LONG-TERM SUSTAINABLE CANOLA PRODUCTION - ALL PHASES ROTATIONS

RESEARCHER: AAFC Dr. Harker

This long-term rotational study (years 10 to 12) will identify cumulative effects of growing continuous or short rotation canola when compared to a longer rotation. The project will determine yield impacts, as well differences between rotations in weed, insect, and disease pressures. An economic analysis will also identify the most profitable rotation as well as risky versus less risky practices based on operations conducted in each year and crop yield.



26%

\$120,000

ALBERTA CANOLA
CONTRIBUTION

\$458,250

TOTAL PROJECT
COST

Funding Partners:

WGRF

ACPC 94-AR17

ASSESSING THE IMPACT OF **CONTARINIA SP.** ON CANOLA PRODUCTION ACROSS THE PRAIRIES.

RESEARCHER:

AAFC Dr.Vankosky and Dr. Mori

This project will investigate the distribution, phenology, and population genetics of the Contarinia midge complex infesting canola throughout the Prairies in an effort to achieve an understanding of the potential threat to canola production throughout the Prairie Provinces. The swede midge, *Contarinia nasturtii*, was first recorded in the Prairies in 2007 (CFIA 2008). In 2016, a second species of *Contarinia* midge was discovered in the Prairies.

38%

\$64,379
ALBERTA CANOLA
CONTRIBUTION

\$169,418
TOTAL PROJECT
COST

Funding Partners:
MCGA | SaskCanola

ACPC 95-AR17

DEVELOPMENT OF A PHEROMONE-BASED MONITORING SYSTEM FOR A NEWLY IDENTIFIED CONTARINIA MIDGE ON THE CANADIAN PRAIRIES

RESEARCHER:

AAFC Dr.Vankosky and Dr. Mori

This project will develop a pheromone-based monitoring tool that can be used to detect, monitor and delimit *Contarinia* sp. distribution throughout the Prairies. A reliable *Contarinia* sp. monitoring tool is needed across the Prairies to help producers evaluate production risk and increase agricultural and economic sustainability. If warranted, the pheromone-based monitoring tool developed could form the basis of an economic threshold.

38%

\$22,091
ALBERTA CANOLA
CONTRIBUTION

\$58,133
TOTAL PROJECT
COST

Funding Partners:
MCGA | SaskCanola

ACPC 96-GD17

INTROGRESSION OF **CLUBROOT RESISTANCE** FROM **B. RAPA** INTO **B. NAPUS CANOLA** AND IDENTIFICATION OF MOLECULAR MARKERS FOR RESISTANCE, AND PYRAMIDING OF THIS RESISTANCE WITH OTHER RESISTANCE GENES

RESEARCHER: U of A Dr. Rahman

The key objective of this research is to incorporate the clubroot resistant genes of *B. rapa* into Canadian *B. napus* canola, and identify molecular markers for use in marker-assisted breeding. The long-term objectives of this project is to diversity the clubroot resistance genes in Canadian canola cultivars.

83%

\$577,680
ALBERTA CANOLA
CONTRIBUTION

\$696,000
TOTAL PROJECT
COST

Funding Partners:
SaskCanola

ACPC 97-AR17

HARRINGTON SEED DESTROYER
EVALUATION AT FIELD SCALE IN ALBERTA

RESEARCHER: AAFC Dr. Tidemann

This project will investigate the Harrington Seed Destroyer's efficacy across different cropping systems and with different weeds. If the machine is found to be effective it will provide a new method of weed control for Canadian producers. If the machine is not effective it will avoid investments by producers in a machine that will not aid them in their weed management goals.

24%

\$180,000
ALBERTA CANOLA
CONTRIBUTION

\$752,782
TOTAL PROJECT
COST

Funding Partners:
AWC | ABC | ACIDF | WGRF

ACPC 98-MD17

DEVELOPMENT OF NEW GREEN BOTTLES FROM CARBON DIOXIDE AND WASTE COOKING OIL

RESEARCHER: U of A Dr. Ullah

The research will open new opportunities for converting carbon dioxide and waste canola based cooking oil into nano-reinforced bioplastic bottles.

34%

\$130,000
ALBERTA CANOLA
CONTRIBUTION

\$382,400
TOTAL PROJECT
COST

ACPC 100-AR17

MONITORING THE RACE DYNAMICS OF LEPTOSPHAERIA MACULANS FOR EFFECTIVE DEPLOYMENT AND ROTATION OF RESISTANCE GENES FOR SUSTAINABLE MANAGEMENT OF BLACKLEG OF CANOLA IN WESTERN CANADA

RESEARCHER: AAFC Dr. Peng

This project will continue the current monitoring of changes in the blackleg pathogen population, especially when more R genes are being used in canola cultivars. Understanding the shifts in pathogen population is essential for effective use or rotation of R genes in blackleg management by canola growers..

\$91,666.67
ALBERTA CANOLA
CONTRIBUTION

Funding Partners:
MCGA | SaskCanola

ACPC 99-MD17

A ROUTE TO MULTI-PRODUCT OLEOCHEMICAL PRODUCTION IN ALBERTA

RESEARCHER: U of A Dr. Curtis

This project will demonstrate the manufacturing feasibility of new generations polyols from canola and other plant oils at the pilot plant scale. It will refine processes and establish scalable operations that will be able to produce bio based polyols over a large range of applications.

46%

\$258,000
ALBERTA CANOLA
CONTRIBUTION

\$558,500
TOTAL PROJECT
COST

ACPC 101-AR17

**FIELD EVALUATION OF A VALUABLE GER-
MPLASM RESOURCE DESIGNED TO DISSECT
COMPLEX TRAITS IN BRASSICA NAPUS (THE
NESTED ASSOCIATION MAPPING POPULATION)**

RESEARCHER: AAFC Dr.Vail

Supporting the Alberta based sites of the spring Brassica napus Nested Association Mapping (NAM) population, which is a public genetic resource used by genetic developers and researchers..

\$15,000.00
ALBERTA CANOLA
CONTRIBUTION

Funding Partners:
MCGA | SaskCanola

GROWER RELATIONS & EXTENSION

CHAIR: DALE UGLEM

COMMITTEE: JOHN GUELLY, JOHN MAYKO,
CALE STADEN, GREG SEARS

The Alberta Canola Producers are committed to providing access to agronomy, marketing and management information that will help all canola growers increase their long term profitability.

Alberta Canola has a comprehensive program to engage growers through strategic communications and valuable learning opportunities. Partnering with other agricultural organizations at a national, provincial and regional level is a fundamental component of the grower relations and extension program.

GROWER COMMUNICATIONS ALBERTACANOLA.COM

Alberta Canola's website is canola growers source for agronomy, marketing and management information along with information on the goals and activities of the Commission. 5,101 external links have been clicked to resources and partner information, and resources have been downloaded 1000+ times.

60,000

Approx. site users.
The number of users, plus page views, increases every year.

45%

Increase of users
visiting the site from a
mobile device.



FUN FACTS

Social media is one of our primary communications tools, and Twitter and Facebook are our main platforms. This year, we noticed significant increase in Facebook vs twitter usage.

ALBERTACANOLA.COM STATS

MOST POPULAR PAGE

Event Listings

MOST POPULAR POSTS

Connects Posts

5,101 External Links Clicked

1000+ Resources Downloaded



SOCIAL REFERRALS 2015-16

 TWITTER 49%

 FACEBOOK 49%

SOCIAL REFERRALS 2016-17

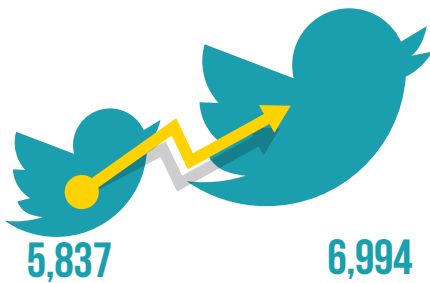
 TWITTER 35%

 FACEBOOK 65% (UP 32%)



SOCIAL MEDIA

The [@albertacanola](#) twitter was used to deliver timely agronomic and event information to farmers and to interact with them.



20% INCREASE IN TWITTER FOLLOWERS



72% INCREASE IN FACEBOOK PAGE

192 POSTS REACHED A TOTAL REACH OF
222,835 (UP 82% FROM LAST YEAR)

ELECTRONIC NEWSLETTERS

Subscribers receive media releases from the Alberta Canola Producers along with the Alberta Canola Connections which provides information on agronomy, marketing and management resources. Event evaluations consistently show that the electronic newsletters are the number one way that attendees learn about the events.

LIST GROWTH

2,948 to **3,578** (up 21%)

A newsletter customized for each of Alberta Canola's twelve regions is mailed to every grower in Alberta each November. The newsletter contains an invitation to the regional event – the local Powering Your Profits Tour event.

CANOLA DIGEST

Alberta Canola partners with SaskCanola, the Manitoba Canola Growers Association and the Canola Council of Canada to provide 4 issues of the award winning Canola Digest to all canola growers in Alberta.

The 4th Annual edition of the science digest was sent to all growers in Alberta in the fall. This advertising-free issue highlights the research that Alberta Canola has invested research dollars in.

KEY EXTENSION EVENTS

POWERING YOUR PROFITS

In November-December, each of Alberta Canola's twelve directors hosted a Powering Your Profits event to provide farmers with information on growing canola, marketing canola and farm management. The meetings also provide growers with the opportunity to learn about Alberta Canola's activities, to review the Alberta Canola budget, to provide feedback and to give input.

"Excellent meeting with thought provoking information."

"Great job! I will definitely be there again next year. Great topics, very informative and entertaining speakers, and it wasn't too short or too long. The venue and location were great. Thank you, and looking forward to attending again!"

HEDGING EDGE

Alberta Canola and the Alberta Wheat Commission partnered to host a two-day marketing course in Nisku in December. The two-day intensive training session provided attendees with a solid understanding of how to manage price risk and how to implement a marketing plan.

"This was a fantastic course, the information was well organized, relevant, and engaging"

"This course provided the information I need to work with a professional and understand the recommendations and strategy."

FARMTECH CONFERENCE

Alberta Canola is a host of the FarmTech Conference along with Alberta Barley, Alberta Pulse Growers, Alberta Seed Growers Association and the Alberta Wheat Commission. FarmTech 2017 was held at the Edmonton EXPO Centre and attracted a crowd of over 2,000 delegates.

CANOLAB

canoLAB is an indoor diagnostic event co hosted by Alberta Canola and the Canola Council of Canada. The two-day event is a hands-on learning experience featuring leading researchers and agronomists with participants learning in a small group setting. The 2017 event was held at Lakeland College in Vermilion during February.

The Alberta Canola Annual General Meeting is held during the event. Agronomy, marketing, and farm management are key components of the agenda incorporated with the business meeting.

“This was my first canoLAB and it was a very well run event. The variety of topics were excellent and each instructor was very knowledgeable in their field.”



MAKING THE GRADE

Alberta Canola, Alberta Barley, the Alberta Wheat Commission and the Alberta Pulse Growers hosted a one-day hands-on grain grading course for farmers in July at Olds College. Participants rotated through sessions where they learned how each commodity is graded and the agronomic factors that can affect their grades.

SCIENCE-O -RAMA

Alberta Canola held a research update in April that was hosted by Murray Hartman, the Provincial Oilseed Specialist. The event held in Lacombe showcased current research work that is being funded by Alberta Canola and provided an opportunity for growers and agronomists to discuss the projects.

“I left with a much better understanding of how my canola should be graded at the elevator”

“I have always said if I learn 2 or 3 new things by attending a meeting it was worthwhile to attend. Well, looking at my notes this event was well worth the time spent being there!”



CANOLA LEADERS

In March, Alberta Canola hosted a leadership course for young farmers from across Alberta. The two day event introduced future agricultural leaders to four key topics: strategic thinking, governance, policy and communications.

LEADING EDGE

Alberta Canola hosted a two-day farm management workshops in Red Deer in February. The delegates that attended the Leading Edge Farm Management conference had unprecedented access to some of Alberta's top farm financial management advisors, accountants and lawyers.

“Thank you very much for the opportunity to join you at Alberta Canola Leadership Course. A conference like this encourages us to become involved in the ag industry beyond the operation of our own farms, and stresses the importance of developing strong young leaders in our industry.”

“Best succession and tax planning workshop I have ever attended”

“The evening session was worth the entire 2 days worth of education. The openness and willingness of your speakers to answer questions and address specific issues for people is absolutely invaluable.”



CANOLA PALOOZA

The third annual canolaPALOOZA was held at the Lacombe Research and Innovation Centre in Lacombe in June. canolaPALOOZA is hosted by Alberta Canola, the Canola Council of Canada and Agriculture & Agri-Food Canada.

The event featured western Canada's top researchers and leading agronomists leading over 700 participants through dozens of diagnostic plots. Interactive, self-paced learning in a carnival atmosphere makes canolaPALOOZA the most unique agronomy event of the summer.

“This was an excellent event, one that I am going to try and attend every year..”

“Amazing event! Best part of canolaPALOOZA is the wealth of knowledge the instructors have to share. The more fun they have, the more fun we have. Great learning opportunity. Coming next year!”

SPONSORSHIPS & PARTNERSHIPS

FARM MANAGEMENT CANADA

Alberta Canola signed a strategic alliance agreement to support Farm Management Canada financially and to work cooperatively to provide Alberta Growers with greater access to the tools needed to advance their farm management skills.

SPRAYERS 101

Alberta Canola sponsors the sprayers101.com website which provides growers with the knowledge and resources for best practices in the safe, efficient and effective operation of agricultural sprayers.

CANOLA SCHOOL

Alberta Canola along with SaskCanola and the Manitoba Canola Growers sponsor the Real Agriculture Canola School. 30 Canola School videos are produced each year and are posted on the Alberta Canola and Real Agriculture websites.

BEGRAINSAFE

The Canadian Agricultural Safety Association is developing a Grain Safety Program. The heart of this program includes building a mobile demonstration unit which can function as both a grain entrapment demonstration unit and a rescue training unit. Alberta Canola provides sponsorship for this important initiative.

APPLIED RESEARCH ASSOCIATIONS

Alberta Canola provides funding for extension programs to Farming Smarter, Smoky Applied Research And Demonstration Association (SARDA), Mackenzie Applied Research Association (MARA), Battle River Research Group (BRRG), Chinook Applied Research Association (CARA), Gateway Research Organization (GRO), Lakeland Agricultural Research Association (LARA), North Peace Applied Research Association (NPARA), and Peace Country Beef & Forage Association (PCBFA).

CONFERENCE & EVENT SPONSORSHIP

AlbertaCanola provides sponsorship each year to support events including the Agronomy Update, Western Forum on Pest Management, Plant Pathology Society of Alberta Conference, Farming Smarter Conference, Peace Agronomy Update, Ag-Excellence Conference, and the Alberta Beekeepers Summer Field Day.

MARKET DEVELOPMENT & PROMOTION

COMMITTEE CHAIR: DENIS GUINDON

COMMITTEE: MIKE AMMETER, DAN DOLL, KEVIN SERFAS, CALE STADEN, GREG SEARS

- Maintain existing canola markets and increase the demand for canola.
- Identify and promote market opportunities and new uses for canola.
- Expand awareness of agriculture, canola production and its role in society.



1002

CLASSROOMS INTERACTIONS
IN THE FIRST 5 MONTHS OF 2017.

\$400,000

IN SUPPORT OF CHASE SUPERMAN DUFFY
BOOKS FOR ELEMENTARY SCHOOLS.

6,000

AGRICULTURALLY EDUCATIONAL BOOKS RECEIVED BY STUDENTS AT AGGIE DAYS

As a proud supporter of the Classroom Agriculture Program, Alberta Canola helped 1002 Grade 4 Alberta classrooms interact with an agriculture presentation in the first 5 months of 2017.

More than \$400,000 was received by Alberta Canola in support of the 16 English and 9 French curriculum-relevant Chase Superman Duffy books to be used by Alberta elementary schools.

In Calgary alone, students will have received over 6000 of the agriculturally educational books at one event alone – Aggie Days at Calgary Stampede.

“The presentation was relevant to our class particularly as apprentices who are beginning to understand and appreciate the role of farmers and producers in all that we do as home chefs.” - Teacher



Since 2014, core canola uses by consumers in Ontario increased by 20%.

- Kyntec (formerly Ipsos) research data



8 125 LITRES of canola oil were used at Taste of Edmonton where Alberta Canola was a lead sponsor.



The Alberta Export Awards celebrate excellence in exporting innovation and identifies top exporting businesses and individuals that are furthering the important role of exporting within the Canadian economy. In 2016, Alberta Canola won this award in the Leadership category.

ALBERTA CANOLA WAS ALSO INVOLVED IN THE FOLLOWING ALBERTA ACTIVITIES:

SKILLS ALBERTA

HPEC/GEOEC: Health & Physical Education Council/Global, Environmental & Outdoor Education Council

CLASSROOM AGRICULTURE PROGRAM

CANOLAPALOOZA

LACOMBE BEEWISE

INNISFAIL AG SOCIETY SCHOOL DAYS

DRAYTON VALLEY ELEMENTARY SCHOOL PRESENTATIONS

CALGARY STAMPEDE: AG IN THE CITY

TOMATO EXTRAVAGANZA

SUSTAINIVAL LETHBRIDGE & EDMONTON

CANOLA GIVES BACK

Beyond its regular support for groups and organizations involved in agriculture, food, and promoting health and wellness, Alberta Canola sponsors Canola Gives Back. This program allows each Alberta Canola director and staff member to choose a charity or non-for-profit organization to which they would like to donate \$500.

SCHOLARSHIPS

Alberta Canola has four active scholarships at the University of Alberta:

ALBERTA CANOLA PRODUCERS COMMISSION AWARD

AWARDED TO:

B.Sc. student in Nutrition and Food Science or Agricultural /Food Business Management showing leadership by way of involvement in extracurricular activities.

AMOUNT : \$1,000 ANNUALLY

ALBERTA CANOLA PRODUCERS GRADUATE AWARD IN CANOLA PRODUCTION

AWARDED TO:

Full time graduate students or post-doctoral fellows conducting research on canola production.

AMOUNT : \$10,000 ANNUALLY

ALBERTA CANOLA PRODUCERS LEADERSHIP AWARD IN COMMUNICATION

AWARDED TO:

B.Sc. student in the Agricultural/Food Business Management program based on extracurricular activities relating to marketing, public engagement and communication in the agriculture and food industries.

AMOUNT : \$1,000 ANNUALLY

THE DR. BRUCE JEFFERY CANOLA TRAVEL AWARD

AWARDED TO:

Students presenting canola related research at international conferences and seminars.

AMOUNT : \$1,000 ANNUALLY

EXHIBITIONS

Canola! Seeds of Innovation

In 2017, we celebrated 50 years of innovation in the canola and 150 years of innovation for Canada. In recognition of this important milestone, the canola industry teamed up with the Canada Agriculture and Food Museum in Ottawa to share canola's innovation story. On July 1st, 2017, the Canada Agriculture and Food Museum introduced its guests to a new feature exhibition called "Canola! Seeds of Innovation". The exhibition will help museum guests experience and learn about the history, science, production, nutrition, and economic impacts of this amazing Canadian story of agriculture innovation.

Canola: A Story of Canadian Innovation

A travelling canola exhibition Canola: A Story of Canadian Innovation was revealed in March 2017, and has since travelled through parts of Manitoba, including the Winnipeg airport; and Alberta, including the Calgary Stampede at our Alberta Canola display. The 3-piece exhibit will continue touring across Canada for the next five years.

Journey 2050

Journey 2050 is an agriculture inquiry based learning program that challenges participants to answer the question "How will we sustainably feed 9 billion people by the year 2050?" by playing interactive games such as realistic farm simulations. Alberta Canola funds this program collaboratively with like-minded partners like the Calgary Stampede, 4-H Canada, Ag for Life, Agrium, Agriculture in the Classroom and more.



CANOLA EAT WELL

CanolaEatWell.com is about inspiring people in the kitchen and connecting them to the farm with Canada's oil, canola oil.

Eat Well engages and informs people through activities such as:

- Partnering with dietitians and chefs to create interesting, healthy recipes shared on the blog, social media, and through media channels
- A series of #canolaconnect speaker events and blog posts that discuss the science of GMOs, food processing, pesticides and other topics connected to food and science



www.CanolaEatWell.com

- Hosting educational events for media and influencers such as Canola Camp to help people connect with farmers and learn about how food is grown


CanolaEatWell.com is a joint partnership between Alberta Canola, Manitoba Canola Growers and SaskCanola.

ALBERTA CANOLA SENDS BEST WISHES TO VALUED EMPLOYEE **SIMONE DEMERS-COLLINS**



After nearly 30 years of working for canola growers in Alberta and Canada, Simone Demers-Collins has retired. In promoting the canola industry, Simone was an educator at heart and worked from small towns in Alberta to global stages around the world. From schoolchildren to award winning chefs, Simone has worked with thousands spreading information about our agricultural industry and her passion for it.

Thank you, Simone, for your love of our industry and all you have done for it. Best wishes for your future.

A tall stack of golden-brown pancakes is shown on a plate. The pancakes are stacked high, with some syrup visible between the layers. The background is a warm, yellowish-gold color. A black-bordered text box is centered over the stack of pancakes.

**OVER 460 LITERS
OF CANOLA OIL ARE
USED IN HOSTING
PANCAKE BREAKFASTS
DURING THE 10 DAYS
OF THE FAMOUS
CALGARY STAMPEDE.**

GOVERNMENT & INDUSTRY AFFAIRS

COMMITTEE CHAIR: KEVIN SERFAS

COMMITTEE: MIKE AMMETER, RENN BREITKREUZ, DAN DOLL, BRIAN HILDEBRAND, GREG SEARS

The Government and Industry Affairs Committee supports Alberta Canola's mandate to advise governments on matters concerning the canola industry. With ever-changing local, provincial, national, and international issues, advocacy and adaptive policies have a significant impact on the long-term profitability of our Alberta canola farmers.

GOALS

- 1) Keep the Alberta Canola Board current on issues affecting the canola industry
- 2) Keep governments informed about issues affecting the canola industry
- 3) Keep policy content current to support all Alberta Canola activities and provide information to our national and provincial canola partners

GOVERNMENT RELATIONS:



Chops & Crops: an Alberta Grown Reception:

Nine provincial crop and livestock commissions co-host an annual reception that brings farmer directors, industry stakeholders, MLAs, and public servants together to promote Alberta's agriculture industry and highlight opportunities and challenges shared by our organizations while showcasing the safe, sustainable, gourmet food we produce.

Team Alberta Outreach:

Alberta Canola is part of a collaborative approach to advance policy on behalf of the province's four major crop commissions along with Alberta Barley, Alberta Pulse Growers, and the Alberta Wheat Commission.

- 3rd annual joint lobby mission to Ottawa to deliver a unified Alberta perspective on transportation, trade, sustainability, research, and cash ticket deferral.
- Inaugural provincial lobby mission in Edmonton to advocate on the carbon levy and input costs, climate change policies, Growing Forward 2 programs (GF2), and sustainability.

Agri-Environmental Partnership of Alberta (AEPA):

Alberta Canola is a member of AEPA, which includes 24 agriculture and/or environment stakeholders from across government, non-government organizations, and industry. AEPA members work together to proactively address agri-environmental issues (i.e. PMRA Re-evaluation of Neonicotinoids, GF2, Wetland Policy Implementation, water quality, air quality, social licence, land-use planning, ecosystem services, biodiversity, etc.) from a policy perspective.

GOVERNMENT CONSULTATIONS:

Climate Leadership: Alberta Canola participated in the Climate Leadership Plan Agriculture Industry Workshop to provide input into the Government of Alberta's sector-specific elements. We reiterated that Alberta's farmers are among the most environmentally sustainable in the world and how various farming practices provide solutions to mitigate climate change.

Municipal Government Act Review: Alberta Canola has been active in the government consultation process that reviewed changes to assessment and taxation of intensive agriculture operations.

Competition Bureau – Bayer - Monsanto Merger: Alberta Canola participated in the investigation of the Bayer-Monsanto merger that has the potential to significantly reduce competition and stifle innovation for canola farmers.

Pest Management Regulatory Agency (PMRA) Re-evaluation of Neonicotinoid Insecticides: Alberta Canola is aligned with our national groups on issues with PMRA's re-evaluation process; such as, using the best available science, consideration of Canada's agricultural competitiveness, and harmonization with the United State Environmental Protection Agency.

Food Policy for Canada: Working with the broader agriculture industry, we are ensuring the farmer's voice is part of this consultation. A national food policy could affect farmers' competitiveness and

how they farm in the future because of impacts on production practices, the environment, labelling, etc.

Next Agricultural Policy Framework (rebranded to Canadian Agriculture Program): Alberta Canola provided input on program development under the six key priorities: markets and trade; science, research and innovation; risk management; environmental sustainability and climate change; value-added agriculture and agri-food processing; and public trust.

Canadian Grain Commission (CGC) User Fees: \$95 million surplus belongs to the farmers - Advocacy work called for an immediate reduction in user fees collected on exports that are passed back to the farmers in the price they receive for their grain.

NAFTA Roundtable: NAFTA is Canada's most important and longest running Free Trade Agreement and has been integral to the growth of the canola industry. The first priority is maintaining duty-free access for canola seed, oil and meal.

Canada Transportation Act (CTA) Review and extension of the Fair Rail for Grain Farmers Act: Predictable, timely, and efficient rail service is critical for our over \$26.7 billion canola industry. Team Alberta is working with industry partners across the country to resolve many of the long-standing grain handling and transportation challenges, which are critical to canola's future growth.



\$95 Million

surplus was collected by the CGC
in export fees.



\$26.7 Billion

canola industry that counts on the
railway system

INDUSTRY AFFAIRS:

Alberta Farm Sustainability Extension Working Group (AFSE)

The AFSE working group oversees the extension program aimed to increase awareness and uptake of on-farm sustainability best practices.

- **AFSE Survey** – a quantitative study that benchmarked the readiness of Alberta farmers to participate in international sustainability programs.
- **Online Web Platform** – a sustainability hub for the cropping sector giving farmers access sustainable sourcing resources and self-assessment tool.

Crop Sector Working Group (CSWG)

Alberta Canola is a member of CSWG, which includes many of Alberta's farmer-directed cropping organizations. CSWG members work together to proactively address agri-environmental initiatives and issues affecting the crop sector (e.g. agricultural plastics recycling, Alberta Water Council, Bow River Phosphorus Management Plan, Ecosystem Services Advisory Committee, etc.).



Pollinator Health: Alberta Canola continues to work with the national canola organizations to maintain the mutually beneficial relationship between the canola and honey industries. Canola production practices are bee-friendly practices.

Ad hoc Coalition on Carbon Offset Solutions (now a new society named Biological Carbon Canada)

It's role is to facilitate solutions to reduce carbon in the biological sector (agriculture, forests, wetlands and municipal wastes) that are cheaper, easier and founded in science through investment in research, communications, and verification systems.

Alberta Environmental Farm Plan (AEFP) Advisory Committee:

Alberta Canola provides guidance and advice to the future of the AEFP program dedicated to enhancing the stability and profitability of agriculture in Alberta.

Canadian Agricultural Human Resources Council (CAHRC)

Partnership: This partnership was established to improve the labour situation within Canada's agricultural and agri-food industry.

Fair Grading Practices Working Group:

This is an Ad Hoc CCGA Marketing Committee created to explore issues relating to Alberta Canola's 2016 AGM Resolution on grain grading and dockage.

Alternative & Renewable Fuels:

Alberta Canola, CCGA, and the Canola Biodiesel Working Group advocates for an expansion of Alberta's Renewable Fuel Standard (RFS) for renewable diesel from 2% to 5% by 2020 and enhancement of performance standards (e.g. GHG reductions and renewable biomass).

Keep It Clean Program: Canada exports over 90% of our canola production, so Canadian farm practices must align with our customers' requirements for pesticide use, storage, disease management, and varieties.

GOVERNANCE & FINANCE COMMITTEE

COMMITTEE CHAIR: RENN BREITKREUZ

COMMITTEE: MIKE AMMETER, JOHN MAYKO, JOHN GUELLY,
DALE UGLEM, GREG SEARS

The Governance and Finance Committee provides accountability to Alberta's canola growers through monitoring the administration and program expenditures and reviewing the governance activities of the Board. The audited financial statements are included in this annual report.

SERVICE CHARGE REVENUE

Revenue from service charge collected was \$6.3 million dollars, 21 percent more than the \$5.2 million which was estimated in the fall of 2016 after harvest which saw several hundred thousand acres of crop unharvested due to early winter conditions. Average annuals yield of those acres finally harvested were substantially higher than estimated and increased farmer deliveries at the end of the crop year.

OFFICE ADMINISTRATION

Expenditures for the office administration were 14 percent of total expenditures and expenses related to the Board of Directors represented 4 percent of total expenditures. Increased Director participation in activities surrounding government relations were the main reason there was an increase in this area.

GOVERNMENT AND INDUSTRY AFFAIRS

Expenditures in this area were 4.5 percent of total, increased from last year due to increased project work in farm sustainability extension and increased activity in the Crop Sector Working Crop that Alberta Canola administers.

GROWER RELATIONS & EXTENSION

The Grower Relations and Extension budget was 16 percent of total expenses and reflects the Board of Directors goal providing educational opportunities for farmers in agronomy, marketing, farm management, leadership development either alone or in cooperation with other groups in Alberta.

MARKET DEVELOPMENT & PROMOTION

The Market Development and Promotion budget ended the year at 15 percent of the total expenditures. Market development research projects were moved to the research committee area and were not included in this budget.

ALBERTA CANOLA EXPENDITURES 2016-2017

CANADA COUNCIL OF CANADA

 \$1,314,290

OFFICE & ADMINISTRATION

 \$869,239

AGRONOMIC RESEARCH & GERMPLASM

 \$1,314,290

MARKET DEVELOPMENT & PROMOTION

 \$969,576

GROWER RELATIONS & EXTENSION

 \$1,015,270

GOVERNMENT & INDUSTRY RELATIONS

 \$283,652

BOARD OF DIRECTORS

 \$262,776

RESEARCH

The canola production research budget represented 23 percent of Alberta Canola expenditures this year. Due to lack of government funding Alberta Canola funded fewer total projects while contributing a higher proportion of total funding.

CANOLA COUNCIL OF CANADA

The annual contribution to the Canola

Council of Canada (CCC) last year was 21 per cent of the total Alberta Canola budget. This contribution is used by the CCC to fund its operations and programs in research coordination, product promotion, international market development, government advocacy and grower extension programs. The \$0.23/tonne levy is based the net tonnage the ACPC collected its service charge from previous fiscal year.



Independent Auditors' Report

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To the Board of Directors
Alberta Canola Producers Commission

We have audited the accompanying financial statements of Alberta Canola Producers Commission (the "Commission") which comprise the statement of financial position as at July 31, 2017, and the statements of operations, statement of changes in net assets and statement of cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's responsibility for the financial statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditors' responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparations and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our qualified audit opinion.

Basis for Qualified Opinion

The Commission is dependent upon individual grain companies and other purchasers of canola to report to the Commission the service fee levies collected from producers. Accordingly, verification of these revenues was limited to the amounts recorded in the records of the Commission. Therefore, we were not able to determine whether any adjustments might be necessary to service fee revenues, excess of revenues over expenses, and cash flows from operations for the years ended July 31, 2017 and 2016, current assets as at July 31, 2017 and 2016 and net assets as at August 1, 2016 and 2015 and July 31, 2017 and 2016.

Our audit opinion on the financial statements for the year ended July 31, 2016 was modified accordingly because of the possible effects of this limitation in scope.

Qualified Opinion

In our opinion, except for the effect of the matter described in the Basis for Qualified Opinion paragraph, the financial statements present fairly, in all material respects, the financial position of the entity as at July 31, 2017 and the results of its financial performance and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.



Chartered Professional Accountants

Camrose, Canada
October 11, 2017

Alberta Canola Producers Commission Statement of Operations

Year ended July 31	2017	2016
Revenues		
Service fee levies	\$ 6,338,781	\$ 6,063,514
Refunds	(366,983)	(349,205)
Membership and public relations	-	1,500
Bank interest	58,296	53,880
Investment income	122,785	124,169
Change in market value of investments	26,752	(20,806)
Project fees	307,180	205,787
Recovery of research expense	78,886	12,359
	<u>6,565,697</u>	<u>6,091,198</u>
Expenses		
General office and administration (Schedule 1)	869,239	815,609
Board of Directors (Schedule 2)	262,776	190,563
Government and industry relations (Schedule 3)	283,652	229,422
Grower relations and extension (Schedule 4)	1,015,270	938,262
Market development (Schedule 5)	969,576	865,491
Research (Schedule 6)	1,441,349	1,330,829
Investment management fees	30,271	30,117
Annual contribution to Canola Council of Canada	1,314,290	1,251,660
Crop Sector Working Group - net (Schedule 7)	-	-
	<u>6,186,423</u>	<u>5,651,953</u>
Excess of revenues over expenses for the year	\$ <u>379,274</u>	\$ <u>439,245</u>

See accompanying notes and schedules to the financial statements.

Alberta Canola Producers Commission

Statement of Financial Position

July 31	2017	2016
Assets		
Current		
Cash	\$ 6,059,921	\$ 5,712,654
Accounts receivable (Note 3)	949,454	696,500
Investments (Note 4)	3,502,128	3,640,862
Prepaid expenses	66,149	62,041
	<u>10,577,652</u>	<u>10,112,057</u>
Capital assets (Note 5)	132,270	180,103
Intangible assets (Note 6)	<u>103,516</u>	<u>103,516</u>
	<u>\$ 10,813,438</u>	<u>\$ 10,395,676</u>
Liabilities		
Current		
Accounts payable and accrued liabilities	\$ 949,173	\$ 680,177
Deferred contributions (Note 7)	<u>282,875</u>	<u>513,383</u>
	<u>1,232,048</u>	<u>1,193,560</u>
Members' Equity		
Unrestricted members' equity	3,441,365	3,263,279
Equity in capital assets	235,786	283,619
Future commitments reserve (Note 8)	1,961,197	1,520,964
Internally restricted reserves (Note 9)	<u>3,943,042</u>	<u>4,134,254</u>
	<u>9,581,390</u>	<u>9,202,116</u>
	<u>\$ 10,813,438</u>	<u>\$ 10,395,676</u>

Approved on behalf of the board




See accompanying notes and schedules to the financial statements.

Alberta Canola Producers Commission
Statement of Changes in Members' Equity

Year ended July 31					2017	2016
	Unrestricted Members' Equity	Equity in Capital Assets	Future Commitments Reserve	Internally Restricted Reserves	Total	Total
Balance, beginning of year	\$ 3,263,279	\$ 283,619	\$ 1,520,964	\$ 4,134,254	\$ 9,202,116	\$ 8,762,871
Excess of revenues over expenses for the year	379,274	-	-	-	379,274	439,245
Transfer to future commitments reserve - net (Note 12)	(182,233)	-	182,233	-	-	-
Interest on internally restricted reserves (Note 9)	(66,788)	-	-	66,788	-	-
Transfer from internally restricted reserves (Note 12)	-	-	258,000	(258,000)	-	-
Amortization of capital assets (Note 12)	47,833	(47,833)	-	-	-	-
Balance, end of year	<u>\$ 3,441,365</u>	<u>\$ 235,786</u>	<u>\$ 1,961,197</u>	<u>\$ 3,943,042</u>	<u>\$ 9,581,390</u>	<u>\$ 9,202,116</u>

See accompanying notes and schedules to the financial statements.

Alberta Canola Producers Commission
Statement of Cash Flows

Year ended July 31	2017		2016
Increase (decrease) in cash and cash equivalents			
Operating			
Excess of revenues over expenses for the year from operations	\$ 379,274	\$	439,245
Items not affecting cash flow			
(Gain) loss on fair value of investments	(26,752)		20,806
Amortization of capital assets	47,833		47,979
	<u>400,355</u>		508,030
Changes in non-cash working capital items			
Accounts receivable	(252,953)		200,207
Prepaid expenses	(4,108)		663
Accounts payable and accrued liabilities	268,996		(618,373)
Deferred contributions	(230,509)		210,406
	<u>181,781</u>		<u>300,933</u>
Investing			
Purchase of capital assets and intangible assets	-		(27,644)
Sale of investments, net	165,486		77,014
	<u>165,486</u>		<u>49,370</u>
Increase in cash for the year	347,267		350,303
Cash and cash equivalents, beginning of year	<u>5,712,654</u>		<u>5,362,351</u>
Cash and cash equivalents, end of year	<u>\$ 6,059,921</u>	\$	<u>5,712,654</u>

See accompanying notes and schedules to the financial statements.

Alberta Canola Producers Commission

Notes to the Financial Statements

July 31, 2017

1. Purpose of the organization

The Alberta Canola Producers Commission was created August 1, 1989. It was created to serve the canola producers of the Province of Alberta by marketing and developing uses for canola. It was established under Alberta's Marketing of Agricultural Products Act and operates under the supervision of the Alberta Agricultural Products Marketing Council. The Commission is a not-for-profit agricultural organization under the Canadian Income Tax Act and, as such, is not taxable.

2. Significant accounting policies

Basis of presentation

The Commission has prepared these financial statements in accordance with Canadian accounting standards for not-for-profit organizations (ASNPO).

Revenue recognition

The Commission follows the deferral method of accounting for contributions.

Service fee levies received from canola producers are unrestricted and recognized in the year they are receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Restricted grants are recognized as revenue in the year in which the related expenses are incurred. Unrestricted grants are recognized in the year in which they are receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Investment income is recognized as revenue as it is earned.

All other revenue are recognized when receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Cash and cash equivalents

Cash and cash equivalents include cash on hand, balances with banks net of outstanding cheques and deposits, and guaranteed investment certificates which are cashable or have original maturities of three months or less.

Investments

The Commission holds investments in certain marketable securities. These investments are quoted in an active market and as a result are carried at fair value. Changes in fair value are recorded in the statement of operations. The Commission records investment transactions on the trade date.

Alberta Canola Producers Commission Notes to the Financial Statements

July 31, 2017

2. Significant accounting policies (continued)

Capital assets

Capital assets are accounted for at cost. Amortization is recorded using the following methods and rates which are intended to amortize the cost of assets over their estimated useful lives.

Computer equipment	straight-line	3 years
Computer software	straight-line	3 years
Equipment	declining balance	30%
Furniture and fixtures	declining balance	20%
Leasehold improvements	straight-line	15 years

When a capital asset no longer has any long-term service potential to the Commission, the excess of its net carrying amount over any residual value is recognized as an expense in the statement of operations. Any write-downs recognized are not reversed.

Intangible assets

Intangible assets are recorded at gross carrying amount. The life of these assets is determined to be indefinite and therefore no amortization is recorded.

Impairment of long-lived assets

The Commission tests for impairment when events or changes in circumstances indicate the carrying amount of an item or class of capital assets or intangible assets may not be recoverable. The recoverability of long-lived assets is based on the net recoverable amounts determined on an undiscounted cash flow basis. If the carrying amount of an asset exceeds its net recoverable amount, an impairment loss is recognized to the extent that fair value is below the asset's carrying amount. Fair value is determined based on quoted market prices where available, otherwise on discounted cash flows over the life of the asset.

Use of estimates

Management reviews the carrying amounts of items in the financial statements at each balance sheet date to assess the need for revision or any possibility of impairment. Many items in the preparation of financial statements in accordance with ASNPO require management's best estimate. Management determines these estimates based on assumptions that reflect the most probable set of economic conditions and planned courses of action. These estimates are reviewed periodically and adjustments are made as appropriate in the year they become known.

Items subject to significant estimates in these financial statements are allowance for uncollectible accounts receivable, amortization of capital assets and the fair value of investments.

Financial instruments

Initial measurement

The Commission's financial instruments are measured at fair value when issued or acquired. For financial instruments subsequently measured at cost or amortized cost, fair value is adjusted by the amount of the related financing fees and transaction costs. Transaction costs and financing fees relating to financial instruments that are measured subsequently at fair value are recognized in operations in the year in which they are incurred.

Alberta Canola Producers Commission Notes to the Financial Statements

July 31, 2017

2. Significant accounting policies (continued)

Financial instruments (continued)

Subsequent measurement

At each reporting date, the Commission measures its financial assets and liabilities at amortized cost, except for investments quoted in an active market, which must be measured at fair value. All changes in fair value of the Commission's investments quoted in an active market are recorded in the statement of operations. The financial instruments measured at amortized cost are cash, accounts receivable, accounts payable and accrued liabilities.

For financial assets measured at amortized cost, the Commission regularly assesses whether there are any indications of impairment. If there is an indication of impairment, and the Commission determines that there is a significant adverse change in the expected timing or amount of future cash flows from the financial asset, it recognizes an impairment loss in the statement of operations. Any reversals of previously recognized impairment losses are recognized in operations in the year the reversal occurs.

3. Accounts receivable

	2017	2016
Service fee levies and other funding	\$ 794,454	\$ 561,500
Crop Sector Working Group	<u>155,000</u>	<u>135,000</u>
	<u>\$ 949,454</u>	<u>\$ 696,500</u>

4. Investments

	2017	2016
Cash and short term securities (cost - \$88,965)	\$ 88,972	\$ 88,225
Fixed income fund (cost - \$2,705,955)	2,662,397	2,811,718
Equities fund (cost - \$644,581)	<u>750,759</u>	<u>740,919</u>
	<u>\$ 3,502,128</u>	<u>\$ 3,640,862</u>

5. Capital assets

	Cost	Accumulated Amortization	2017 Net Book Value	2016 Net Book Value
Equipment	\$ 156,633	\$ 156,392	\$ 241	\$ 345
Furniture and fixtures	225,007	166,682	58,325	72,905
Computer equipment	107,603	84,299	23,304	52,253
Computer software	839	839	-	-
Leasehold improvements	<u>63,698</u>	<u>13,298</u>	<u>50,400</u>	<u>54,600</u>
	<u>\$ 553,780</u>	<u>\$ 421,510</u>	<u>\$ 132,270</u>	<u>\$ 180,103</u>

Alberta Canola Producers Commission Notes to the Financial Statements

July 31, 2017

6. Acquired intangible assets

	2017 Gross Carrying amount	2016 Gross Carrying amount
Unamortized intangible assets		
Website development	\$ <u>103,516</u>	\$ <u>103,516</u>

7. Deferred contributions

Deferred contributions represent unspent resources externally restricted for various purposes and restricted operating funding received in the current period that is related to the subsequent period. The deferred contribution balances at the end of the year are as follows:

	2017	2016
Sustainability project	217,962	258,099
Crop Sector Working Group	<u>64,913</u>	<u>255,284</u>
	<u>\$ 282,875</u>	<u>\$ 513,383</u>

8. Future commitments reserve

The Commission has internally restricted reserve funds for all the future commitments it has for the various projects it funds relating to canola research and development and market development. These internally restricted amounts are not available for other purposes without approval of the board of directors.

9. Internally restricted reserves

The major categories of the internally restricted reserves are as follows:

	2017	2016
Crop failure contingency reserve	\$ 1,000,000	\$ 1,000,000
Future research contingency reserve	2,643,042	2,834,254
Shutdown reserve	<u>300,000</u>	<u>300,000</u>
	<u>\$ 3,943,042</u>	<u>\$ 4,134,254</u>

In 2011 the Commission's board of directors internally restricted \$3,000,000 of unrestricted members' equity to be used for future research purposes and \$1,000,000 of unrestricted members' equity to be held for crop failure contingency purposes. These internally restricted amounts are not available for other purposes without approval of the board of directors.

Any income earned in the Market Research Fund is required to be maintained in that fund. For the year ended July 31 2017, this amount was \$66,788 (2016 - \$64,551).

Alberta Canola Producers Commission

Notes to the Financial Statements

July 31, 2017

10. Commitments

The Commission has entered into various agreements to fund projects relating to canola research and development and market development. The continued funding of these projects is at the board of directors' discretion and is subject to the recipients of the funding meeting the specified terms and conditions of the agreements.

Commitments related to various agronomic research projects are as follows:

2018	\$ 633,451
2019	256,607
2020	111,637
2021	18,333

Commitments related to various genetic research projects are as follows:

2018	\$ 142,428
2019	146,412
2020	148,404

Commitments related to various product and market development research projects are as follows:

2018	\$ 309,040
2019	164,886
2020	30,000

The Commission has a lease agreement for office premises expiring February 28, 2025 with an option to renew, at market rates, for an additional 5 year period ending February 28, 2030. The annual rental costs, not including operating costs over the next ten years are as follows:

2018	\$ 112,000
2019	112,000
2020	117,831
2021	126,000
2022-2025	451,500

In addition to the above noted minimum lease payments, the Commission is also obligated to pay its share of operating costs, which fluctuate year to year.

The Commission has committed \$NIL (2016 - \$99,613) as a contribution to the Calgary Stampede.

Alberta Canola Producers Commission Notes to the Financial Statements

July 31, 2017

11. Financial instrument risks

The Commission's main financial instrument risk exposure is detailed as follows:

Credit risk

Credit risk is the risk that one party to a financial instrument will cause a financial loss for the other party by failing to discharge an obligation. The Commission's main credit risks relate to its accounts receivable. Management's opinion is that the Commission is not exposed to significant risk.

Liquidity risk

The Commission's liquidity risk represents the risk that the Commission could encounter difficulty in meeting obligations associated with its financial liabilities, specifically its accounts payable. Management's opinion is that the Commission is not exposed to a significant amount of liquidity risk with respect to its accounts payable.

Interest rate risk

Interest rate risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market interest rates. The Commission is exposed to interest rate risk on its investments in fixed income funds. Fixed rate instruments subject the Commission to a fair value risk.

Other price risk

The Commission is exposed to other price risk on investments in equities quoted in an active market since changes in market prices could result in changes in the fair value of these instruments.

12. Inter-fund transfers

In 2017, the Commission transferred a net of \$47,833 (2016 - \$20,334) to Unrestricted Members' Equity from Equity in Capital Assets for amortization expense for the year. The Commission transferred a net amount of \$182,233 (2016 - \$536,508) from Unrestricted Members' Equity to the Future Commitments Reserve in order to fund research projects. The Commission transferred \$258,000 (2016 - \$NIL) from Internally Restricted Reserves to Future Commitments Reserve.

13. Comparative figures

Comparative figures have been restated to conform to changes in the current year presentation.

Alberta Canola Producers Commission

Schedule 1 to 6 - Expenses

Year ended July 31	2017	2016
Schedule 1 - General office and administration expenses		
Salaries, wages and benefits	\$ 507,567	\$ 465,932
Rental	175,471	156,083
Office	49,047	46,741
Professional fees	24,511	22,925
Amortization	47,833	47,979
Telephone, fax and internet	41,747	49,302
Moving costs	-	960
Insurance	6,652	7,200
Repairs and maintenance	7,889	8,963
Dues and memberships	6,331	6,199
Interest and bank charges	2,191	3,325
	<u>\$ 869,239</u>	<u>\$ 815,609</u>
Schedule 2 - Board of Directors expense		
Directors and management expenses	\$ 152,201	\$ 108,202
Director fees	110,575	82,361
	<u>\$ 262,776</u>	<u>\$ 190,563</u>
Schedule 3 - Government and industry relations		
Government affairs - directors' fees	\$ -	\$ 6,863
Professional fees and expenses	102,629	105,182
Government and industry affairs	180,201	117,377
International trade	822	-
	<u>\$ 283,652</u>	<u>\$ 229,422</u>
Schedule 4 - Grower relations and extension		
Director's fees and expenses	\$ -	\$ 20,385
Grower communications	116,738	127,143
Staffing and expenses	127,706	134,224
Canola Council Extension	199,126	203,641
Extension events and programming	410,459	317,734
Program planning	-	11,300
Sponsorship and extension support	161,241	123,835
	<u>\$ 1,015,270</u>	<u>\$ 938,262</u>
Schedule 5 - Market development and promotion		
Market development goals	\$ 681,248	\$ 605,806
Committee and managers expenses	2,081	5,575
Professional fees	286,247	251,547
Committee directors' fees	-	2,563
	<u>\$ 969,576</u>	<u>\$ 865,491</u>
Schedule 6 - Research and development		
Research and development programs	\$ 1,441,349	\$ 1,316,912
Committee fees and expenses	-	13,917
	<u>\$ 1,441,349</u>	<u>\$ 1,330,829</u>

Alberta Canola Producers Commission
Schedule 7 - Operations for Crop Sector Working
Group

Year ended July 31	2017	2016
Revenues		
Contributions	\$ <u>30,371</u>	\$ <u>34,034</u>
	<u>30,371</u>	<u>34,034</u>
Expenses		
Conference and meetings	4,483	2,849
Wages	<u>25,888</u>	<u>31,185</u>
	<u>30,371</u>	<u>34,034</u>
Excess of revenues over expenses for the year	\$ <u>-</u>	\$ <u>-</u>

GENERAL STATISTICS

**TABLE 1: SUMMARY OF PRODUCERS, SERVICE CHARGES AND REFUNDS
BY REGION FOR 2016-17 CROP YEAR**

region	total # of producers	total service charges received	number of producers refunded	total service charges refunded	% of producers refunded	% of service charges refunded
1	689	\$358,686	39	\$43,503	5.7%	12.1%
2	676	\$458,966	44	\$26,263	6.5%	5.7%
3	445	\$336,487	33	\$30,354	7.4%	9.0%
4	1,453	\$579,999	85	\$57,931	5.8%	10.0%
5	1,400	\$574,471	55	\$36,981	3.9%	6.4%
6	736	\$175,876	6	\$4,482	0.8%	2.5%
7	1,289	\$448,066	17	\$10,985	1.3%	2.5%
8	1,733	\$798,918	15	\$12,921	0.9%	1.6%
9	1,006	\$697,762	25	\$34,285	2.5%	4.9%
10	1,147	\$600,608	26	\$24,813	2.3%	4.1%
11	1,820	\$836,214	78	\$70,126	4.3%	8.4%
12	702	\$393,149	22	\$10,525	3.1%	2.7%
other*	313	\$89,991	0	\$0	0.0%	0.0%
Total	13,409	\$6,349,193	445	\$363,169	3.3%	5.7%

*other includes producers with mailing addresses that are within major urban centres or outside of Alberta.

**TABLE 2: SUMMARY OF PRODUCERS, SERVICE CHARGES AND REFUNDS
BY CROP YEAR**

year	total # of producers	total service charges received	number of producers refunded	total service charges refunded	% of producers refunded	% of service charges refunded
2016-17	13,409	\$6,349,163	445	\$363,169	3.3%	5.7%
2015-16	14,188	\$6,072,902	438	\$339,283	3.1%	5.6%
2014-15	14,219	\$5,778,185	409	\$317,333	2.9%	5.5%
2013-14	15,274	\$5,503,904	392	\$317,439	2.6%	5.8%
2012-13	15,580	\$5,017,534	424	\$317,365	2.7%	6.3%

TABLE 3: HARVESTED CANADIAN CANOLA ACRES (THOUSANDS OF ACRES)

Year	Alberta	Sask.	Manitoba	B.C.	Ontario	Quebec	Total
2008	5,170	7,650	3,080	50	55	47	16,052
2009	4,900	7,850	3,200	72	50	30	16,102
2010	5,500	8,125	3,110	100	80	31	16,946
2011	5,970	9,850	2,720	85	88	41	18,754
2012	6,550	11,400	3,550	120	74	41	21,744
2013	6,180	10,600	3,175	100	60	38	20,160
2014	6,725	10,650	3,075	104	32	32	20,618
2015	6,180	11,100	3,130	90	35	29	20,564
2016	5,850	11,100	2,950	86	39	36	20,061
2017(p)	6,900	12,600	3,150	92	45	37	22,824
5 Year Avg	6,367	11,210	3,096	94	42	34	20,845
10 Year Avg	5,993	10,093	3,114	90	56	36	19,383

Source: Statistics Canada CANSIMTable 001-0017 as posted October 26, 2017 (p) Projected September 2017

TABLE 4: CANADIAN CANOLA PRODUCTION (THOUSANDS OF TONNES)

Year	Alberta	Sask.	Manitoba	B.C.	Ontario	Quebec	Total Canada
2008	4,323	5,629	2,576	32	50	35	12,645
2009	3,629	6,260	2,892	50	45	24	12,898
2010	4,740	5,693	2,216	40	76	25	12,789
2011	5,348	7,348	1,746	56	74	36	14,608
2012	5,097	6,486	2,100	83	61	33	13,869
2013	6,169	9,179	3,026	89	50	34	18,551
2014	5,797	7,972	2,511	72	31	28	16,410
2015	5,851	9,537	2,858	71	34	26	18,377
2016	6,158	10,682	2,608	82	37	34	19,601
2017 (p)	6,807	9,745	3,008	74	42	32	19,708
5 Year Avg	6,156	9,423	2,802	78	39	31	18,529
10 Year Avg	5,392	7,853	2,554	65	50	31	15,946

Source: Statistics Canada CANSIMTable 001-0017 as posted October 26, 2017 (p) Projected September 2017

TABLE 5: CANADIAN CANOLA YIELD (BUSHEL PER ACRE)

Year	Alberta	Sask.	Manitoba	B.C.	Ontario	Quebec	Total Canada
2008	36.9	32.4	36.9	28.0	40.0	32.9	34.7
2009	32.7	35.1	39.8	30.6	39.4	34.9	35.3
2010	38.0	30.9	31.4	17.5	41.6	35.7	33.3
2011	39.5	32.9	28.3	29.1	36.9	38.9	34.3
2012	34.3	25.1	26.1	30.4	36.5	35.7	28.1
2013	44.0	38.2	42.0	39.1	36.7	39.3	40.6
2014	38.0	33.0	36.0	30.5	43.1	37.7	35.1
2015	41.7	37.9	40.3	34.7	42.9	39.7	39.4
2016	46.4	42.4	39.0	41.9	41.9	41.3	43.1
2017 (p)	43.5	34.1	42.1	35.7	41.5	37.5	38.1
5 Year Avg	42.7	37.1	39.9	36.4	41.2	39.1	39.3
10 Year Avg	39.0	34.0	35.9	31.8	39.7	37.7	35.9

Source: Statistics Canada CANSIMTable 001-0017 as posted October 26, 2017 (p) Projected September 2017

A blue tractor is parked in a field, with a teal overlay covering the entire image. The tractor is the central focus, with its front wheel and part of the engine visible. The background shows a vast, flat landscape under a cloudy sky.

**“I HOPE THAT YOU
HAVE ALL MADE IT
THROUGH THIS PAST
GROWING SEASON
WITH RENEWED
ENERGY AND OPTIMISM
FOR THE INDUSTRY
AND LIFE THAT WE
CALL FARMING.”**

- GREG SEARS, CHAIR

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Mike Ammeter, John Guelly, John Mayko, Dale Uglem, Greg Sears

AGRONOMIC RESEARCH

Committee Chair: John Guelly
John Mayko, Brian Hildebrand, Dale Uglem, Greg Sears

GROWER RELATION & EXTENSION

Committee Chair: Dale Uglem
John Guelly, John Mayko, Cale Staden, Greg Sears

MARKET DEVELOPMENT

Committee Chair: Denis Guindon
Mike Ammeter, Dan Doll, Kevin Serfas, Cale Staden, Greg Sears

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