



# ALBERTA CANOLA

NEWS & EVENTS

# FALL 2022





# Greetings from Roger Chevraux, CHAIR OF ALBERTA CANOLA

**I am excited to share with you the new strategic shifts that are taking place to best help farmers succeed.**

## DEAR FELLOW CANOLA FARMER,

I'm Roger Chevraux, a proud canola grower from Killam, and your Chair of the Alberta Canola Producers Commission. I would like to share with you some updates on what the commission is focusing on to help canola growers succeed and to introduce a new canola focused event in Alberta.

The Alberta Canola Producers Commission has been working to serve you, the canola grower in Alberta, for more than thirty years. Over that time, your commission has evolved to best meet the needs of farmers, as directed by the regionally elected growers that have comprised the board over the years.

I am excited to share with you the new strategic shifts that are taking place to best help farmers succeed. Over the last two years, the directors and staff have been engaged in strategic planning to ensure that the commission prioritizes programs and spending that best meet the current day needs of canola farmers.

**The first shift you will see is an increased emphasis on policy and advocacy.** Over the last decade, all farmers have felt the increasing impact of government policy on our farming operations, whether that be the risk of losing crop protection products, the introduction of Mandatory Entry Level Training for class 1 drivers, or the currently proposed reduction in fertilizer emissions. Many farmers now feel that government policy is the biggest risk to their farm, and it is critical that farmers' voices be heard at government tables and that you, the

farmer, are not only informed of pending policy and regulatory changes – but ensuring that the voices of all farmers are being heard. For this to happen, we need to hear from farmers.

### **The second shift is in our research funding.**

Over the last 15 years, we have seen a transition from grower organizations advising government on what research is needed, to government funding research that best meets the governments' objectives. With this change, it's more important than ever that Alberta Canola prioritizes investments in research that best meet your needs.

### **The third shift is in our engagement efforts with the teachers, students, parents, and the community.**

91% of Canadians feel they know little, very little or nothing about modern agricultural practices. This lack of knowledge is a big concern when today's farmers are trying to build public trust. Alberta Canola has built resources to assist in educating the public at large. Our [learncanola.com](https://learncanola.com) educational website went through a major revamp. It is now more user-friendly and provides curriculum-connected, fact-based agricultural content and resources. Through the *Canola! Eat Well for Life* program, Alberta Canola also invests in strategic partnerships with major influencers in the food and health sector to increase the domestic market share of canola and its products. Connecting farmers and consumers is foundational in building public trust, sharing key



messaging, and ultimately shaping the buying decisions of Canadians.

**This brings us to the last major shift that the board and staff are committed to - that is engagement with growers in Alberta.** Beginning with our Grower Engagement Meetings this fall, we are shifting the focus of our events so that they provide farmers with opportunities to not only hear what Alberta Canola is doing but to provide meaningful feedback to help guide the organization.

Canola is grown across Alberta and understanding the needs of growers in all regions is key to having the board make the best decisions to guide the organization. **To help ensure that all growers can have their voice heard, I am very excited to announce a new event – the Alberta Canola Conference.**

This new two-day canola focused event will include the Annual General Meeting and it will change locations on an annual basis. The 2023 Alberta Canola Conference will be held on January 17 & 18 in Lethbridge, with the 33rd Annual General Meeting on January 17. The Annual General Meeting will be streamed online ensuring that all canola growers in Alberta can participate.

We are looking forward to taking the Alberta Canola Conference to Southern Alberta. We hope to see you there or at one of the Grower Engagement Meetings planned for this fall. You will find more details in this newsletter and on our website at [albertacanola.com](https://albertacanola.com)

Please feel free to reach out to myself, my fellow directors, or the staff at Alberta Canola.

**Roger Chevaux**





# Grower Engagement Meetings

## HELP SHAPE CANOLA'S FUTURE IN ALBERTA.

Take a seat at the table to discuss canola agronomy, updates to **business risk management** programs, and get an in-depth look into the **federal governments proposed reduction in fertilizer emissions**.



“No other event in Alberta’s canola industry is as concise and impactful. It’s packed with relevant, current information on the changes that effect growers in the last year.”

**Cale Staden**  
Region 10 Director

### MEETING DATES & LOCATIONS:

**Tuesday, November 29**  
OLDS –  
POMEROY HOTEL

**Thursday, December 1**  
FORT SASKATCHEWAN –  
DOW CENTENNIAL CENTRE

**Tuesday, December 13**  
VIRTUAL

**Thursday, December 15**  
GRANDE PRAIRIE –  
POMEROY HOTEL

### REGISTER EARLY

*for a chance to win a Milwaukee M18 Grease Gun!*

*One winner at each event!*



### REGISTER NOW:

[albertacanola.com/GEM](http://albertacanola.com/GEM)





# Board of DIRECTORS



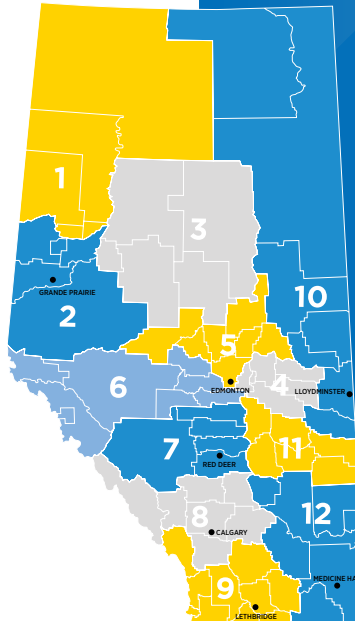
## Region 1

**Dan Doll**  
Fairview, AB  
780-835-8418



## Region 2

**Andre Harpe**  
Valhalla Centre, AB  
780-814-0964



## Region 3

**Charles Simoneau**  
Guy, AB  
780-837-6900



## Region 4

**John Mayko**  
Mundare, AB  
780-632-8838



## Region 5

**Justin Nanninga**  
Neerlandia, AB  
780-307-4343



## Region 6

**Wayne Schneider**  
Nisku, AB  
780-975-7605



## Region 7

**Mike Ammeter**  
Sylvan Lake, AB  
403-350-4473



## Region 8

**Ian Chitwood**  
Airdrie, AB  
403-470-7857



## Region 9

**Christine McKee**  
Stirling, AB  
403-635-7701



## Region 10

**Cale Staden**  
Vermilion, AB  
780-581-7888



## Region 11

**Roger Chevraux**  
Killam, AB  
780-385-6358



## Region 12

**Alan Hampton**  
Rowley, AB  
403-823-0777

## Staff Updates

# MOVING FORWARD WITH A DEDICATED TEAM BEHIND US

The more canola growers are engaged with Alberta Canola, the easier it is for the commission to do our best to help them succeed. Key priorities are funding research, advising governments, and connecting with consumers, educators and students.

To build this engagement, there first needs to be a strong foundation of supportive, dedicated and qualified staff.

This year, we've demonstrated our prioritization of valuable staff members by celebrating the expertise and dedication of those who are both leaving and joining. We're reflecting on 23 years with the General Manager of Alberta Canola, Ward Toma, and we're welcoming Karla Bergstrom, our new Executive Director as well as Sr. Policy Analyst Bijon Brown.



### REFLECTING ON TWO DECADES OF LEADERSHIP.

It is a big shift for the commission to see Ward Toma retire after 23 years as General Manager. Alberta

Canola is grateful for his dedication and leadership since March 1, 1999. With the many shifts the industry has gone through over the past two decades, Ward played a critical leadership role for Canadian canola that extended beyond the borders of Alberta. The commission is proud of the example he set—and we look forward to extending the work he started for many years to come.

### BUILDING ON PROVEN EXPERIENCE.

Stepping in as the new Executive Director in May 2022, Karla Bergstrom brings over ten years of valuable experience as the Manager of Government & Industry Affairs leading Alberta Canola in its legislative duty to advise governments on issues affecting farmers. With our goal of building more engagement between canola growers and government and the increasing importance of government relations in agriculture, her expertise is more important than ever.

Karla's commitment to excellence, policy development and government relations expertise, and her internal knowledge of the organization and the many important relationships within the canola family make her the perfect candidate for this role. She has the necessary skills to develop key relationships with canola industry partners within Alberta and better amplify growers' voices. Her leadership and vision are important assets to help advance the canola crop sector and contribute to the ongoing success of Alberta Canola.

"I am extremely proud to be the new Executive Director of Alberta Canola," says Bergstrom, "because it is the perfect combination of being able to lead such an incredibly talented team, manage the business of one of the greatest commissions in our province, and work for farmers who grow one of the most successful crops in Canada."





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**Karla Bergstrom** | Executive Director



### CONTRIBUTING TO LONG-TERM GOALS.

With over fourteen years of experience in applied economics research, quantitative analysis, economic analysis in agriculture, as well as policy

analysis and advocacy for another producer organization, Bijon Brown brings a valuable set of expertise to help build grower engagement in policy development and research. As the Sr. Policy Analyst, Bijon is the staff lead for the Government and Industry Affairs (GIA) Committee, working on the key policy files and advising the government on important issues for canola growers.

Transitioning from his role as Production Economist at Alberta Pork, where he worked since 2019, he's accustomed to advocating for growers. His previous experience as an economist with the Government of Alberta gives him additional insight into what's necessary for growers to succeed.

Bijon's extensive education is another major contribution he brings to the commission. With a PhD in agricultural economics from the University of Alberta and two Master of Science degrees in agricultural economics from the University of Saskatchewan in 2013 and the University of West Indies.

### LONG-STANDING DEDICATION FOR LONG-TERM SUCCESS.

Alberta Canola's dedicated staff has a wide range of expertise and knowledge to continue leading us forward. We are committed to building connections with canola growers, government entities, and other important partners—and we'll do it with the support of our committed staff members.

To contact Alberta Canola staff visit:  
[albertacanola.com/staff](https://albertacanola.com/staff)



ALBERTA CANOLA PRODUCERS COMMISSION'S

# ANNUAL GENERAL MEETING

**January 17, 2023**

ONLINE AND AT THE SANDMAN SIGNATURE LODGE, LETHBRIDGE

Join us for the 33<sup>rd</sup> Annual General Meeting,  
as part of the new two-day Alberta Canola  
Conference on January 17 & 18, 2023.

For information and to register, visit:  
**[albertacanola.com/AGM](https://albertacanola.com/AGM)**

**Planning  
to attend the  
AGM virtually?**

Growers can register  
to vote at:  
**[albertacanola.com/vote](https://albertacanola.com/vote)**





# ALBERTA CANOLA CONFERENCE



**January 17 & 18, 2023**

SANDMAN SIGNATURE LODGE – LETHBRIDGE

Join us for the new two-day **Alberta Canola Conference and 33<sup>rd</sup> Annual General Meeting**. Connect with like-minded growers to discuss the issues that impact the success of canola farming in Alberta.

# ALBERTA CANOLA RESEARCH SYMPOSIUM



**January 18, 2023**

1:00 PM - 4:00 PM | SANDMAN SIGNATURE LODGE - LETHBRIDGE

Join us and learn about Alberta Canola's funding priorities, the future threats of canola production, and for an inside look of the research projects we are currently working on.

For information and to register, visit:

[albertacanola.com/conference](http://albertacanola.com/conference)

| [albertacanola.com/symposium](http://albertacanola.com/symposium)



# Bylaw Development: A RED TAPE REDUCTION EFFORT

**Creating a more streamlined process, especially when it comes to regulatory procedure, is a priority for the Alberta Canola Producers Commission.**



As the Government of Alberta continues to reduce regulatory red tape, there's an opportunity for Alberta Canola to help with this.

Marketing Council, the oversight body for the twenty agricultural boards and commissions in Alberta, has directed Alberta Canola to develop bylaws that will help update the Alberta Canola Producers Marketing Plan Regulation. This will improve the overall regulatory process and adaptability in a dynamic agricultural environment.

## **SIMPLIFYING CHANGE.**

In July 2020, changes were made to the Marketing of Agricultural Products Act (MAPA) that provides authority to develop bylaws. This means that Alberta Canola can now gain approval easier if there are changes to

bylaws instead of facing the task of making changes to Marketing Plan Regulations.

This was an important step for enabling a more streamlined process. Bylaws function as alternate regulatory instruments and rules that support the governance of members and regulation of affairs that help the operation of the organization. In other words, the terms of office, elections of directors, general rights of producers and overall governance of the organization can now be removed from regulation and placed into bylaws.

In the past, Marketing Council required approval from Council and the Minister of Agriculture for regulatory changes. Now, they'll be able to consider approval of proposed bylaw changes more efficiently as they only need Council review.

Any changes that Alberta Canola wishes to make to its bylaws or regulations must be presented to the members for approval at the Annual General Meeting.

## **STAY TUNED FOR FURTHER INSIGHT.**

Alberta Canola will be targeting creation of bylaws to present to the membership for support at the 33rd Annual General Meeting on January 17, 2023. For more information on the proposed changes, be sure to sign up for our Alberta Canola Connections e-newsletter at [albertacanola.com/subscribe](https://albertacanola.com/subscribe).



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The mission of Alberta Canola is to support the long-term success of canola farmers in Alberta through research, extension, consumer engagement, and advocacy for canola farmers.



## Canola 4R Advantage

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Funding for Canola 4R Advantage is provided by Agriculture and Agri-Food Canada through the Agricultural Climate Solutions – On-Farm Climate Action Fund.

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EDITION

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## Alberta's Crop Conference: **CROSSROADS**



Alberta Barley, Alberta Canola, Alberta Pulse Growers and the Alberta Wheat Commission, are proud to be launching a new farmer-focused event called **CrossRoads**. This new crop conference, presented by four of the host organizations behind the highly successful FarmTech conference, provides a stage for the intersection of people and ideas.

CrossRoads, Alberta's Crop Conference, is an opportunity for over 700 farmers and industry members to connect and collaborate on thought-provoking topics including sustainability, policy, market development, and farm management. Along with over fifteen concurrent sessions, CrossRoads will also feature three high profile keynote speakers, including Chris Koch, a local farm boy turned motivational speaker.

Visit [crossroadscropconference.ca](https://crossroadscropconference.ca) for more info.



## **CROSSROADS**

ALBERTA'S CROP CONFERENCE

THE INTERSECTION OF PEOPLE  
AND IDEAS

### Join Us

January 24 – 25, 2023

Edmonton Convention Centre,  
Edmonton, Alberta

Gather. Inspire. Grow. The Conference features keynote speakers, talks by industry experts on continued successful crop production in Western Canada, and a chance to socialize, network, and share ideas and experiences with your peers in the agriculture community.

Brought to you by the  
FarmTech Foundation of Alberta.

Visit [crossroadscropconference.ca](https://crossroadscropconference.ca) to learn more.

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