

# ANNUAL REPORT 17/18





# OUR MISSION

TO SUPPORT THE LONG-TERM SUCCESS OF

CANOLA FARMERS IN ALBERTA.

# OUR VISION

TO BE LEADERS IN AGRICULTURE.

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# REGIONS & BOARD OF DIRECTORS

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## REGION 1



**DAN DOLL**  
Fairview, AB

## REGION 2



**ANDRE HARPE**  
Valhalla Centre, AB

## REGION 3



**DENIS GUINDON**  
Falher, AB

## REGION 4



**JOHN MAYKO**  
Mundare, AB

## REGION 5



**JOHN GUELLY**  
Westlock, AB

## REGION 6



**RENN BREITKREUZ**  
Onoway, AB

## REGION 7



**MIKE AMMETER**  
Sylvan Lake, AB

## REGION 8



**IAN CHITWOOD**  
Airdrie, 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 COMMISSION

# 28<sup>TH</sup> ANNUAL GENERAL MEETING

JANUARY 30, 2018 | EDMONTON EXPO CENTER

1

## Call to Order

Chair Sears opened the meeting at 14:48 by welcoming growers and guests.

3

## Approval of Minutes of 27<sup>th</sup> Annual General Meeting

Corrections were made in the "Introduction of Directors" section clarifying which Directors were present at the meeting.

**MOTION:** DARYL TUCK/  
JOHN GUELLY moved to approve  
the minutes as corrected.  
**CARRIED**

4

## Introduction of Alberta Canola Directors

Chair Sears introduced all current Alberta Canola Directors by Region:

**Region 1:** Dan Doll,  
**Region 2:** Greg Sears,  
**Region 3:** Denis Guindon,  
**Region 4:** John Mayko,  
**Region 5:** John Guelly,  
**Region 6:** Renn Breitreuz,  
**Region 7:** Mike Ammeter,  
**Region 8:** Steve Marshman,  
**Region 9:** Kevin Serfas,  
**Region 10:** Cale Staden,  
**Region 11:** Dale Uglem,  
**Region 12:** Brian Hildebrand.

2

## Approval of Agenda

**MOTION:** MIKE AMMETER/  
DAN DOLL moved that the  
agenda be approved as circulated,  
with the power to add if  
required. **CARRIED**

**Attendance:** Board of Directors for Alberta Canola; Alberta Canola Staff; 116 Growers and 106 Non-Growers signed into the meeting

**Chair:** Greg Sears

**Recording Secretary:** Tanya Pidsadowski

### Call for Nominations

General Manager Ward Toma introduced the newly elected Director for Region 2: Andre Harpe from Valhalla Center. Returning for a second three-year term are Region 5 Director John Guelly from Westlock and Region 11 Director Dale Uglem from Bawlf. No nominations were received for Region 8 Director prior to the October 2017 deadline. GM Toma described the geographical parameters of Region 8.

### Second Call for Nominations for Region 8 Director

GM Toma opened the floor for nominations for Region 8 Director. No additional names were presented for nomination.

6

9

5

### Introduction of Alberta Canola Staff

Chair Sears introduced the Alberta Canola Staff: Ward Toma, General Manager; Rick Taillieu, Manager, Grower Relations & Extension; Karla Bergstrom, Manager, Government & Industry Affairs; Tanya Pidsadowski, Public Engagement Coordinator; Cheryl Rossi, Records Administration; Kamilla Sulikowski, Controller; Taylor Bye, Administrative Assistant; Megan Madden, Communications (in absentia); Michelle Chunyua, Communications (in coming).

8

### Committee Reports

A video outlining the vision and various activities of the Alberta Canola committees was played.

7

### First Call for Nominations for Region 8

GM Toma opened the floor for nominations for Region 8 Director.

**MOTION:** CALE STADEN nominated Ian Chitwood from Airdrie to stand for Region 8 Director. Ian Chitwood accepted the nomination.

### Regulatory Review

GMToma explained that a Regulatory Review and Update must be performed every 5 years as is required under the Marketing of Agricultural Products Act. The following regulations are under review:

- Clarify that Alberta Canola can be a member of any organization if it advances the interests of its membership.
- Include a provision for producers who are not currently members as per the Plan Regulation to voluntarily pay service charges to receive the benefits of membership.
- Clarify provisions on filling vacancies by appointment, and tie votes. This clarification is necessary to ensure the best practices of governance are in place and alignment with regulations of other agricultural commissions.
- Establish new timeframe for reviewing the regulation.

**MOTION:** DARYL TUCK/BRIAN TRUEBLOOD moved to approve the presented changes to the Alberta Canola Producers Commission regulations. **CARRIED**

### Third Call for Nominations for Region 8

GMToma opened the floor for nominations for Region 8 Director. No additional names were presented for nomination.

11

13

12

### Resolutions

No resolutions were brought forward for consideration.

10

14

### Administration & Finance Committee

Chair Sears introduced Committee Chair Renn Breitkreuz who is also the Vice Chair of Alberta Canola. The audited revenues, expenses and balance sheet were reviewed by Breitkreuz, along with internally restricted reserves. The 2017-2018 Budget was also presented. Breitkreuz also announced that the Board of Alberta Canola allocated, up to, an additional \$2 million dollars for research. Committee Chair Breitkreuz opened the floor to questions. No questions were brought forward.

**MOTION:** JOHN MAYKO/KEVIN BENDER that Grant Thornton, LLP be appointed auditors for the 2017-2018 fiscal year. **CARRIED**

### Region 8 Director Election

As no further names were brought forward during the call for nominations, GMToma proclaimed Ian Chitwood the Alberta Canola Director for Region 8 by acclamation.



## Farewell and Recognition for Ms. Simone Demers-Collins

Chair Sears thanked Ms. Simone Demers Collins and recognized her many years of contribution to Alberta Canola. Chair Sears and GM Toma presented Ms. Demers-Collins with a print. Chair Sears announced the creation of the Simone Demers Collins University of Alberta Travel Award. This \$1000 award was created to aid nutrition students to attend conferences which further their education. Ms. Demers-Collins addressed the meeting.

## Regional Meeting Evaluation Draw Winner

Chair Sears described the evaluation process for the recent Powering Your Profits Regional Meetings. Those who participated had their names entered a draw for a \$1000 Gift Card from Best Buy. Vice Chair Breitkreuz drew a name from the draw box. The winning name was Norm Wilson from Grande Prairie. As Mr. Wilson was not present at the AGM, he will be notified of his prize.

15

17

Meeting  
adjourned  
at 15:45

18

16

## Outgoing Directors

Vice Chair Breitkreuz thanked the outgoing Directors Steve Marshman and Greg Sears for their tremendous contributions to Alberta Canola. Greg Sears addressed the meeting.

## Upcoming Events

Leading Edge Farm Management Conference: February 13 & 14, 2018 in Red Deer, AB.  
Science-O-Rama: March 21, 2018 location to be announced.  
CanolaPALOOZA: June 27, 2018 Lacombe Research and Development Centre.

# REPORT

## FROM THE CHAIR



The 2017-2018 year for Alberta Canola was another year of progress towards representing farmers' interests in the canola industry. Our great staff delivered on the direction of the board with numerous programs and projects intended to advance the opportunities of our membership.

The board of directors adopted a new vision and mission, which will guide the organization into the future. The vision is to be "Leaders in agriculture", and the mission is "Supporting the long-term success of canola farmers in Alberta." All activities and expenditures of Alberta Canola are viewed through the lens of meeting the vision of our organization.

This annual report contains a comprehensive listing of the activities of Alberta Canola over the past year in our core areas of research, market development, government

relations, policy development, and grower extension. A number of highlights stand out, in the area of research we funded a five-year canola agri-science cluster research initiative along with the Canola Council of Canada and other provincial grower groups. Our \$1.5 million investment will spur over \$12 million in research projects, representing a leverage ratio of 11 to 1. Furthermore, the board made an unprecedented special allocation of \$2 million dollars into research, representing a strategic decision to 'strike while the iron is hot' as there was advantageous timing for valuable research projects in Alberta and Canada. These projects will assist in the production and utilization of canola, effecting both the supply and demand sides of the marketplace.

Thank you for your interest in the activities of Alberta Canola. For many farmers in Alberta, this past year was filled with weather, crop, business, and even personal challenges. I hope that you recognize the efforts Alberta Canola has made on your behalf to contribute to your long term success. As we navigate global markets, political dynamics, regulatory concerns, and increased societal pressures please take the time to contact any director with your questions and input. I invite you to read about our accomplishments and activities in the following pages as we continue to build our organization and our individual farm businesses for the future.

**Renn Breitkreuz - Chair**



THE BOARD MADE AN UNPRECEDENTED  
SPECIAL ALLOCATION OF \$2 MILLION  
DOLLARS INTO RESEARCH, REPRESENTING  
A STRATEGIC DECISION TO 'STRIKE  
WHILE THE IRON IS HOT'

GROWER  
CHECKOFF



PROVINCIAL  
GROWER  
ORGANIZATIONS

EXPORT  
COMPANY  
LEVY



Western Grain  
Elevator Association



National value chain  
organization



CANADIAN  
CANOLA GROWERS  
ASSOCIATION

National ag policy  
organization



Canadian Oilseed  
Processors  
Association

Life Science  
Companies

COMPANY  
CONTRIBUTIONS



PROCESSOR  
LEVY

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

# 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 canola's success and sustainability. This report highlights some of the new and notable activities supporting CCC's strategic priorities in 2017-18.

## **CROP PRODUCTION AND INNOVATION**

The CCC Agronomy Specialists Team continued to bring all partners together to manage challenges in the field.

- Best management practices for clubroot were shared through well-attended meetings and workshops, including 40 in Alberta. The effectiveness of lime as a control method was demonstrated at plots near Edmonton. The team also developed a new brochure on resistance and planned the International Clubroot Workshop, which drew 225 guests from 10 countries.
- New directions for blackleg control were explored at the Blackleg Summit, attended by 70 top scientists from around the world.
- The Combine Optimization Tool, Canola Variety Selection Guide and canoladigest.ca were all introduced in 2017-18. Alberta was the pilot province for two new versions of the canoLAB greenhouse learning program

– a “Top Gun” model for agronomists, and a tradeshow version featured at FarmTech.

- CCC coordinated more than \$3.3 million in agronomic, oil and meal research and presented the fifth annual Canola Discovery Forum to identify priorities for future funding.



**ABOVE:** More than 700 growers and agronomists came out to the canolaPALOOZA event partnered with Alberta Canola in Lacombe

## MARKET DEVELOPMENT

CCC continued to differentiate canola oil and meal in key markets – particularly China, where the potential for stable trade is growing.

- Canola meal was promoted in China through an e-newsletter, swine ration seminar, China Dairy Expo, coverage in animal industry magazines and a new demonstration trial with a large swine producer. CCC also hosted an influential Chinese delegation that traveled through Canada learning about the advantages of canola meal and how the crop is grown and processed.
- To promote canola oil in China, CCC held an educational event and meetings with several healthcare and dietitian associations. Consumer research completed in Beijing, Shanghai and South Korea has improved understanding of the market.
- Outreach to food professionals included a live webcast hosted by the Institute of Food Technologists and participation at the largest-ever conference of the Academy of Nutrition and Dietetics.
- Compelling new data supporting higher inclusion rates in livestock feed were shared through major industry events and articles in influential media.



**ABOVE AND RIGHT:** CCC also hosted the 21st annual Canola Camp, a program that has educated over 230 nutritionists, food professionals and media

## MARKET ACCESS AND TRADE

It was a busy year for trade negotiations and growing our access to international markets. CCC brought the value chain together on key issues and achieved results that kept markets open.

- In Beijing, the first official Canola Dialogue took place, initiating a new relationship with Chinese importers. CCC and federal officials continue to make progress on the agreement for stable exports to China that expires in March 2020.
- Through our leadership at the Canadian Agri-Food Trade Alliance, the CCC was represented at every round of NAFTA negotiations.
- During the year, CCC's advocacy for the Comprehensive and Progressive Agreement for Trans-Pacific Partnership bore fruit. Canada signed the agreement in March and implementing legislation was introduced in the House of Commons in June. Once approved by Parliament, we will benefit from increased access to Asia-Pacific markets like Japan.
- In Canada, the CCC brought the value chain together on the introduction of new pesticides. The result was clear communication with growers about export risks and pesticides that could impact delivery options.
- The Keep it Clean campaign gained momentum with the support of partners Cereals Canada and Pulse Canada. The integrated **keepingitclean.ca** website is now a one-stop information source.
- Proposed bans on neonicotinoids seed treatments and lambda-cyhalothrin (Matador) were top regulatory concerns. CCC was active with regulators and government officials to support evidence-based decisions – co-leading a large-scale water monitoring program providing invaluable information for regulatory decisions.





### **PRIORITIES REVIEW**

By the end of 2017/18, the Canola Council of Canada Board's review of its evolving role in the canola sector was nearing completion. Teams involving all parts of the value chain looked at priorities in market access, market development, crop production & innovation, and industry leadership. These findings will help shape CCC's mandate, work plan and budget for 2019 and beyond.

# CANADIAN CANOLA GROWERS ASSOCIATION

*CCGA is all about Helping Farmers Succeed.*

*CCGA's board of directors includes three members from Alberta Canola.*

## THE NATIONAL VOICE OF CANADA'S CANOLA FARMERS

CCGA works to bring the voice of Canadian canola farmers to the forefront of agricultural policy discussions. Decisions made by parliamentarians directly affect farmers, so it is vitally important that we build their understanding of agriculture and Canada's canola industry. CCGA prepares formal submissions to government consultations, and regularly meets with government officials and appears before Parliamentary and Senate Standing Committees to discuss priority issues for canola farmers.



CCGA's Catherine Scovil, Director of Government Relations, speaks with former Trade Minister François-Philippe Champagne at the CETA launch in Montreal.



Canada's Minister of Agriculture, Lawrence MacAulay, addresses attendees at a canola reception





CCGA joins CAFTA and other agriculture exporters from the U.S. and Mexico to share the benefits of free trade and a modernized North American trade agreement.



CCGA President, Jack Froese, appears before the House Standing Committee on Transport about Bill C-49.

## AGRICULTURE POLICY MILESTONES:

**TRADE:** Canola is an export dependent crop, so maintaining a vibrant export market is essential for canola farmers. In 2017-18 CCGA focused on three main areas.

1. **CPTPP** – CCGA welcomed the Comprehensive and Progressive Trans-Pacific Partnership in June 2018 and advocated to be in the first wave of countries to enact the agreement to quickly benefit from its advantages. CPTPP is expected to boost value-added canola exports to Japan and Vietnam, bring Canadian canola in line with our Australian competitors, and expand rules of trade including those governing biotech exports.
2. **North American Trade Agreement** – NAFTA is Canada's and canola's most important free trade agreement with the U.S. (1) and Mexico (4) being the top markets. Key 2017-18 activities included communicating with Canadian negotiators about the critical importance of open trade for canola and our integrated supply chains, and the necessity to maintain zero-tariff access to these markets for canola seed, oil and meal.
3. **China** - China remains a priority market for canola, and CCGA continued to advocate for a deepened trading relationship through a Canada-China free trade agreement.

**TRANSPORTATION:** It is critical for export-oriented commodities, such as canola, to have a reliable and commercially responsive rail transportation system that supports current shipping needs as well as future growth plans. In 2017-18, a top priority for CCGA was passing Bill C-49, the Transportation Modernization Act to improve rail service for farmers. CCGA co-chairs the Crop Logistics Working Group (CLWG) and supports the work of the Ag Transport Coalition, which publishes the railways' performance metrics.

### Crop Protection Products Under Review:

In 2017-18 the Pest Management Regulatory Agency proposed phasing out all outdoor use of clothianidin and thiamethoxam, two neonicotinoids commonly used in seed treatments, because of flawed reports sighting negative impacts to aquatic invertebrates. Neonics are extremely important for controlling flea beetle damage to canola seedlings. CCGA partnered with other stakeholders to provide credible, science-based evidence proving their positive impact and to maintain their usage.

**TAXATION:** The federal government's plan to significantly change taxation rules in 2017-18 would have negatively impacted

succession plans, how family members are paid, and how farm corporations utilize capital reserves. CCGA's submission contributed to the proposed tax changes being cancelled and significantly altered.

**MARKETING RESOURCES:** CCGA developed several grading resources to help canola farmers market their canola, which is available at

**www.KnowYourGrade.ca.** Canola Dockage Basics for Farmers and Canola Dockage Assessment Process for Farmers are two videos that demonstrate how dockage is calculated and the impact on the bottom line. Know Your Colours is a fact sheet that helps farmers understand how green and heated seeds are assessed at the elevator.

## CCGA GIVES BACK TO RURAL FARMING COMMUNITIES

Farmers are the fabric of rural Canada. CCGA supports the livelihood of farmers by helping rural communities stay healthy and vibrant.

Prostate Cancer Centre ManVan brings PSA testing to farmers and provides them the opportunity to learn about their health. With support from CCGA, nearly 1,000 men have been tested at FarmTech in Alberta and Ag in Motion in Saskatchewan.



The Canadian Agricultural Safety Association's (CASA) BeGrainSafe program helps the grain industry be more mindful about safety when handling grain. This mobile training and demonstration unit teaches about the dangers associated with grain entrapment. CCGA invested in a new program that trains first responders.

STARS Air Ambulance saves lives and is vitally important to the well-being of farmers, their families and their rural communities that do not have immediate access to specialized emergency medical services. CCGA joined the STARS fight for life with a significant donation to support their efforts across western Canada.



## CCGA CASH ADVANCE = CASH FLOW SOLUTION FOR YOUR FARM

CCGA administers the federal Advanced Payments (or Cash Advance) Program that provides farmers access to credit with low interest rates and marketing flexibility. CCGA issues advances across the four western provinces on

45 commodities, including all grains, oilseeds and pulses, as well as livestock and sweeteners. Visit **www.ccg.ca/cash-advance** to find out how the program benefits farmers and how simple it is to access.

# RESEARCH REPORT

Chair: John Guelly

COMMITTEE: Dan Doll, Brian Hildebrand, John Mayko, Dale Uglen,  
Denis Guindon, Renn Brietkreuz

## AGRONOMY

ALBERTA CANOLA (\$)

TOTAL PROJECT (\$)

ACPC 102-AR18

Does pollination compensate for canola yield lost under sub-optimal soil moisture, nitrogen fertilization and/or seeding rates. - Dr. Cartar, U of Calgary

19,178

19,178

ACPC 105-AR18

Canola frequency effects on nutrient turnover and root-microbe interactions. - Dr. Bobbi Helgasson, Agriculture and Agri-Food Canada

129,468

161,460

ACPC 110-AR18

Rye Cover Crop termination date effect for no till canola emergence. - Robb Dunn, FarmWise Inc

4,297

4,297

ACPC 112-AR18

Reducing toxicity of seed-placed phosphorus fertilizer in oilseed crops. - Dr. Patrick Mooleki, Agriculture and Agri-Food Canada

196,500

393,000

ACPC 113-AR18

Deep banding immobile nutrients under direct seeding systems to improve crop production and tackle nutrient stratification. Smokey Applied Research and Demonstration Association.

62,800

226,800

ACPC 115-AR18

Strategies to Reduce Fertility Inputs and Improve Soil Health and C-Sequestration in Mixed Crop-Livestock Systems. Peace Country Beef and Forage Association.

17,328

69,310

## RESEARCH REPORT



### DISEASE

ALBERTA CANOLA (\$)

TOTAL PROJECT (\$)

ACPC 104-AR18

Development of a harmonized clubroot map.  
- Dr. Stephen Strelkov, U of Alberta

43,696

131,100

ACPC 108-GD18

Exploring Brassica oleracea for resistance to the newly emerged Plasmodiophora brassicae pathotypes: Resistance mapping and introgression into canola.  
- Dr. Habibur Rahman, U of Alberta

129,468

161,460

ACPC 109-GD18

Agronomic and seed quality improvement of the clubroot resistant canola germplasm of canola × rutabaga cross, and fine mapping of the resistance gene.  
- Dr. Habibur Rahman, U of Alberta

125,647

845,250

ACPC 111-GD18

Re-synthesizing Brassica napus with clubroot resistance from C-genome.  
- Dr. Yu, Agriculture and Agri-Food Canada

24,000

223,338

ACPC120-AR18

Clubroot Surveillance and pathotype monitoring.  
- Dr. Stephen Strelkov, U of Alberta

127,500

240,000



### INSECTS



ACPC 106-AR18

Generate knowledge and control strategies for the pollen beetle Brassicogethes viridescens (Coleoptera: Nitidulidae), a new invasive insect pest of canola.  
- Dr. Christine Noronha, Agriculture and Agri-Food Canada

61,800

170,000

ACPC 107-AR18

Identification and assessment of the role of natural enemies in pest suppression in canola with specific reference to diamondback moth management.  
- Dr. Sharavari Kulkarni, U of Alberta

138,052

198,000

ACPC 114-GD18

Effect of hairiness in brassica lines on the abundance, feeding and oviposition behavior of flea beetles, Diamond Back Moth and aster leafhopper.  
- Dr. Chrystel Olivier, Agriculture and Agri-Food Canada

24,000

223,338

## AGRONOMY PROGRAMS

ALBERTA CANOLA (\$)

TOTAL PROJECT (\$)

**ACPC 116-AR18**

U of Alberta. NSERC Industrial Chair in  
Agro-Entomology - \$55,000 per year for 5 years,  
Alberta Wheat, Alberta Barley, Alberta Pulse

**275,000****2 Mill.****ACPC 117-AR18**

Canadian Agri-Science Canola Cluster:  
25 projects over 5 years

**1,030,142****20.1 Mill.****ACPC 122-AR18**

Improving Blackleg management for prairie canola  
growers - 12 projects over 5 years SaskCanola  
Agri-Science Project Product Improvement

**500,000****5 Mill.****ACPC 118-MD18**

Feeding canola meal in the diets of early lactating  
dairy cows.  
- Dr. Ken Kalschuer, U of Wisconsin

**128,115****261,316****ACPC119-MD18**

Effects of feeding canola meal on pork quality.  
- Dr. Beltranena, Alberta Ag and Forestry

**240,779****481,558****ACPC119-MD18**

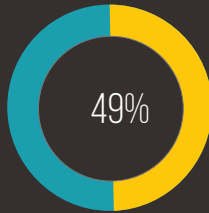
Effects of feeding canola meal on pork quality.  
- Dr. Beltranena, Alberta Ag and Forestry

**240,779****481,558**

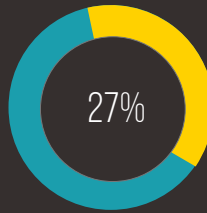
Over the past decades Agriculture and Agri-Food Canada, the largest government funder of crop research has provided funding in five-year blocks. This has driven much of the research funding in canola to revolve around this timeframe and it was one of the main reasons the research allocation made by Alberta Canola was larger this year than in the past.

As the last five-year agreement ended in 2017 the canola industry in Canada began the planning of the next program in 2016. This effort,

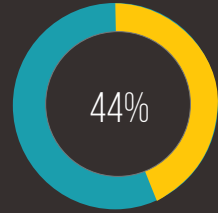
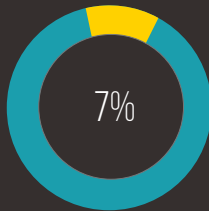
coordinated by the Canola Council of Canada, brought the canola growers groups, researchers and industry together to identify those research goals that when achieved would have the greatest ability to help canola growers succeed. This effort culminated in the September 2018 announcement by Minister of Agriculture and Agri-Food Canada, the Honourable Lawrence McAuley of the Canola Agri-Science Cluster in which 25 research projects worth \$20.1 million will be done over the next 5 years. (Continued next page.)

**AGRONOMY**

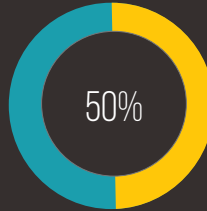
ALBERTA CANOLA (\$)	429,570
TOTAL PROJECTS (\$)	874,045
LEVERAGE	2.03

**DISEASE**

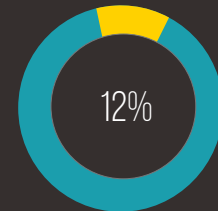
429,570	578,843	329,722
874,045	2,128,938	758,000
2.03	3.68	2.30

**INSECTS****MULTI-PROJECT  
PROGRAMMING**

ALBERTA CANOLA (\$)	1,850,140
TOTAL PROJECTS (\$)	27,600,000
LEVERAGE	14.92

**PRODUCT  
IMPROVEMENT**

1,850,140	647,832	3,836,107
27,600,000	1,300,749	32,661,732
14.92	2.01	8.51

**TOTAL**

As large an endeavor that the Canola Agri-Science Cluster is, not all the research areas identified were included. As they have done in past years, SaskCanola has made application for increase disease research, mainly around blackleg management and Alberta Canola has committed \$500,000 over five-years towards this effort in mitigating this serious disease.

Since the untimely passing of Dr. Lloyd Dosdall, the Faculty of Agriculture, Life and Environmental Sciences at the University of Alberta has not had an entomologist on staff for research and more importantly, for teaching.

Together with the Alberta Wheat Commission, Alberta Barley and Alberta Pulse Growers, Alberta Canola has made a 5-year commitment towards funding a NSERC Chair in Agri-Entomology. This commitment of funding will allow the University to attract and leading researcher and teacher.

Along with crop production related research, Alberta Canola also made funding commitments in the area of improving the marketability of canola meal in the dairy and swine feeding areas. Three projects that did not receive funding in the Canola Agri-Science Cluster were approved for partial funding in collaboration with SaskCanola.





# GROWER RELATIONS & EXTENSION

**Chair: Dale Uglem**

**Committee: Ian Chitwood, John Mayko, Kevin Serfas,  
Cale Staden, Renn Breitzkreuz**

Alberta Canola is committed to providing access to agronomy, marketing and management information that will support the long-term success of canola farmers in Alberta.

Alberta Canola has a comprehensive program to engage growers through strategic communications and high quality 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 Website

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. Site users and pages viewed increase every year, along with an increasing percentage of user visiting the site from a mobile device. 30,212 users accessed 105,491 unique pages.



## ELECTRONIC NEWSLETTERS

Subscribers receive media releases from the Alberta Canola along with the Alberta Canola Connections newsletter 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  
3,578 to 4,169 (up 16%)



## 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 5th Annual edition of the science digest was sent to all growers in Alberta in the fall of 2017. This advertising free issue highlights the research that Alberta Canola has invested research dollars in.

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 meeting.



## SOCIAL MEDIA

### Instagram

Alberta Canola opened an Instagram account in May 2018. It already has:

**OVER 300 FOLLOWERS**  
and **76 POSTS**

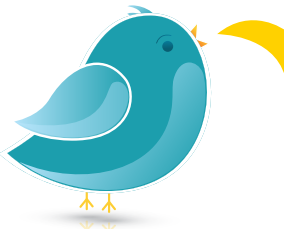


### Twitter

The @albertacanola twitter is used to deliver timely agronomic and event information to farmers and to interact with them.

**6,994 to 7,787 followers – 11% INCREASE**

**626 TWEETS** for the year made over  
**800,000 IMPRESSIONS**



### Facebook

Facebook offers a unique way to reach growers and extend information through post likes and shares

**1,335 TO 1,580 LIKES – 16% INCREASE**

This year **148 POSTS** made over  
**455,00 IMPRESSIONS**



# KEY EXTENSION EVENTS

## Powering Your Profits 🍀

### *Powering Your Profits*

In November and 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.

"Well rounded group of speakers, all experts in their fields so definitely a good learning opportunity for everyone attending!"



## FarmTech

### *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. The Alberta Canola Annual General Meeting is held during the event. Agronomy, marketing and farm management are key components of the agenda. FarmTech 2018 was held at the Edmonton EXPO Centre and attracted a crowd of over 2,000 delegates.

### *Hedging Edge*

The Alberta Canola and the Alberta Wheat Commission hosted a two-day marketing course in Red Deer 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.

"Great introduction to hedging and gave me the confidence to open a trading account."



### *canoLAB -TopGun*

canoLAB is an indoor diagnostic event co hosted by Alberta Canola and the Canola Council of Canada. In 2018 the canoLAB evolved into a train the trainer event for a group of Alberta's top private and retail agronomists. The group attended the University of Alberta Botanical Garden Greenhouses in Devon to learn from a variety of researchers and to work hands-on with canola plants applying a number of treatments and monitoring their progress. Participants had the opportunity to host a client event at the end.

"Hands down the best agronomy training session available outside of field season"

### *science-O-rama*

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

"Impressive lineup of speakers and a quality of information that is not easily found elsewhere."



### *Leading Edge*

Alberta Canola hosted a two-day farm management workshop in Red Deer in February designed specifically at farms that were not incorporated. The delegates that attended the Leading Edge Farm Management conference had unprecedented access to some of Alberta's top farm financial management advisors and accountants.

"This was absolutely the BEST value for money and time I have received in any type of farm business related learning."

### *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.

"Thank you so much for including me in this event and taking the time to invest in providing professional development opportunities for young farmers."



### *canolaPALOOZA*

The fourth 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 over 100 of western Canada's top researchers and leading agronomists leading over 700 participants through dozens of diagnostic plots. The open format of canolaPALOOZA ensures there is an expert answer for every canola question that attendees have. The addition of wheat, pulse and winter wheat plots along with sponsor tents and food trucks has made canolaPALOOZA the best agronomy event of the summer.

"What an awesome event and a wonderful one-on-one learning opportunity for people with all levels of experience. 5 stars for CanolaPalooza! Always my favorite event of the year!"

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



# SPONSORSHIPS AND PARTNERSHIPS

## ***Farm Management Canada***

Alberta Canola has an ongoing 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](http://sprayers101.com) 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. Thirty Canola School videos are produced each year and are posted on the Alberta Canola and Real Agriculture websites.

## ***BeGrainSafe***

The Canadian Agricultural Safety Association manages the BeGrainSafe 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***

Alberta Canola 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.



# PUBLIC ENGAGEMENT & PROMOTION

Committee Chair: Andre Harpe

COMMITTEE: Mike Ammeter, Dan Doll, Denis Guindon, Cale Staden, Renn Breitzkreuz

## *Benefits of Public Engagement*

**THE GOALS OF PUBLIC ENGAGEMENT ARE TWO-FOLD:**

1

Helping consumers understand how canola and agriculture benefits them and the planet.

2

Visiting consumers in their communities to answer questions and dispel myths about canola and agriculture.

Results from the 2017 grower survey and input from Grower-Directors listed these categories as priorities for the Public Engagement portfolio:



**MEDIA CAMPAIGNS | STUDENTS/TEACHERS | HEALTH PROFESSIONAL | TRAINING FARMERS**

Alberta canola grower dollars support events that increase: knowledge, demand, understanding and cooperation.



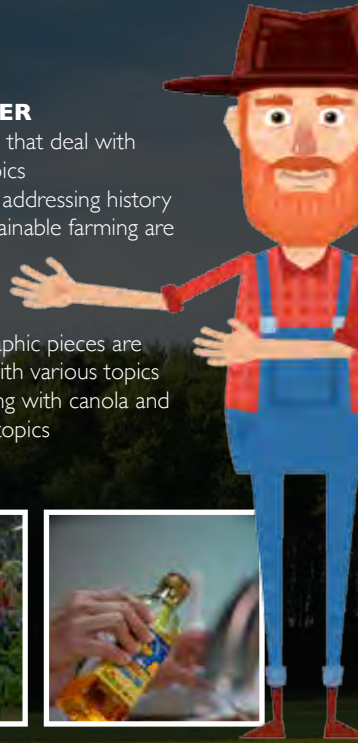
## Increase Knowledge

### CALGARY STAMPEDE

- Over 8800 visitors to the Alberta Canola Booth from all over the world over the 11-day event
- Over 800 people per day had conversations with booth interpreters about growing canola and cooking with canola oil
- Statement of the Day: "So that's what's growing in the beautiful yellow fields"
- Two Cooking Demonstrations that reached 75-100 viewers
- Sponsorship of Police & Firefighters Cook Off; Kids' Cook Off & Calgary Chefs Cook Off

### JO THE GROWER

- Infographic sheets that deal with canola related topics
- To date, handouts addressing history of canola and sustainable farming are in print and are distributed at consumer events
- A series of infographic pieces are planned to deal with various topics in nutrition, cooking with canola and other agronomic topics



### LEARNCANOLA.COM AND @LEARNCANOLA ON TWITTER

- Existing website was updated and modernized to improve the user experience
- The website is the future platform for providing information impacting teachers and consumers
- The website will also feature resources to help farmers advocate about canola to consumers
- Twitter feed features reports on events Team Alberta Canola Attends that impact consumers

## Increase Demand

### TASTE OF EDMONTON FOOD FESTIVAL

- Sponsored vendors on site to cook using canola oil
- Over 10,000 litres used during the 2018 food festival

### SCHOOL CULINARY PROGRAMS & SKILLS ALBERTA

- Demonstrations at Junior High and Senior High Foods course showing the ease of use and versatility of canola oil in baking
- Sponsoring cooking competitions at the High School level and at the Provincial Level through SKILLS Alberta to show how versatile canola is to cook and bake with

### CHINESE RESTAURANT AWARDS

- Vancouver based association which has ties in the culinary industry in China, Hong Kong and Taiwan
- Promotes use of canola in Asian and Asian-fusion cooking on both sides of the Pacific





## Increase Cooperation

### CLASSROOM AGRICULTURE PROGRAM

- As a Board Member, Alberta Canola helps steer the province wide program's direction
- CAP is always looking for volunteers who are invited into local classrooms to teach children about agriculture

### TASTE ALBERTA

- A collaboration of several Alberta commodity groups: Alberta Canola, Alberta Chicken Producers, Alberta Milk, Alberta Pork, Alberta Pulse Growers and Alberta Turkey Producers
- Its main objective is to promote Alberta-grown food and Alberta-created cuisine

### AGGIE DAYS CALGARY

- Learning Days held at the Calgary Stampede Grounds
- Attended by many Alberta Commodity Groups to teach students and the public where their food comes from and how much of it is locally grown
- One of several events that shows unity and commitment towards education within the Alberta Agricultural community



Public Engagement activities raise the profile of Canola and Agriculture. By talking with consumers, educators and health professionals and developing resources for them to use, Alberta Canola demystifies agriculture. By sharing the great stories and benefits of supporting local farmers and local workers consumers can feel good about supporting Canola and Agriculture.

### Communities Where AB Canola Visited Consumers in 2018:

- |                  |                |
|------------------|----------------|
| 1 Edmonton       | 9 Cochrane     |
| 2 Vermilion      | 10 Innisfail   |
| 3 Ardrossan      | 11 Stony Plain |
| 4 Drayton Valley | 12 Lethbridge  |
| 5 Camrose        | 13 Coaldale    |
| 6 Rimbey         | 14 St Albert   |
| 7 Calgary        | 15 Banff       |
| 8 Brooks         |                |



OVER 10,000 LITRES OF CANOLA OIL USED DURING  
THE 2018 TASTE EDMONTON FOOD FESTIVAL





# GOVERNMENT & INDUSTRY AFFAIRS

**Committee Chair:** Kevin Serfas

**COMMITTEE:** Mike Ammeter, Ian Chitwood, Andre Harpe, Brian Hildebrand, Renn Breitkreuz

The Government & 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 success of our canola farmers.

## *Priorities 2017-18:*

### **GOVERNMENT RELATIONS:**

• **Team Alberta Outreach:** Alberta Canola is part of a collaborative approach to advance policy on behalf of four of the province's crop commissions, Alberta Barley, Alberta Pulse Growers, and Alberta Wheat Commission.

- 4<sup>th</sup> and 5<sup>th</sup> federal outreaches in Ottawa to deliver a unified Alberta perspective on transportation (Bill C-49), trade (NAFTA and CPTPP), sustainability (PMRA review process - neonicotinoids and Lambda-cyhalothrin), and tax changes/

### **GOALS:**

- 1) Keep the 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

- cash ticket deferral
- 2nd annual provincial outreach mission in Edmonton to advocate on the carbon levy and input costs, climate change policies, GF2 programs, and sustainability.





## CHOPS & CROPS...AN ALBERTA GROWN RECEPTION:

Nine 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.

### GOVERNMENT CONSULTATIONS:

- **Climate Leadership and Agricultural Carbon Offsets:**

Alberta Canola continues to meet with the Government of Alberta to reiterate that Alberta's farmers are among the most environmentally sustainable in the world. A massive demand for carbon credits is projected and Alberta's Carbon Offset System needs well designed agriculture protocols to engage the crop sector. The Government needs agriculture to meet its GHG reduction targets as beneficial management practices provide solutions to mitigate climate change.

- **Federal Budget 2017 Tax Changes:**

- Cash Ticket Deferral: advocated to retain cash ticket deferrals as a farm business planning and tax management strategic tool.
- Proposed Federal Tax Changes Using Private Corporations: advocated against the unintended tax consequences to the agriculture industry. A resource-based industry like farming requires significant capital to reinvest in assets, options to transfer the family farm to the next generation, and recognition of contributions of family members that are unique to farming 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) Pesticide Re-evaluation Process:**

Alberta Canola is aligned with our national groups on issues with PMRA's pesticide 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, changes to Canada's Food Guide, etc.

- **Canadian Agricultural Partnership**

**(CAP):** Alberta Canola provided input on program development of the Canadian Agricultural Partnership (a 5-year; \$3 billion investment by federal, provincial and territorial governments to strengthen the agriculture and agri-food sector). The five strategic initiatives help farmers manage significant risks that threaten the viability of their farm and are beyond their capacity; these are: Environmental Sustainability and Climate Change; Products, Market Growth and Diversification; Science and Research; Risk Management; and Public Trust.



- **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.
- **Comprehensive and Economic Trans-Pacific Partnership (CPTPP):** Its implementation is integral to the long-term viability of the Canadian canola sector. By eliminating tariffs on canola to Japan and Vietnam, exports could grow by \$780 million per year. The elimination of non-tariff barriers will also create a more predictable export environment for farmers.
- **AgCoalition:** The Alberta Agriculture Farm and Ranch Safety Coalition (AgCoalition) is producer-driven with a common industry goal to foster a culture of farm safety in Alberta by sharing farm safety information and resources, adopting leading practices to improve overall safety, and engage with the Government of Alberta to minimize the impact of regulation.

#### INDUSTRY AFFAIRS:

- **Alberta Farm Sustainability Extension (AFSE) working group:** AFSE oversees the extension program aimed to increase awareness and uptake of on-farm beneficial management practices.
  - **Farm Sustainability Readiness Tool ([farmsustainability.com](http://farmsustainability.com)):** Is a sustainability hub for the crop sector that gives farmers access sustainable sourcing resources and self-assessment tool.





- **AgSafe Alberta:** AgSafe Alberta Society is a collaboration of crop and livestock producer groups that deliver farm safety management tools, resources and programs for farmers and ranchers in the province of Alberta. The goal is to enable farm businesses to take the next step to establishing practical farm safety management programs that will help enhance the development of a 'safety culture,' where safety is a fully integrated part of the farm business.
- **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, North Saskatchewan Regional Plan, Alberta Water Council, Bow River Phosphorus Management Plan, Ecosystem Services Advisory Committee, etc.).
- **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, Growing Forward 2/CAP, Wetland Policy Implementation, water quality, air quality, social licence, land-use planning, ecosystem services, biodiversity, etc.) from a policy perspective.
- **Biological Carbon Canada:** Its 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.
- **Canadian Agricultural Human Resources Council (CAHRC) Partnership:** This partnership was established to improve the labour situation within Canada's agricultural and agri-food industry.
- **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.
- **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).

# GOVERNANCE & FINANCE COMMITTEE

**Chair:** John Guelly

**COMMITTEE:** Mike Ammeter, Andre Harpe, John Mayko, Dale Uglem, Renn Breitzkreuz

The Governance & 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 \$6.4 million dollars, 4 percent more than the \$6.3 million which was estimated in the fall of 2017 after harvest. Average annuals yield of those acres finally harvested were lower than last year.

## **OFFICE ADMINISTRATION**

Expenditures for the office administration were 14 percent of total expenditures and expenses related to the Board of Directors represented 6 percent of total expenditures. Increased Director participation in activities surrounding government relations were the main reason there was an increase in this area.

## **GOVERNMENT & INDUSTRY AFFAIRS**

Expenditures in this area were 6 percent of total, increased from last year due to increased project work in farm sustainability extension, increased activity in the Crop Sector Working Crop that Alberta Canola administers and adding a summer Policy Intern.

## **GROWER RELATIONS & EXTENSION**

The Grower Relations and Extension (GRE) budget was 18 percent of total expenses and reflects the Board of Directors goal providing educational opportunities for farmers in agronomy, farm management, leadership development either alone or in cooperation with other groups in Alberta.



THE VISION IS TO BE “LEADERS IN AGRICULTURE”,

AND THE MISSION IS “SUPPORTING THE LONG-TERM

SUCCESS OF CANOLA FARMERS IN ALBERTA.”





**PUBLIC ENGAGEMENT  
& PROMOTION**

The Public Engagement & Promotion budget ended the year at 12 per cent of the total expenditures. Public Engagement & Promotion research projects were moved to the research committee area and were not included in this budget and some projects had come to the end of their programming.

**RESEARCH**

The Canola production research budget represented 30 percent of Alberta Canola expenditures this year. Due to lack of government funding

Alberta Canola funded higher proportions of total funding in more projects.

**CANOLA COUNCIL OF CANADA**

The annual contribution to the Canola Council of Canada (CCC) last year was 14 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 \$0.15/tonne levy is based on the net tonnage the Alberta Canola collected its service charge from previous fiscal year.

**RESEARCH**



**GROWER RELATIONS & EXTENSION**



**CANADA COUNCIL OF CANADA**



**ADMINISTRATION**



**PUBLIC ENGAGEMENT & PROMOTION**



**BOARD OF DIRECTORS**



**GOVERNMENT & INDUSTRY AFFAIRS**



## Independent Auditor's Report

**Grant Thornton LLP**  
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Edmonton, AB  
T5J 3R8

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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, 2018, and the statement 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 auditor's 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 preparation 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, 2018 and 2017, current assets as at July 31, 2018 and 2017 and net assets as at August 1, 2017 and 2016 and July 31, 2018 and 2017.

Our audit opinion on the financial statements for the year ended July 31, 2017 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, 2018 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.

A handwritten signature in black ink that reads "Grant Thornton LLP". The signature is written in a cursive, flowing style.

Chartered Professional Accountants

Edmonton, Canada  
October 11, 2018

## Alberta Canola Producers Commission

### Statement of Operations

Year ended July 31	2018	2017
<b>Revenues</b>		
Service fee levies	\$ 6,029,506	\$ 6,338,781
Refunds	(384,587)	(366,984)
Bank interest	67,335	58,296
Investment income	106,112	122,785
Change in market value of investments	41,876	26,752
Project fees	471,254	307,180
Recovery of research expense	<u>35,653</u>	<u>78,886</u>
	<u>6,367,149</u>	<u>6,565,696</u>
<b>Expenses</b>		
General office and administration (Schedule 1)	871,888	869,238
Board of Directors (Schedule 2)	351,509	262,776
Government and industry relations (Schedule 3)	351,490	283,652
Grower relations and extension (Schedule 4)	1,068,289	1,015,270
Market development (Schedule 5)	680,090	970,336
Research (Schedule 6)	1,860,210	1,440,589
Investment management fees	27,253	30,271
Annual contribution to Canola Council of Canada	895,770	1,314,290
Crop Sector Working Group - net (Schedule 7)	<u>-</u>	<u>-</u>
	<u>6,106,499</u>	<u>6,186,422</u>
Excess of revenues over expenses for the year	<u>\$ 260,650</u>	<u>\$ 379,274</u>

See accompanying notes and schedules to the financial statements.

# Alberta Canola Producers Commission

## Statement of Financial Position

July 31

2018

2017

**Assets****Current**

Cash and cash equivalents	\$ 6,105,332	\$ 6,059,921
Accounts receivable (Note 3)	655,050	949,454
Investments (Note 4)	3,622,863	3,502,128
Prepaid expenses	61,094	66,149
	<u>10,444,339</u>	<u>10,577,652</u>

Capital assets (Note 5)

131,111

132,270

Intangible assets (Note 6)

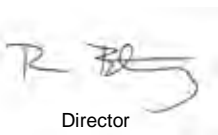
103,516103,516\$ 10,678,966\$ 10,813,438**Liabilities****Current**

Accounts payable and accrued liabilities	\$ 836,926	\$ 949,173
Deferred contributions (Note 7)	-	282,875
	<u>836,926</u>	<u>1,232,048</u>

**Members' Equity**

Unrestricted members' equity	1,473,246	3,441,365
Equity in capital assets	234,628	235,786
Future commitments reserve (Note 8)	4,137,149	1,961,197
Internally restricted reserves (Note 9)	3,997,017	3,943,042
	<u>9,842,040</u>	<u>9,581,390</u>
	<u>\$ 10,678,966</u>	<u>\$ 10,813,438</u>

Approved on behalf of the board



Director



Director

See accompanying notes and schedules to the financial statements.

**Alberta Canola Producers Commission**  
**Statement of Changes in Members' Equity**

Year ended July 31	2018				2017	
	Unrestricted Members' Equity	Equity in Capital Assets	Future Commitments Reserve	Internally Restricted Reserves	Total	Total
Balance, beginning of year	\$ 3,441,365	\$ 235,786	\$ 1,961,197	\$ 3,943,042	\$ 9,581,390	\$ 9,202,116
Excess of revenues over expenses for the year	260,650	-	-	-	260,650	379,274
Transfer to future commitments reserve - net (Note 12)	(2,175,952)	-	2,175,952	-	-	-
Interest on internally restricted reserves (Note 9)	(53,975)	-	-	53,975	-	-
Purchase of capital assets (Note 12)	(38,834)	38,834	-	-	-	-
Amortization of capital assets (Note 12)	39,992	(39,992)	-	-	-	-
Balance, end of year	\$ 1,473,246	\$ 234,628	\$ 4,137,149	\$ 3,997,017	\$ 9,842,040	\$ 9,581,390

**Alberta Canola Producers Commission**  
**Statement of Cash Flows**

Year ended July 31	2018		2017	
Increase (decrease) in cash and cash equivalents				
<b>Operating</b>				
Excess of revenues over expenses for the year	\$	260,650	\$	379,274
Items not affecting cash flow				
Gain on fair value of investments		(41,876)		(26,752)
Amortization of capital assets		39,992		47,833
		258,766		400,355
Changes in non-cash working capital items				
Accounts receivable		294,404		(252,953)
Prepaid expenses		5,055		(4,108)
Accounts payable and accrued liabilities		(112,247)		268,996
Deferred contributions		(282,875)		(230,509)
		163,103		181,781
<b>Investing</b>				
Purchase of capital assets		(38,833)		-
(Purchase) sale of investments, net		(78,859)		165,486
		(117,692)		165,486
Increase in cash for the year		45,411		347,267
Cash and cash equivalents, beginning of year		6,059,921		5,712,654
Cash and cash equivalents, end of year	\$	6,105,332	\$	6,059,921

See accompanying notes and schedules to the financial statements.

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## Alberta Canola Producers Commission

### Notes to the Financial Statements

July 31, 2018

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#### 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, 2018

#### 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, 2018

#### 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 are recorded in the statement of operations. The financial instruments measured at amortized cost are cash and cash equivalents, 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

	2018	2017
Service fee levies and other funding	\$ 655,050	\$ 794,454
Crop Sector Working Group	-	155,000
	<u>\$ 655,050</u>	<u>\$ 949,454</u>

#### 4. Investments

	2018	2017
Cash and short term securities (cost - \$98,854)	\$ 98,854	\$ 88,972
Fixed income fund (cost - \$2,767,150)	2,691,013	2,662,397
Equities fund (cost - \$655,522)	832,996	750,759
	<u>\$ 3,622,863</u>	<u>\$ 3,502,128</u>

#### 5. Capital assets

	Cost	Accumulated Amortization	2018 Net Book Value	2017 Net Book Value
Equipment	\$ 156,633	\$ 156,465	\$ 168	\$ 241
Furniture and fixtures	230,870	178,934	51,936	58,325
Computer equipment	140,105	107,298	32,807	23,304
Computer software	839	839	-	-
Leasehold improvements	63,698	17,498	46,200	50,400
	<u>\$ 592,145</u>	<u>\$ 461,034</u>	<u>\$ 131,111</u>	<u>\$ 132,270</u>

# Alberta Canola Producers Commission

## Notes to the Financial Statements

July 31, 2018

### 6. Acquired intangible assets

	2018 Gross Carrying amount	2017 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:

	2018	2017
Sustainability project	\$ -	\$ 217,962
Crop Sector Working Group	<u>-</u>	<u>64,913</u>
	<u>\$ -</u>	<u>\$ 282,875</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:

	2018	2017
Crop failure contingency reserve	\$ 1,000,000	\$ 1,000,000
Future research contingency reserve	2,697,017	2,643,042
Shutdown reserve	<u>300,000</u>	<u>300,000</u>
	<u>\$ 3,997,017</u>	<u>\$ 3,943,042</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 2018, this amount was \$53,975 (2017 - \$66,788).

# Alberta Canola Producers Commission

## Notes to the Financial Statements

July 31, 2018

### 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:

2019	\$ 653,286
2020	298,333
2021	129,410
2022	55,000
2023	55,000

The Commission has committed an additional \$1,481,612 to argonomic research projects which are not yet finalized. The funding is subject to commitments from the researchers.

Commitments related to various genetic research projects are as follows:

2019	\$ 303,536
2020	301,193
2021	88,000

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

2019	\$ 284,886
2020	70,000
2021	48,000

The Commission has committed an additional \$368,894 to market development research projects which are not yet finalized. The funding is subject to commitments from the researchers.

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, are as follows:

2019	\$ 112,000
2020	117,831
2021	126,000
2022	126,000
2023-2025	325,500

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.

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## Alberta Canola Producers Commission

### Notes to the Financial Statements

July 31, 2018

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#### 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 risk relates 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 since changes in market prices could result in changes in the fair value of these instruments.

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#### 12. Inter-fund transfers

In 2018, the Commission transferred a net of \$39,992 (2017 - \$47,833) to Unrestricted Members' Equity from Equity in Capital Assets for amortization expense for the year and \$38,834 (2017 - \$nil) for the purchase of capital assets. The Commission transferred a net amount of \$2,175,952 (2017 - \$182,233) from Unrestricted Members' Equity to the Future Commitments Reserve in order to fund research projects. The Commission transferred \$nil (2017 - \$258,000) from Internally Restricted Reserves to Future Commitments Reserve.

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**Alberta Canola Producers Commission**  
**Schedule 1 to 6 - Expenses**

Year ended July 31

	2018	2017
<b>Schedule 1 - General office and administration expenses</b>		
Salaries, wages and benefits	\$ 525,108	\$ 507,567
Rental	163,021	175,471
Office	62,893	49,047
Professional fees	17,850	20,288
Amortization	39,992	47,833
Telephone, fax and internet	40,211	45,969
Insurance	7,677	6,652
Repairs and maintenance	9,964	7,889
Dues and memberships	2,097	6,331
Interest and bank charges	3,054	2,191
Loss on disposal of capital assets	21	-
	<u>\$ 871,888</u>	<u>\$ 869,238</u>

**Schedule 2 - Board of Directors expense**

Directors expenses	\$ 194,934	\$ 152,201
Director fees	156,575	110,575
	<u>\$ 351,509</u>	<u>\$ 262,776</u>

**Schedule 3 - Government and industry relations**

Professional fees and expenses	\$ 133,302	\$ 102,629
Government and industry affairs	218,188	180,201
International trade	-	822
	<u>\$ 351,490</u>	<u>\$ 283,652</u>

**Schedule 4 - Grower relations and extension**

Grower communications	\$ 80,349	\$ 116,738
Staffing and expenses	126,624	127,706
Canola Council Extension	223,203	199,126
Extension events and programming	418,321	410,459
Sponsorship and extension support	219,792	161,241
	<u>\$ 1,068,289</u>	<u>\$ 1,015,270</u>

**Schedule 5 - Market development and promotion**

Market development goals	\$ 508,872	\$ 681,248
Committee meeting expenses	3,355	2,841
Professional fees	167,863	286,247
	<u>\$ 680,090</u>	<u>\$ 970,336</u>

**Schedule 6 - Research and development**

Research and development programs	<u>\$ 1,860,210</u>	<u>\$ 1,440,589</u>
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**Alberta Canola Producers Commission**  
**Schedule 7 - Operations for Crop Sector Working Group**

Year ended July 31

	2018	2017
<b>Revenues</b>		
Contributions	\$ 80,656	\$ 30,371
	<u>80,656</u>	<u>30,371</u>
<b>Expenses</b>		
Conference and meetings	13,348	4,483
Wages	67,308	25,888
	<u>80,656</u>	<u>30,371</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 2017-18 CROP**

REGION	TOTAL # OF PRODUCERS	TOTAL SERVICE CHARGES RECEIVED	# OF PRODUCERS REFUNDED	TOTAL SERVICE CHARGES REFUNDED	% OF PRODUCERS REFUNDED	% OF SERVICE CHARGES REFUNDED
1	743	\$412,292	40	\$47,574	5.4%	11.5%
2	663	\$438,410	44	\$42,720	6.6%	9.7%
3	428	\$378,037	33	\$36,966	7.7%	9.8%
4	1,376	\$568,612	82	\$58,824	6.0%	10.3%
5	1,392	\$591,775	62	\$37,393	4.5%	6.3%
6	719	\$193,346	10	\$5,773	1.4%	3.0%
7	1,325	\$435,714	12	\$9,445	0.9%	2.2%
8	1,859	\$785,240	20	\$13,308	1.1%	1.7%
9	1,167	\$527,527	26	\$36,343	2.2%	6.9%
10	1,149	\$593,800	23	\$23,105	2.0%	3.9%
11	1,719	\$693,794	72	\$62,054	4.2%	8.9%
12	890	\$347,315	30	\$10,295	3.4%	3.0%
other*	268	\$70,333	1	\$176	0.4%	0.3%
Total	13,698	\$6,036,195	455	\$383,976	3.3%	6.4%

\*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	# OF PRODUCERS REFUNDED	TOTAL SERVICE CHARGES REFUNDED	% OF PRODUCERS REFUNDED	% OF SERVICE CHARGES REFUNDED
2017-2018	13,698	\$6,036,195	455	\$383,976	3.3%	6.4%
2016-2017	13,409	\$6,349,163	445	\$363,169	3.3%	5.7%
2015-2016	14,188	\$6,072,902	438	\$339,283	3.1%	5.6%
2014-2015	14,219	\$5,778,185	409	\$317,333	2.9%	5.5%
2013-2014	15,274	\$5,503,904	392	\$317,439	2.6%	5.8%

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

YEAR	ALBERTA	SASKATCHEWAN	MANITOBA	BRITISH COLUMBIA	ONTARIO	QUEBEC	TOTAL CANADA
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	5,985	11,175	3,100	86	39	34	20,419
2017	6,890	12,680	3,155	110	43	38	22,914
2018(p)	6,710	12,195	132	92	58	32	22,517
5 Year Avg.	6,445	11,400	2,628	97	45	34	21,199
10 Year Avg.	6,159	10,563	2,835	96	56	35	20,074

Source: Statistics Canada Table: 32-10-0359-01 as posted October 1, 2018; (p) Projected

TABLE 4: CANADIAN CANOLA PRODUCTION (THOUSANDS OF TONNES)

YEAR	ALBERTA	SASKATCHEWAN	MANITOBA	BRITISH COLUMBIA	ONTARIO	QUEBEC	TOTAL CANADA
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	33	19,599
2017	6,827	11,181	3,148	91	45	37	21,328
2018 (p)	6,392	11,284	3,129	113	53	28	20,999
5 Year Avg	6,199	9,973	2,880	86	42	31	19,211
10 Year Avg	5,601	8,562	2,623	75	51	30	16,943

Source: Statistics Canada Table: 32-10-0359-01 as posted October 1, 2018; (p) Projected

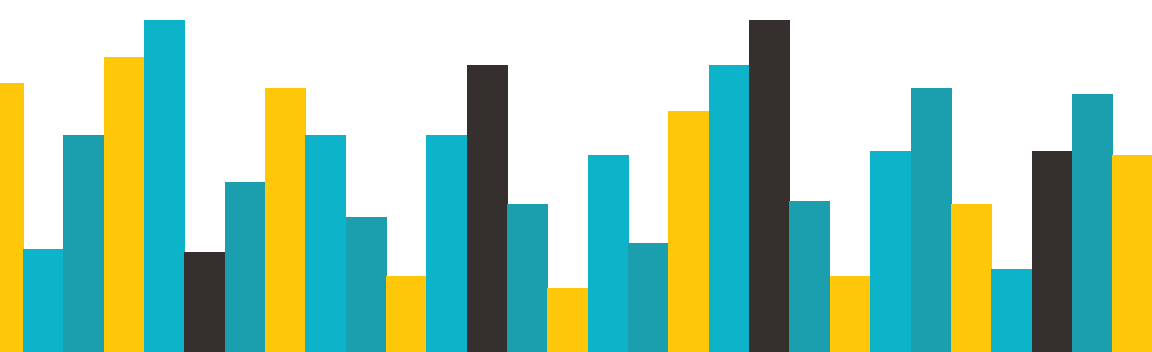
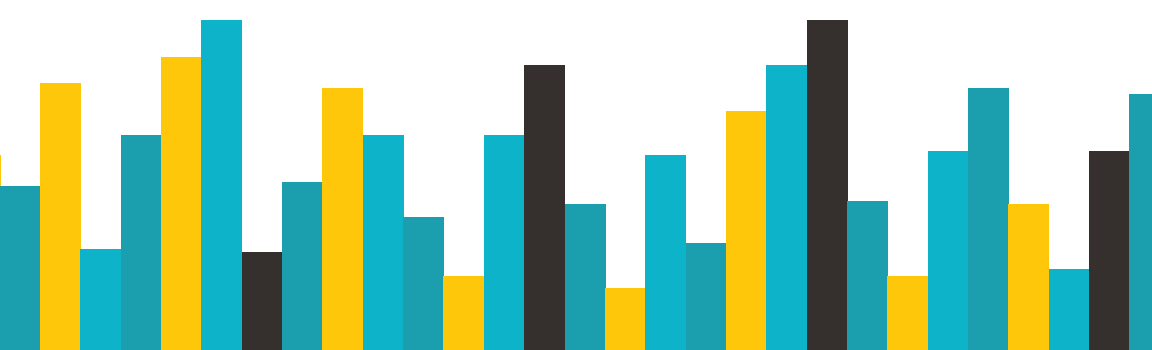


TABLE 5: CANADIAN CANOLA YIELD (BUSHEL PER ACRE)

YEAR	ALBERTA	SASKATCHEWAN	MANITOBA	BRITISH COLUMBIA	ONTARIO	QUEBEC	TOTAL CANADA
2009	32.7	35.1	39.8	30.6	39.4	34.9	35.3
2010	38.0	30.9	31.4	# #	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	45.4	42.1	37.1	41.9	41.9	42.1	42.3
2017	43.7	38.9	44.0	36.3	46.5	44.3	41.0
2018 (p)	42.0	40.8	40.7	37.6	40.1	38.9	41.1
5 Year Avg	42.5	38.5	40.0	36.7	41.9	40.3	39.9
10 Year Avg	39.9	35.5	36.6	32.8	40.6	38.7	37.1

Source: Statistics Canada Table: 32-10-0359-01 as posted October 1, 2018; (p) Projected





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