



Annual Report ∴ **2023-2024**



We Are
Led by
Canola Farmers

OUR VISION

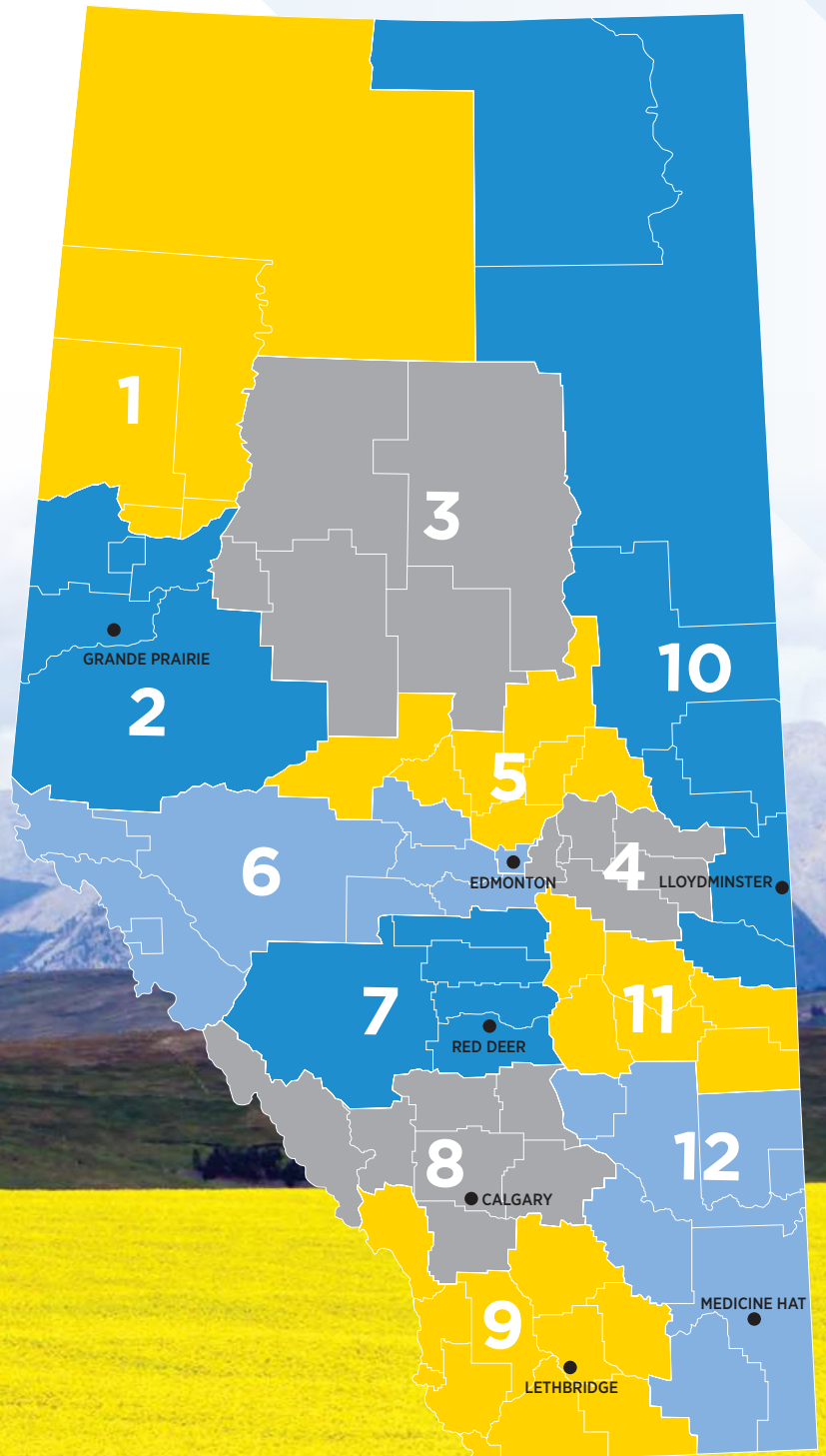
Empowering the world's most successful canola growers ☼

OUR MISSION

To support the long-term success of canola farmers in Alberta through research, extension, consumer engagement, and advocacy.



Alberta Canola Regions Map



Board of Directors



Region 1

**Christi
Friesen**

Brownvale, AB



Region 2

**Andre
Harpe**

Valhalla Centre, AB



Region 3

**Charles
Simoneau**

Guy, AB



Region 4

**Jeannette
Andrashewski**

Two Hills, AB



Region 5

**Justin
Nanninga**

Neerlandia, AB



Region 6

**Wayne
Schneider**

Nisku, AB



Region 7

**Paula
Law**

Lacombe, AB



Region 8

**Jeff
Frost**

Olds, AB



Region 9

**Christine
McKee**

Stirling, AB



Region 10

**Cheryl
Westman**

Vermilion, AB



Region 11

**Roger
Chevraux**

Killam, AB



Region 12

**Alan
Hampton**

Rowley, AB

34th Annual General Meeting Draft Minutes

January 24th, 2024 | Online and in-person from Grande Prairie, AB

In attendance: A total of 64 eligible producers were in attendance meeting the requirements for quorum.

Chair:
Roger Chevraux

Recording Secretary:
Michelle Chunyua

1. CALL TO ORDER

At 10:34 AM., Alberta Canola Chair Roger Chevraux opened the meeting by welcoming everyone attending in-person and joining the meeting online and called the meeting to order.

2. APPROVAL OF AGENDA

MOTION: Ian Chitwood/Wayne Schneider moved to approve the agenda as presented.
CARRIED

3. APPROVAL OF THE MINUTES OF 33RD ANNUAL GENERAL MEETING

MOTION: Charles Simoneau/Christi Friesen moved to approve the 33rd Annual General Meeting Minutes.
CARRIED

4. BUSINESS ARISING FROM THE 33RD ANNUAL GENERAL MEETING

No business arising from the 33rd Annual General Meeting.

5. ABOUT ALBERTA CANOLA

Chair Chevraux reviewed the history of Alberta Canola Producers Commission and the organization's mandate.

Chevraux then introduced all current Alberta Canola Directors by region:

Region 1: Christi Friesen, Region 2: Andre Harpe, Region 3: Charles Simoneau, Region 4: Jeannette Andrashewski, Region 5: Justin Nanninga, Region 6: Wayne Schneider, Region 7: Paula Law, Region 8: Ian Chitwood, Region 9: Christine McKee, Region 10: Cheryl Westman, Region 11: Roger Chevraux, Region 12: Allan Hampton

And Alberta Canola staff:

Karla Bergstrom, Executive Director; Rick Taillieu, Director of Engagement & Analytics; Michelle Chunyua, Manager of Communications; Bijon Brown, Sr. Policy Analyst; Louise Labonte, Public Engagement & Promotions Coordinator; Kathryn Knodel, Research Coordinator; Katie Elliott, Communications & Events Coordinator; Will Holowaychuk, Policy Analyst; Kamilla Sulikowski, Controller; Cheryl Rossi, Records Administration; Joanna Staszczuk, Office & Records Administrator. On parental leave - Brittany Visscher, Research Director; Tara Baycroft, Manager of Public Engagement & Promotions

6. DIRECTOR NOMINATIONS

Chevraux reviewed the outcome of the annual regional director nomination cycle that ended October 31, 2023. No elections were held during this nomination cycle, and there were 4 acclaimed directors:

REGION 2 – Andre Harpe, 3rd Term (Acclaimed)

REGION 5 – Justin Nanninga, 2nd Term (Acclaimed)

REGION 8 – Jeff Frost, 1st Term (Acclaimed)

REGION 11 – Roger Chevraux, 3rd Term (Acclaimed)

7. ALBERTA CANOLA UPDATES

Chevraux gave an update of the various activities that Alberta Canola carried out over the past year.

8. EXECUTIVE DIRECTOR'S UPDATE

Executive Director Karla Bergstrom gave an update on Alberta Canola's administrative activities over the past year. Bergstrom also recognized and thanked Records Administrator Cheryl Rossi, who has worked for Alberta Canola for 33 years and would be retiring at the end of May.





10. ALBERTA CANOLA'S FINANCIAL UPDATE

Karla Bergstrom introduced Vice-Chair Ian Chitwood to present the financials. Chitwood spoke to the 2022/2023 audited financial statements published in the annual report and presented the 2023/2024 budget.

MOTION: Andre Harpe/Jeff Frost moved to appoint MNP as the financial auditors for Alberta Canola's 2023/2024 fiscal year.
CARRIED

10.1. FINANCIAL HISTORY

Chitwood introduced a financial history video presented by Director of Engagement & Analytics Rick Taillieu. The update was also presented at the regional Grower Engagement Meetings in the fall.

Chitwood spoke about the commission's financial history and service charge. He explained that Alberta Canola has run deficit budgets in four of the past five years and has prudently drawn down existing reserves. Alberta Canola's board and staff have evaluated activities and reduced expenses across all departments, while maintaining its commitment to excellence.

Alberta Canola has also partnered with like-minded organizations to continue offering extension programs to growers and the agriculture industry that were offloaded by the government. But Alberta Canola has lost half of its purchasing power and the ability to match funding due to inflation over the last 20 years since the canola service charge was increased to \$1/tonne, which equates to \$0.02/bushel.

Chitwood announced that the Board of Directors deem it to be in the best interest of the Alberta Canola Producers Commission to commence a service charge review. The review will investigate how to fulfill the Commission's mandate, vision, and mission to support the long-term success of canola growers in Alberta by investing in research, advancing policy, advocating to governments, building public trust, and engaging with growers. The review will be completed within the 2024 calendar year and recommendations will be presented at the next Annual General Meeting in January 2025.

11. RESOLUTIONS

Resolutions must be submitted to Alberta Canola 10 business days prior to Annual General Meetings. There was one resolution brought forward by Michael Bury.

The resolution states:

Whereas the Alberta Government has put a hold on the approval of new construction of all green energy projects (wind and solar) and since the projects are primarily built on agricultural farmlands, farmers must convey the message to the Alberta Government of the importance of standardized contracts that limit landowner liability for the project's reclamation and delinquent project municipal tax.

Adherence to proper environmental standards for stripping of topsoil during initial construction must be followed. The final removal and reclamation process at the project's closing phase must be done by removing all concrete and power

generation materials from the property and placing all soil back as they were before construction. The current and future landowners must be assured the land can be used again for all agricultural purposes.

"Be it resolved that Alberta Canola Producers Commission along with the members of Team Alberta convey a message to the Alberta Utilities Commission and the Alberta Government that, all Green Energy Companies (wind, solar, etc.) should be held to the environmental and business standards as high or higher than those set out by the Alberta Energy Regulator (Oil and Gas companies) when dealing with farmers and agricultural farmlands."

MOTION: Michael Bury/Cheryl Westman moved to approve the green energy construction on Alberta farmland resolution as presented.

CARRIED

12. ACKNOWLEDGEMENTS

Chair Chevraux recognized and thanked the outgoing director Ian Chitwood for his unwavering commitment and tireless efforts in the last six years and representing the interests of Alberta's canola growers and addressing the unique needs of his region.

13. ADJOURN

MOTION: Dan Doll/Jeanette Andrashewski moved to adjourn the meeting.

CARRIED

MEETING ADJOURNED AT 11:54 A.M.

Strengthening Our Future: Alberta Canola's Commitment to Growers

Dear fellow canola growers,

As I look back on the past year, I'm filled with immense pride and gratitude for the hard work and dedication shown by our Alberta Canola community. Farming is no easy task—it takes resilience, perseverance, and a deep connection to the land.

As farmers, we understand the challenges and rewards of this way of life, and it is an honour to lead a board that shares these values and works tirelessly to represent our collective interests.

Over the past year, Alberta Canola has been steadfast in its mission to advocate for you—the over 12,000 canola farmers in our province—and to ensure that your voices are heard where it matters most. Our commitment to policy and advocacy has never been stronger. We took significant strides in strengthening our relationship with those in our Legislative Assembly, starting with the Alberta Canola Advocacy Day at the Alberta Legislature last November. We also had the opportunity to invite MLAs to experience life on the farm firsthand during our MLA Family Farm Tour in July, an initiative that fostered a deeper understanding of the realities in our industry.

We also joined forces with other provincial commodity organizations to ensure that the needs of our farmers are front and center in provincial decision-making with our first Team Alberta Crops Lobby Day in March.

On the policy front, we made critical progress in securing a reliable and affordable supply of truck drivers by advocating for a farmer endorsement for Class 1 truck licensing. As of April 1, 2024, farmers and their families are no longer required to take the Mandatory Entry Level Training (MELT), thanks to the Government of Alberta's introduction of a farmer designation for Class 1 drivers—a win for our community.

We continue to stand firm on the importance of preserving prime agricultural land for food production. Alberta Canola has advocated for stringent end-of-life requirements for renewable projects and thorough agricultural impact assessments before any land-use changes on prime

agricultural lands are considered. We were pleased when the government announced an “agriculture-first” approach to these crucial decisions.

Our advocacy efforts extend to ensuring that crop protection tools are evaluated based on science. Through our work, the Alberta Minister of Agriculture and Irrigation has championed the institution of the Pest Management Regulatory Agency working group to establish a framework for the re-evaluation of crop protection products—another important step forward.

Recognizing the national scope of our challenges, Alberta Canola collaborates with our partners at the Canadian Canola Growers Association (CCGA) to address critical issues such as proposed changes to capital gains taxes, the rising costs of production inputs, and water management. Together, we are making sure that our farmland—and our ability to farm it—remains protected.

“ We continue to stand firm on the importance of preserving prime agricultural land for food production. ”

“ We took significant strides in strengthening our relationship with those in our Legislative Assembly, starting with the Alberta Canola Advocacy Day at the Alberta Legislature last November. ”

This year, Alberta Canola also made its mark at the Calgary Stampede, where we unveiled a newly designed booth that not only increased public engagement but also showcased agriculture, canola, and the commission in a way that was both educational and fun.

Our staff and directors have been on the ground, visiting research sites across the province where your grower dollars are hard at work, and we hosted summer farm tours and field days to further strengthen our connection with people across the industry.

As your board of directors, we take our fiduciary responsibilities very seriously. This past fall, during our Grower Engagement Meetings, we engaged in discussions about Alberta Canola's financial health. We brought these conversations to growers across the province, seeking your feedback on whether to significantly reduce services and programs or to consider a service charge (levy/checkoff) increase—the first since 2003. Your feedback was clear: an increase is necessary, but we must strike a balance between generating enough revenue to fund essential programs and avoiding the accumulation of unnecessary reserves.

To aid in making the most informed decision, we contracted Hyde Management to conduct a thorough service charge review. This review included a comparative analysis with similar grower organizations and a 10-year financial health projection based on potential increases to the service charge.

Our priorities remain to balance the budget of current programs, increase funding for research priorities identified by you, our growers, and rebuild reserves to ensure the financial resiliency of the commission.

We remain committed to grower engagement. This year, we launched a new website, designed as a central hub where you can access key information and receive updates from the commission. The needs of growers in our province and our dedication to your success and sustainability remains at the heart of everything we do as we continually aim to provide leadership in guiding innovation within the canola sector

Thank you for your continued trust and support. Together, we are not just growing canola; we are growing the future of our farms, our families, and our province.

Sincerely,

Roger Chevrax
Chair, Alberta Canola



Rooted in Excellence: Alberta Canola's Year of Strategic Growth

This past year has been one of tremendous growth and change for me and the organization, especially as we completed the final mile to launch my first five-year strategic plan. We at Alberta Canola are committed to our members and strengthening our position as a commission that provides transformational impact. 📌

As you read through our Annual Report, I hope to leave you with a greater appreciation for the incredible work that our staff and directors have undertaken to empower the world's most successful canola growers. Everything we do is for the canola growers of Alberta, ensuring your dollars are put to great use. Alberta Canola is committed to continuing to earn your trust through our transparency and willingness to tackle the tough challenges of our time.

Reflecting on the past year, I am filled with immense pride and optimism for the future. Canola truly is a Canadian success story! When Canadians are asked, "What's the most Canadian thing you can think of?", our beloved oilseed with its beautiful yellow flowers deserves to be top of mind. The



heart of canola's success is our people. Driven by over 12,000 dedicated farmers across our province, Alberta Canola's directors and employees continually go above and beyond, contributing their expertise and ideas to strengthen our industry.

Our collective work focuses on four main pillars – research, extension, consumer engagement, and advocacy. But we couldn't do this important work without the behind-the-scenes support from our office administration to ensure smooth operations and compliance with our regulations.

This year, several notable changes occurred within Alberta Canola:

- We partnered with Levy Central to administer our service charge and producer database, following the retirement of a long service employee.
- MNP was selected to provide our audit services for the next five years following a thorough Request for Proposal evaluation.
- A Risk Register was developed to identify and mitigate operational risks as we prepare to launch the new strategic plan.
- We conducted a Brand Audit to strengthen our identity with canola growers in our province.

- A Leadership Covenant was introduced, where directors personally attested to performing their duties to the best of their ability.
- We launched the Hello Canola campaign as part of the National Canola Marketing Program to boost consumer awareness.
- A business case was built for a potential service charge increase, ensuring our directors have the best information to make this significant decision and positioning Alberta Canola to deliver on our mandate.

As we look ahead, I am excited about the opportunities and challenges that lie before us. The coming years will undoubtedly bring new obstacles; however, I firmly believe that Alberta Canola is uniquely positioned to not only meet these challenges head-on but to thrive in the face of them.

Together, with your continued trust and support, we will ensure that Alberta's canola industry remains resilient, innovative, and sustainable for generations to come.

Sincerely,

Karla Bergstrom
Executive Director, Alberta Canola

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The coming years will undoubtedly bring new obstacles; however, I firmly believe that Alberta Canola is uniquely positioned to not only meet these challenges head-on but to thrive in the face of them.

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Alberta Canola 5 Year Strategic Plan

2024/25 – 2028/29



Vision

Empowering the world's most successful canola growers.



Mission

To support the long-term success of canola growers in Alberta through research, extension, consumer engagement, and advocacy.

Strategic Principles:

- 1** | **Alberta Canola will be a grower centric organization** with a focus on engagement and meeting the needs of growers to ensure their long-term success.
- 2** | **Alberta Canola will ensure canola is recognized and valued** for being a safe and healthy product that is grown sustainably.
- 3** | **Alberta Canola will collaborate and build trusted partnerships** to market, educate, and share knowledge of agriculture through the efficient and effective delivery of programs to the public and stakeholders.
- 4** | **Alberta Canola's research and outreach programs will be innovative** and provide long-term value to growers.
- 5** | **Alberta Canola advocacy will ensure the voice of the growers are heard** as an integral component to policy development.
- 6** | **Alberta Canola governance will ensure the Board fulfills their fiduciary responsibility** and stewardship of the Commission with a high-level of engagement to deliver on the mandate and provide the oversight to protect the integrity of the Commission through compliance with Legislation, Regulation, Bylaws, and Policies.

Strategic Goals

2024/25 – 2028/29



Goal 1

Growers are engaged and realize the benefits and collective return on investment from Alberta Canola programs and services.



Goal 2

Alberta Canola is recognized as a trusted source for credible information on all aspects of canola in Alberta.



Goal 3

Operational effectiveness will be driven through professional development, innovation, open communication, collaboration, and use of current technology.



Goal 4

The Board governance model will be based on best practices to ensure the human and financial resources are available to achieve the Commission's mandate.



We Are
Supporting
Scientific Canola
Research



Funding Groundbreaking Research in Agronomy and Pest Management

Alberta Canola contributed almost \$650,000 towards nine new and innovative agronomic research projects. The [Canola Agronomic Research Program \(CARP\)](#) and the [Agriculture Funding Consortium \(AFC\)](#) are the two main funding intake streams in which Alberta Canola participates. ⬇️

CARP, administered by the Canola Council of Canada (CCC), facilitates collaboration with SaskCanola and the Manitoba Canola Growers Association (MCGA) on critical research priorities. The AFC enhances provincial research capacity by uniting 13 farmer-governed organizations within Alberta. This level of investment in timely and relevant research would not be possible without the support of Results Driven Agriculture Research (RDAR) and the Western Grains Research Foundation (WGRF).

For the 2023-24 period, Alberta Canola focused on both established and emerging challenges in canola production. This included funding three projects addressing the persistent issue of clubroot disease. Dr. Stephen Strelkov at the University of

Alberta will evaluate and monitor clubroot pathotypes, working to improve resistance screening and labelling. Dr. Mary Ruth McDonald at the University of Guelph will conduct research on the in vitro culture of the clubroot pathogen, *Plasmodiophora brassicae*.

Verticillium stripe, an emerging disease in Alberta, is also a priority. Understanding this disease and its pathogen, *Verticillium longisporum*, is crucial for the long-term sustainability of canola production. Dr. Sheau-Fang Hwang at the University of Alberta will study the conditions that favor Verticillium stripe development and its impact on yield. Dr. Hossein Borhan at AAFC Saskatoon will investigate the effects of interactions between *V. longisporum* and *Leptosphaeria maculans* on canola yield.

Similar to clubroot disease, we are unfortunately familiar with the presence of flea beetles in canola crops. Dr. Boyd Mori at the University of Alberta will be tracking their movement across the Canadian prairies, along with enhancing their monitoring and management through production of pheromones in yeast. Dr. Maya Evenden who is also at the University of Alberta, will work on volatile-based trapping and management of flea beetles.

Finally, Dr. Boyd Mori will monitor programs for midges attacking canola and observe their population dynamics. This project will include the newly discovered canola flower midge that is found across the prairies, as well as the swede midge which is an invasive species to Canada.

New Research Projects for 2023-2024

| Researcher | Project Title | Years | Alberta Canola Funding | Total Project Cost | Partners |
|--|---|-------|------------------------|--------------------|-----------------------------|
| Dr. Stephen Strelkov University of Alberta | Methods to isolate and maintain clubroot for improved resistance screening and labeling | 3 | \$56,925 | \$341,550 | MCGA, SaskCanola, WGRF, CCC |
| Dr. Mary Ruth McDonald University of Guelph | In vitro culture of <i>Plasmodiophora brassicae</i> | 2 | \$24,955 | \$99,820 | SaskCanola, WGRF, CCC |
| Dr. Boyd Mori University of Alberta | Population dynamics and monitoring programs for midges attacking canola | 3 | \$27,610 | \$110,440 | SaskCanola, WGRF, CCC |
| Dr. Boyd Mori University of Alberta | Tracking the movement of flea beetles across the Canadian Prairies | 2 | \$70,871 | \$212,614 | MCGA, SaskCanola, CCC |
| Dr. Maya Evenden University of Alberta | Volatile-based trapping and management of flea beetles | 3 | \$104,506 | \$209,012 | SaskCanola, CCC |
| Dr. Stephen Strelkov University of Alberta | Clubroot Pathotype Evaluation and Monitoring | 3 | \$90,562 | \$362,250 | SaskCanola, WGRF, CCC |
| Dr. Sheau-Fang Hwang University of Alberta | Investigating the conditions favoring Verticillium stripe development and yield losses in canola | 4 | \$100,000 | \$823,400 | MCGA, SaskCanola, WGRF, CCC |
| Dr. Hossein Borhan AAFC Saskatoon | Impact of synergistic interactions between <i>V. longisporum</i> and <i>L. maculans</i> on canola yield | 5 | \$118,965 | \$475,860 | SaskCanola, WGRF, CCC |
| Dr. Boyd Mori University of Alberta | Enhancing flea beetle monitoring and management through production of pheromones in yeast | 3 | \$49,986 | \$299,272 | WGRF |
| TOTAL | | | \$644,380 | \$2,934,218 | 4.5 (leverage) |

Sustainable Canadian Agricultural Partnership

Every five years, Agriculture and Agri-Food Canada (AAFC) releases a 5-year program in agreement with provincial and territorial governments. In 2023, AAFC announced the \$3.5 billion Sustainable Canadian Agricultural Partnership (SCAP) program. Alberta Canola, the Canola Council of Canada, Manitoba Canola Growers, Ontario Canola Growers, and SaskCanola submitted a proposal to the AgriScience Cluster Program (ASP) within SCAP.

The cluster of research projects submitted in the proposal were required to meet specific criteria under the three priority areas of:

1. **Climate change & environment**
2. **Economic growth & development**
3. **Sector resilience & societal challenges**

Each project submitted could only fall under one priority and must be the main focus of the project. Additionally, of the total cluster cost, a minimum of 30% must be allocated to priority 1 with a required minimum focus of 15% on GHG emissions or carbon sequestration, 30-50% allocated to priority 2, and a maximum of 20% allocated to priority 3. Therefore, the composition of research projects in the SCAP ASP Cluster is vastly different from the CARP and AFC programs. This strategy enables Alberta canola growers to invest in and benefit from a diversified research portfolio.

Sustainable Canadian Agricultural Partnership – Canola Cluster, 2023-2028

Funding Industry Partners: Canola Council of Canada (CCC), Manitoba Canola Growers Association (MCGA), Ontario Canola Growers Association (OCGA), and SaskCanola.

| Researcher | Project Title | Industry Total | AAFC Total |
|--|--|---------------------|--------------------|
| Climate Change & Environment – GHG Reduction/Carbon Sequestration | | | |
| Dr. Chaouki Benchaar AAFC Sherbrooke | Assessing/understanding synergies between canola meal and other mitigation strategies in reducing dairy-associated methane emissions | \$244,062 | \$363,178 |
| Dr. Sally Vail AAFC Saskatoon | Getting more from less - enhancing NUE and carbon sequestration in canola | \$794,599 | \$1,699,335 |
| Dr. Mario Tenuta University of Manitoba | Precision 4R management: Improving nitrogen use efficiency, greenhouse gas emissions, and productive economics of canola | \$578,246 | \$1,349,234 |
| Dr. Eric Page AAFC Harrow | Improving nitrogen management in winter canola | \$45,327 | \$105,761 |
| Economic Growth & Development | | | |
| Dr. Michael Emes University of Guelph | Evaluation of gene-edited canola with improved yield and abiotic stress tolerance | \$391,546 | \$391,545 |
| Dr. Gary Peng AAFC Saskatoon | Clubroot Pillar 2: Development and deployment of novel resistance genes to improve clubroot management on canola | \$1,278,875 | \$1,274,240 |
| Dr. Hossein Borhan AAFC Saskatoon | Protecting canola against blackleg by introducing novel genes and developing R gene specific markers | \$350,000 | \$331,100 |
| Dr. Sally Vail AAFC Saskatoon | Towards a full understanding of canola germination and seedling performance | \$574,635 | \$573,620 |
| Dr. Kenneth F. Kalscheur USDA-ARS – US Dairy Forage Research Center, Madison | Impact of canola meal and forage quality in sustainable dairy cow diets | \$180,530 | \$180,531 |
| Dr. Nick Savidov Lethbridge College | Nutrient allocation using canola supplemented fish feed in aquaponics | \$148,824 | \$148,824 |
| Dr. Ivan Tankovski Centre for Aquaculture Technologies | Canola protein and performance, health, and Life Cycle Assessment of Atlantic salmon | \$302,654 | \$302,654 |
| Sector Resilience & Societal Challenges | | | |
| Dr. Raju Datla Global Institute for Food Security | Establishment and applications of Brassica TILLING resources for development of resilient canola | \$479,467 | \$479,468 |
| Dr. Dwayne Hegedus AAFC Saskatoon | Flea beetle resistance in canola | \$445,000 | \$209,000 |
| Dr. Dwayne Hegedus AAFC Saskatoon | Assessing fungicide sensitivity in <i>S. sclerotium</i> | \$391,000 | \$185,900 |
| Non-Project-Specific Costs | | | |
| Science Coordination, Knowledge & Technology Transfer, Economic Impact Assessment, Admin Fee | | \$1,592,706 | \$1,700,087 |
| TOTAL | | \$7,797,471 | \$9,294,477 |
| Total Project Cost | | \$17,091,948 | |

Leveraging Grower Investment for Timely and Effective Canola Research

Ensuring funded research addresses timely and impactful issues to farmers in Alberta is critical for the long-term production of canola. Therefore, exercises to determine how and where grower dollars are spent in research are extremely valuable to Alberta Canola’s research committee. The Research Symposium, held at the Alberta Canola Conference, allows growers and researchers to engage with each other and identify current challenges, opportunities, and future farming threats. The research committee then uses this discussion to expand and update Alberta Canola’s research priorities, which guide proposal submissions from researchers for funding.

For each grower dollar contributed by Alberta Canola, we were able to attract an additional \$4.50 in investment from our collaborative research partners and programs for projects funded in 2024. Additionally, the overall leverage of Alberta Canola’s research portfolio since 2012 rose to 7.36 due to the SCAP ASP Cluster having a leverage of 14.02. Alberta Canola is grateful to aligning priorities from funding partners to continue to invest in a wide range of canola research, extending the reach of canola farmer’s dollars.




Funding in Core Areas since 2012

| Category | Alberta Canola Funding | Total Project Cost | Leverage |
|---|------------------------|---------------------|-------------|
| Agronomy | \$2,108,137 | \$9,319,788 | 4.42 |
| Disease | \$3,034,037 | \$14,920,088 | 4.92 |
| Insects | \$1,882,451 | \$8,100,705 | 4.30 |
| Genetics | \$1,329,787 | \$7,026,648 | 5.28 |
| New Products/Uses | \$1,678,762 | \$2,868,518 | 1.71 |
| Canadian AgriScience Canola Cluster | \$1,030,142 | \$20,100,000 | 19.51 |
| SaskCanola AgriScience Canola Cluster | \$500,000 | \$5,000,000 | 10.0 |
| Water Monitoring Project | \$150,000 | \$1,674,687 | 11.16 |
| Alberta Living Labs | \$50,000 | \$9,416,474 | 188.33 |
| Sustainable Canadian Agricultural Partnership Cluster | \$1,219,073 | \$17,091,948 | 14.02 |
| TOTAL | \$12,982,389 | \$95,518,856 | 7.36 |



We Are
**Advocating
for Canola
Farmers**

Notable Wins in Advocacy

Alberta Canola has prioritized advocacy and as such has intensified its advocacy activities, and deepened relationships with the government and other elected officials over the past year. 



Key government relations initiatives include the establishment of the annual Alberta Canola Advocacy Day in November and the MLA Family Farm Tour in July. Alberta Canola was also well-represented at the inaugural Team Alberta Crops Lobby Day in March.

While these events help highlight critical issues affecting canola growers, Alberta Canola is committed to maintaining constant and open dialogue with the Government of Alberta and other elected representatives. Advocacy can often resemble the workings of a busy restaurant kitchen — some issues are boiling over and require immediate attention, while others simmer slowly on the backburner. This year, we quickly addressed several pressing matters while taking a more measured approach on longer-term issues.

The following highlights showcase a few key focus areas and advocacy wins from the 2023/24 fiscal year, which continues to support producers in managing and succeeding in their farm operations.

DECREASING THE BURDEN OF ON-FARM TRUCK TRANSPORTATION

Since the introduction of the Mandatory Entry Level Training (MELT) Program in 2019, Alberta farm families have faced numerous challenges with the program. Initially, it was difficult to finance the training of new truck driver hires. Then it was the issue of keeping drivers from moving to other higher paying industries. The COVID-19 pandemic further exacerbated labour shortages, and more recently, farms have struggled to secure insurance for new hires completing the MELT program.

In our most recent advocacy, Alberta Canola requested a farmer designation for Agricultural Class 1 truck drivers to address the issues of drivers trained by farms but leaving for other high paying industries and asked that they differentiate the risk profiles between commercial drivers and farmers for insurance purposes. This past spring, the Minister of Transportation announced they were establishing a farm restricted Class 1 license. As of April 1, 2024, members of farm families can bypass the costly MELT program (which costs upwards of \$10,000), reducing the financial burden on farms.



Additionally, the Government of Alberta announced plans to revamp the commercial Class 1 license to better support the trucking industry, with a focus on in-vehicle training to improve driver safety and skills.

RENEWABLE DEVELOPMENT ON PRIME AGRICULTURAL LANDS

In Fall 2022, it was brought to our attention that irrigated land in southern Alberta was being taken out of agricultural production and instead was approved for renewable energy. When we shared this with our producer base, they confirmed that this type of farmland conversion was more widespread than imagined.

In response, Alberta Canola directors met with officials from Alberta's Environment and Protected Areas department to advocate for the following:

- A robust reclamation policy to prevent issues similar to those seen with orphan wells in the oil and gas industry.
- Better land management to mitigate the spread of weeds to neighboring farmlands.
- Consideration of the impact of renewable projects on farmland fragmentation and zoning implications.
- Clear communication to farmers about the true costs of solar projects, including maintenance and reclamation.

In August of 2023, a moratorium was placed on the approval of new projects pending a review. Discussions continued in the fall of 2023, at the Team Alberta Breakfast and Alberta Canola's Grower Engagement Meetings and Annual General Meeting.

Out of the review, the government has decided to adopt an agriculture first approach when considering the issue of grid-scale renewable energy projects on farmland. While more work is needed to define prime agricultural land, establish coexistence standards, and set security requirements for reclamation, the agricultural community has welcomed the government's responsiveness. Alberta Canola continues to collaborate with policymakers to develop detailed regulations for the approval process moving forward.

REDUCING THE FILING BURDEN ON FARMERS FROM THE UNDER-USED HOUSING TAX

The Under-Used Housing Tax (UHT) requires that various Canadian companies, partnerships, and trusts, regardless of foreign ownership, submit a return for every residential property they hold. Initially, this requirement applies yearly, even if no taxes need to be paid, thus causing an unintended and unnecessary burden on farmers.

Thanks to consolidated advocacy efforts from Alberta Canola and other organizations, the Canadian government has announced plans to remove the UHT reporting obligation for farmers. This change will reduce paperwork and administrative costs for farm operators starting from the 2023 calendar year onwards.





We Are Educating Tomorrow's Leaders

Connecting Canola to Communities

By fostering conversations about farming, agriculture, and where our food comes from, we help bring the farm a little closer to the city.

A SUCCESSFUL NATIONAL CAMPAIGN – HELLO CANOLA

Last October, the National Canola Marketing Program (NCMP) launched the much-anticipated Hello Canola campaign, with a clear goal: to make the knowledge of, use of, and support of canola a near-universal fact for all Canadians. The goal is to build a positive reputation for canola by moving Canadians from apathy to love of the crop.

As a joint effort between Alberta Canola, SaskCanola, and Manitoba Canola Growers, the NCMP truly set out to coalesce marketing and promotional resources and to create a brand that will increase awareness, national pride, and demand for canola and all its by-products and domestic end uses.

Through extensive research, audits, and performance reports, alongside discussions with stakeholders, we found Canadian millennials (ages 26-41) to be our optimal key audience for this campaign. Using a fresh marketing approach, we personified canola as a humble, lovable Canadian character that everyone would want to meet. We looked to connect emotionally with consumers, positioning canola as something even more beloved than maple syrup, hockey, and Tim Hortons—well, maybe not hockey!

So, how is the campaign performing? Although we're still in the first year and laying the groundwork, the results so far are encouraging. A Léger survey showed impressive metrics: 26 million impressions through paid advertising, a 9% ad recall rate (which is remarkable for a campaign of this size), and a 9% lift in positive sentiment toward canola among those exposed to the campaign. Hello Canola, indeed!

We're committed to growing and refining this campaign, using talented influencers and personalities, engaging storylines, video shorts, and striking visuals. The dedicated NCMP team is perfecting every detail, ensuring that canola's story becomes one of national pride—a tribute to the golden fields and all the benefits this true Canadian crop brings to the table. See the campaign at hellocanola.ca.

EDUCATING THE FUTURE – AG FOR LIFE

Alberta Canola has re-evaluated its approach to agricultural education by assessing the impact and reach of various programs. Our goal is to maximize the value of grower dollars by partnering with initiatives that create practical, engaging resources for both teachers and students across Alberta. By supporting effective educational programs, we aim to make a meaningful impact in agriculture education.



Photo credit: Ag for Life



Photo credit: Ag for Life

hellocanola.ca

**LEARN
MORE
ABOUT
CANOLA**



We are working to strengthen our partnership with Ag for Life through sponsorship and support of their mission to equip teachers with the tools to create engaging agricultural resources for students.

In 2023, Ag for Life's Classroom Agriculture Program (CAP) alone reached 10,135 students, visited 282 schools, and delivered presentations in 436 classrooms. With such a significant impact, Alberta Canola is excited to expand our support for this initiative.

Agriculture is Alberta's second-largest economic driver, and we are committed to bringing agriculture into every classroom. By investing in the next generation's understanding of food production and career opportunities, we aim to promote innovation, sustainability, and global food security in support of our growers.



BRIDGING URBAN AND RURAL – CALGARY STAMPEDE

Last year, we took a step back to re-evaluate: *Who is Alberta Canola?* and *How can we better engage with the public?* We quickly realized that our priority should be to create a space that’s visually appealing, interactive, and approachable—inviting meaningful conversations with families, tourists, and curious visitors, including Calgary Stampede-goers wondering about the bright yellow fields. So, this year, Alberta Canola unveiled a new and interactive booth at the Calgary Stampede.

The response was overwhelmingly positive, with feedback from volunteers, visitors, and industry peers praising the booth’s fresh look. Our exhibit shined a spotlight on Alberta Canola, our growers, our programs, and, of course, the iconic canola flower.


The 2024 Calgary Stampede beat the attendance record, set in 2012, by seeing 1,477,953 people over the 10 days. Tim Hortons Family Day alone saw a record 200,000. While we didn’t get to meet every Stampede guest, we were thrilled to welcome a significant number of visitors who were eager to learn about the wonders of canola!

We estimate that 90 percent of the people we saw through the booth were urban families, with an estimated 75 percent of them being new Canadians or first-generation Canadians. This made our presence even more impactful as we connected with diverse communities, sharing the story of canola and Alberta’s agricultural heritage.

We were also honoured to host several distinguished guests, including Deputy Prime Minister Chrystia Freeland, Senator Robert Black, and the Hon. R.J. Sigurdson, Minister of Agriculture and Irrigation, who all took the time to engage with our team and explore the booth. Notably, we were also visited by “the father of canola”, pioneering canola researcher, Dr. Keith Downey.

Public events like the Calgary Stampede offer a unique opportunity to field many questions about canola — from how oil is produced, to whether the plant is related to mustard, to the specifics of harvesting. These meaningful conversations bridge the gap between urban and rural communities. By fostering conversations about farming, agriculture, and where our food comes from, we help bring the farm a little closer to the city.

New Website Launched to Improve Communications with Growers

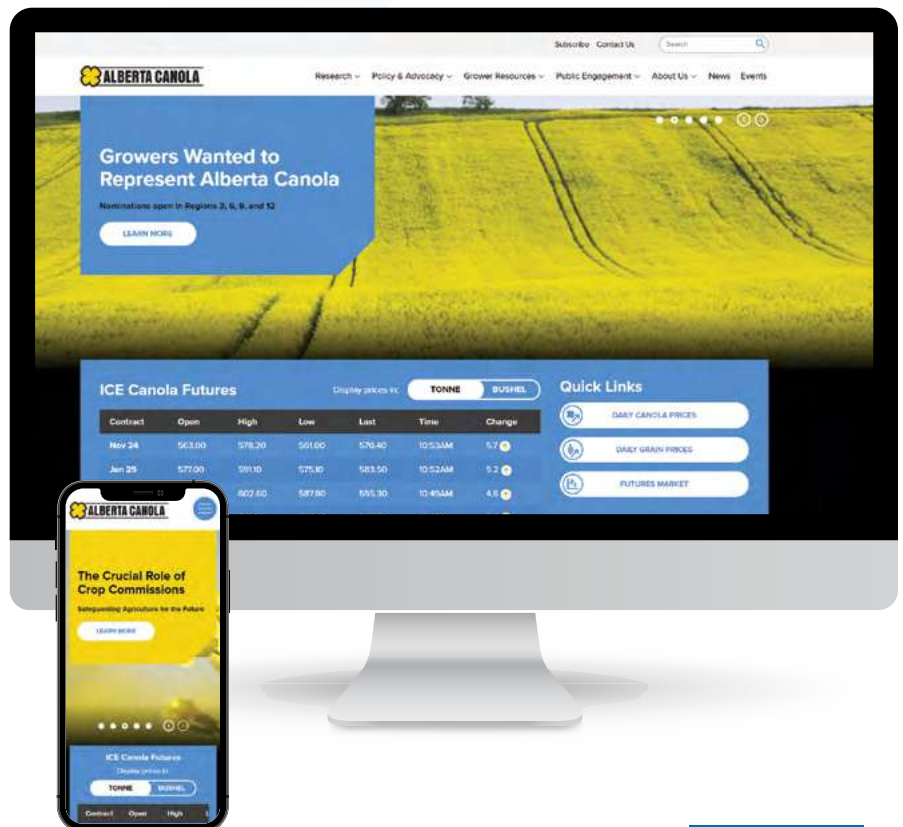
This marks a significant milestone in providing an improved and user-friendly platform for visitors. The revamped website showcases a modern design, streamlined navigation, and enhanced functionality. 

The redesigned website features a contemporary layout, making it easier for users to navigate and access relevant information.

The enhanced functionality aims to provide growers with a comprehensive resource hub, ensuring they stay informed about the latest developments within the canola industry.

Karla Bergstrom, Executive Director of Alberta Canola, expressed the organization’s vision for the upgraded website, stating, “Our goal is to establish a seamless online environment that reflects our dedication to support Alberta’s canola growers by providing them with resources that assist them and their farms.” She added, “We received a call from one of our growers who was impressed with the new website, praising its ease of use. We’re proud to offer a modern, comprehensive hub that truly supports our canola growers.”

Visit the redesigned Alberta Canola website today at albertacanola.com to explore the wealth of resources and stay informed about the latest advancements shaping the canola industry.



Click here to see the website now!

CLICK HERE



We Are
**Engaging
with Growers**



Focused on Engagement: Supporting Canola Growers' Success

ENGAGING WITH CANOLA GROWERS

Alberta Canola's commitment to engaging with canola growers continued in 2023-24. We hosted four in-person Grower Engagement Meetings in the fall at High River, Wainwright, Fairview, and Westlock. These meetings provided a platform for Alberta Canola to discuss with growers the activities of the organization in the key areas of research, policy and advocacy, and public education and promotion, as well as the financial health of the organization. There was also an online event held for those who were unable to attend in person.

These meetings also allowed canola growers (and all attendees), the opportunity to provide input and feedback to the commission. In 2023-24, discussions on the value of the commission's activities, the financial challenges for the organization, and the possibility of increasing the service charge were extremely valuable for moving the organization forward and continuing to support growers.

In January, Alberta Canola held its annual Conference, AGM, and Research Symposium in Grande Prairie. The Annual General Meeting was held as a hybrid event to ensure that all canola growers in Alberta could attend and all eligible producers were able to participate in voting during the meeting. The annual Research Symposium is a cornerstone of engagement with growers which helps to determine the research needs of the growers we serve and provides opportunity to share the results of grower funded research.

Throughout the year, the directors and staff are actively engaging with canola growers at a wide range of winter meetings, summer tours, and events in their communities.

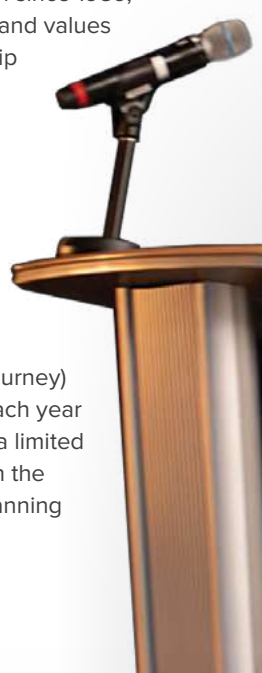
In January of 2024, Alberta Canola launched a redesigned version of the albertacanola.com website. The updated website reflects the changing priorities of both the organization and the canola growers that visit the site. This is reflected with an increased focus on the policy

issues that affect farmers and the advocacy efforts of the commission, while continuing to provide easy access to agronomy, marketing, and farm management resources.

BUILDING LEADERSHIP CAPACITY WITHIN AGRICULTURE AND RURAL COMMUNITIES IN ALBERTA

As a farmer led organization since 1989, Alberta Canola recognizes and values the importance of leadership within agriculture and the importance of the farmer's voice in guiding the organization.

The Canola Leaders program is an annual event for 20 young farmers (or farmers that are young in their leadership journey) from across Alberta held each year in March. It is also open to a limited number of participants from the industry including those planning to return to the farm.



This Alberta Canola event is designed to enhance the leadership skills of the participants for the benefit of their farming operations and the rural communities where they live. Alumni from the program, which started in 2016, have gone on to serve on various agricultural boards (including Alberta Canola) and have become actively involved in community organizations and associations.

To expand upon Alberta Canola's commitment to creating leadership and training opportunities for Alberta farmers, the Walter Paszkowski Farm Leadership Award was announced at the Alberta Canola Conference in January.

The Walter Paszkowski Farm Leadership Award aims to annually recognize and reward one canola grower each year with a \$5,000 bursary towards enrollment in the National Farm Leadership Program powered by LeaderShift Inc. and supported by Farm Management Canada. This program aims to empower Canada's farmers through training designed for those managing a hectic farm life and the desire to learn and perform in real time.

For more information or to apply go to albertacanola.com/leadership.

RESOURCES FOR CANOLA GROWERS

Alberta Canola works to ensure that growers have access to the resources they need in canola agronomy, marketing, and all aspects of farm business management. Alberta Canola collaborates with other organizations to provide quality resources

Alberta Canola collaborates with other organizations to provide as many quality resources and events as possible and provides financial support for organizations and events.

and events, and also provides financial support for organizations that provide value to canola growers through events, extension, and resources.

As a core funder of the Canola Council of Canada, we support their Crop Production and Innovation Team and the agronomy resources they provide including the Canola Watch newsletter, the Canola Research Hub, the Canola Encyclopedia, and more. The four agronomy specialists

who cover Alberta provide valuable support for growers, agronomists, and the commission.

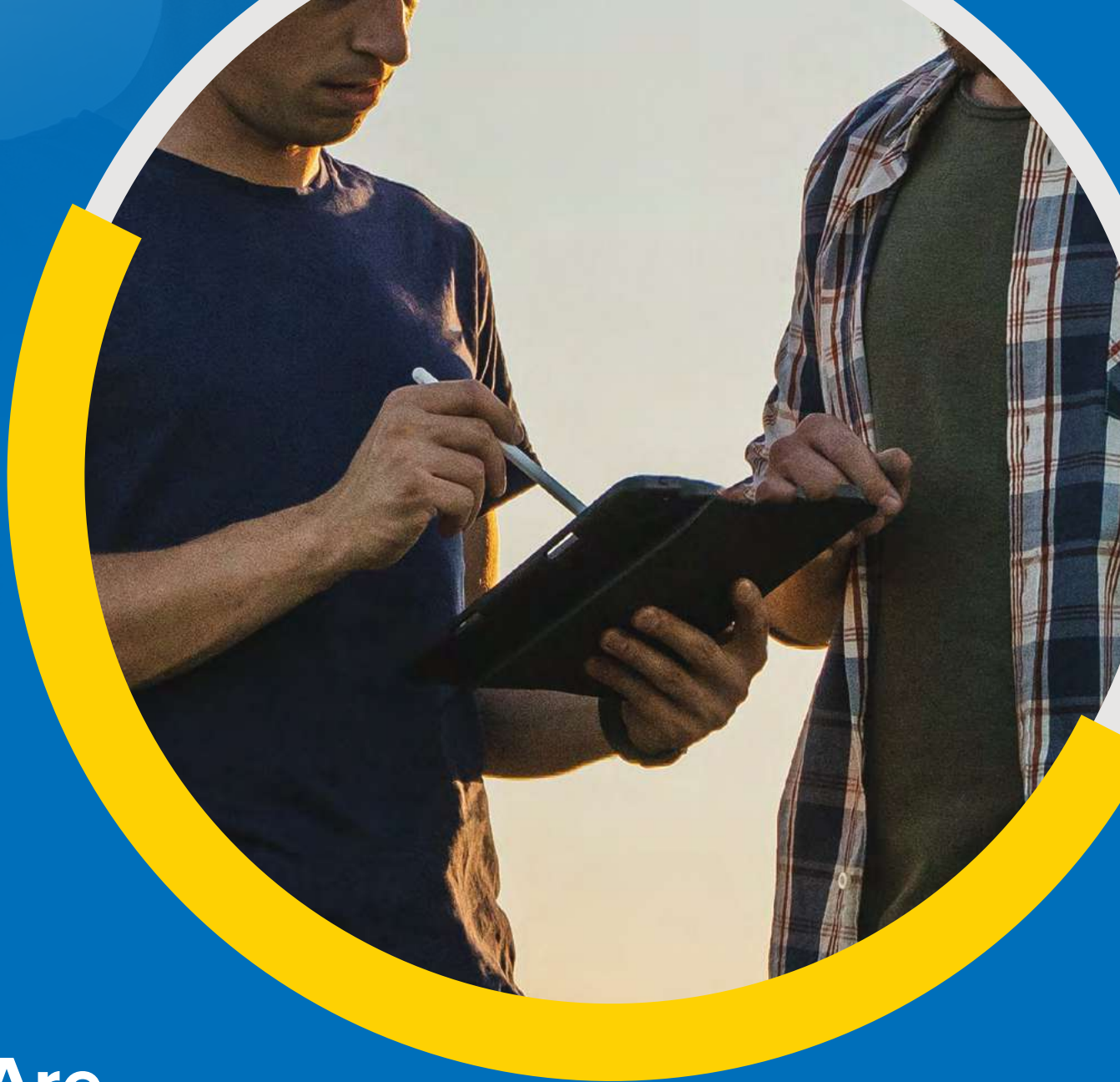
Additionally, Alberta Canola collaborates with Alberta Grains and Alberta Pulse Growers to publish the Blue Book (the annual guide to crop protection) and to host events like Agronomy Update, CrossRoads, and the new Alberta Crop Diagnostic Days,

which launched in 2024 at Olds College, Lakeland College, and SARDA Ag Research in the Peace region.

We also provide financial support for numerous programs, resources, and events, including AgSafe Alberta, Farm Management Canada, Sprayers 101, Canadian Agronomist, BeGrainSafe, Do More Ag, AgKnow, and Agriculture Update for Professionals.



The Walter Paszkowski Farm Leadership Award was announced at the Alberta Canola Conference in January.



We Are
Ensuring
Transparency for
Canola Growers

Financial Overview at a Glance

| | Year Ending 07/31/2024 | Year Ending 07/31/2023 |
|---|------------------------|------------------------|
| REVENUE | | |
| Service Charge | \$5,307,639 | \$5,131,962 |
| Refunds | -\$323,375 | -\$349,396 |
| Other Income | \$443,014 | \$224,493 |
| Investment Income | \$1,412 | \$119,180 |
| TOTAL REVENUE | \$5,428,690 | \$5,126,239 |
| EXPENSES | | |
| Research | \$1,545,847 | \$1,240,893 |
| General Office & Administration | \$1,473,489 | \$1,320,627 |
| Annual Contribution to Canola Council of Canada | \$835,866 | \$968,935 |
| Grower Engagement & Extension | \$818,377 | \$826,650 |
| Public Engagement & Promotion | \$717,020 | \$878,262 |
| Board of Directors | \$400,483 | \$330,418 |
| Government & Industry Affairs | \$325,574 | \$335,683 |
| Investment Management Fees | \$35,428 | \$34,999 |
| TOTAL EXPENSES | \$6,152,084 | \$5,936,467 |
| DEFICIENCY (EXCESS OR REVENUE OVER EXPENSES) | -\$723,393 | -\$810,231 |

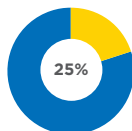
TOTAL REVENUE INCREASED

5.90%

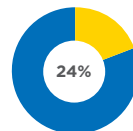
TOTAL EXPENSES INCREASED

3.63%

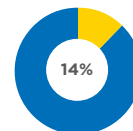
EXPENDITURES



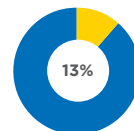
RESEARCH



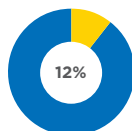
GENERAL OFFICE & ADMINISTRATION



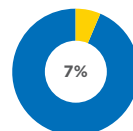
ANNUAL CONTRIBUTION TO CANOLA COUNCIL OF CANADA



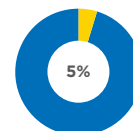
ROWER ENGAGEMENT & EXTENSION



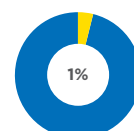
PUBLIC ENGAGEMENT & PROMOTION



BOARD OF DIRECTOR EXPENSES



GOVERNMENT & INDUSTRY AFFAIRS



INVESTMENT MANAGEMENT FEES

Governance & Financial Leadership: Securing the Future of Alberta Canola

The Governance & Finance (G&F) Committee plays a crucial role in ensuring effective governance and financial sustainability of the Commission, as well as ensuring priorities are aligned to achieve our strategic goals. The G&F Committee is chaired by the Vice Chair of the Board and meets formally four times per year with management ahead of board meetings. 

EFFECTIVE GOVERNANCE

Every director personally commits to leading the Commission to the best of their ability. The G&F committee is largely responsible for internal board matters, which includes complying with our regulations, reviewing bylaws, strategic planning, board training, succession planning and onboarding, being fiscally accountable, assessing the Commission's programs, and offering administrative guidance.

Regular governance training maximizes director effectiveness in executing board duties including board evaluations and annual performance reviews of the Executive Director.

STRATEGIC PLAN 2024-25 TO 2028-29

Alberta Canola has been working towards its new five-year Strategic Plan for a few years. Starting with the shift to engaging with growers in 2021, the organization had significant changes to work through. These changes included retirements, hiring a new Executive Director, drafting new bylaws and regulations, transitioning the administration

of our service charge to Levy Central, and controlling finances with multiple deficit budgets, which influenced the new forward-thinking roadmap designed to empower Alberta's canola growers.

FINANCIAL SUSTAINABILITY

Directors have a fiduciary responsibility to Alberta's canola growers. The G&F Committee monitors the financial health of the Commission, allocates resources to carry out our program commitments, develops strategies to mitigate financial and operational risks, provides recommendations on the selection of auditors, and ensures the assets are managed prudently and in accordance with the investment policy.

NEW AUDITOR

Alberta Canola had been with the same audit firm for well over a decade, so based on recommended best practices the G&F Committee went to the market for its audit services. Five qualified and experienced firms submitted comprehensive 5-year plan proposals, including our longtime auditor.

The proposals were evaluated based on the understanding of the scope of work, the audit approach and methodology, the professional qualifications of the audit team, and the fee structure. MNP was selected and the motion was approved at our Annual General Meeting in January 2024.

LONG-TERM INVESTMENTS

The last 12-24 months have been very positive for all investors both on the equity side and fixed income side. Despite a significant focus on fixed income within Alberta Canola's portfolio, Scotia Wealth Management (SWM) generated close to 6% annualized returns. Over the last 2 years, SWM has seen a significant change in monetary policy from the central banks. This has created a very positive environment not only for the economy but also for the overall markets. An end to tightening (increasing interest rates) has signalled to the equity markets that a recession (or at least a soft landing) was not in the cards. This also reversed a downdraft in the fixed income markets as bond prices are inversely impacted by interest rates.

CHANGES IN MEMBERS EQUITY

Alberta Canola's total equity dropped \$0.7 million in 2023-24 to \$6.3 million. This drop is explained in the statement of changes in members' equity.

- Unrestricted members equity increased from \$1.5 million to \$1.9 million due to achieving our revenue target and a tighter control of our expenses.
- Alberta Canola's Future Commitments Reserve is used to set aside funding dollars to cover all approved research projects for their entirety. Funds are then transferred to Unrestricted Funds each year to make annual payments to approved projects. This ensures that Alberta Canola can always meet the commitments we have made to researchers. For this fiscal year, Alberta Canola committed \$644,000 to the Future Commitment Reserve (FCR) but also withdrew \$1.7 million from it to make research payments for new and on-going projects.
- Internally restricted reserves are for the \$300,000 shutdown reserve, the \$1 million crop failure contingency reserve, and the \$1 million market development research reserve.

LONG-TERM BUDGETING

This included reducing the size of the research reserve earmarked for Market Development projects. Internally, the G&F Committee also changed to a five-year budget to better understand its cashflow and investments. Staff prepare project-based budgets that roll up into the Income Statement. All expenses were scrutinized further to align with the goals of the new strategic plan. The basic budget was described as 'keep the lights on.' The next layer included projects that would add significant value to canola growers, and the

last layer was considered the wish list. Staff were also challenged in this process to highlight activities that Alberta Canola should stop doing because they do not help us achieve our strategic goals. Every grower dollar has a specific job to maximize the benefit to our growers. Our goal is to maintain our growers' trust that we are working on the issues that impact them the most with full transparency on what we are doing with their money.

SERVICE CHARGE REVENUE

The Commission's primary source of revenue is from the service charges authorized by our regulations – one dollar is collected from every tonne of canola sold in Alberta. This works out to roughly \$0.02 per bushel. The price of canola has zero connection to the service charge. The service charge has not increased in over 20 years since the province-wide drought of 2002.

CANOLA COUNCIL OF CANADA

The 2023-24 annual contribution to the Canola Council of Canada (CCC) was \$835,866. Alberta's annual contribution to CCC amounts to 13.6% of our total expenses, which is used to support the core activities of the canola value chain.

Starting with the 2023-24 financial statements, Alberta Canola is now reporting both the core funding given to the Canola Council of Canada (CCC) and support for agronomy services under "annual contributions." The CCC uses a formula to calculate the core funding based on the service charge minus refunds from our audited financials. For example, the contribution for 2024-25 will be based on the service charge from 2023-24, minus any refunds.

The Canola Council of Canada has been an integral part of the canola industry since its inception in 1967. It is through CCC that the exporters, crushers, life sciences, and growers all work together on common goals to advance the canola industry. Core funding supports operations and program delivery, including international market development and product promotion, market access and trade, and government advocacy. CCC also provides research coordination and administration of the Canola Agronomic Research Program (CARP) and the federally supported science cluster. Their Agronomy Specialists who are spread out across the Prairies, provide grower and researcher extension via the Crop Production and Innovation program.



Independent Auditor's Report

To the Members of Alberta Canola Producers Commission:

Qualified Opinion

We have audited the financial statements of Alberta Canola Producers Commission (the "Commission"), which comprise the statement of financial position as at July 31, 2024, and the statements of operations, changes in members' equity and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, except for the effects of the matter described in the Basis for Qualified Opinion section of our report, the accompanying financial statements present fairly, in all material respects, the financial position of the Commission as at July 31, 2024, and its results of operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Basis for Qualified Opinion

The Commission is dependent upon individual grain companies and other purchasers of canola to report to the Commission the service charges collected from producers, the completeness of which is not susceptible to satisfactory audit verification. 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 charges revenue, deficiency of revenues over expenses, and cash flows from operations for the year ended July 31, 2024, current assets as at July 31, 2024, and unrestricted members' equity as at August 1, 2023 and July 31, 2024. The predecessor auditor's opinion on the financial statements for the year ended July 31, 2023 was modified accordingly because of the possible effects of this limitation in scope.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Commission in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our qualified opinion.

Other Matters

The financial statements for the year ended July 31, 2023 were audited by another auditor who expressed a qualified opinion on those financial statements on October 12, 2023 for the reasons described in the Basis for Qualified Opinion section.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the 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.

In preparing the financial statements, management is responsible for assessing the Commission's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Commission or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Commission's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit 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 Commission's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Commission's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Commission to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Edmonton, Alberta

October 8, 2024

MNP LLP

Chartered Professional Accountants

Alberta Canola Producers Commission

Statement of Financial Position

As at July 31, 2024

| | 2024 | 2023 |
|--|--|------------------|
| Assets | | |
| Current | | |
| Cash and cash equivalents | 733,620 | 3,391,257 |
| Accounts receivable | 705,185 | 469,125 |
| Investments (Note 3) | 5,279,520 | 3,551,370 |
| Prepaid expenses | 89,474 | 42,450 |
| | 6,807,799 | 7,454,202 |
| Capital assets (Note 4) | 135,832 | 202,002 |
| Long-term investments (Note 3) | 75,000 | 75,000 |
| | 7,018,631 | 7,731,204 |
| Liabilities | | |
| Current | | |
| Accounts payable and accruals | 713,389 | 702,569 |
| Members' Equity | | |
| Equity in capital assets | 135,832 | 202,002 |
| Future commitments reserve (Note 5) | 1,928,351 | 3,020,524 |
| Internally restricted reserve (Note 6) | 2,300,000 | 2,300,000 |
| Unrestricted members' equity | 1,941,059 | 1,506,109 |
| | 6,305,242 | 7,028,635 |
| | 7,018,631 | 7,731,204 |
| Approved on behalf of the Board | | |
| e-Signed by Charles Simoneau 2024-10-09 08:46:22:22 MDT | e-Signed by Roger Chevraux 2024-10-08 11:39:30:30 MDT | |
| Director | Director | |

The accompanying notes are an integral part of these financial statements

Alberta Canola Producers Commission

Statement of Operations

For the year ended July 31, 2024

| | 2024 | 2023 |
|---|--------------------|------------------|
| Revenue | | |
| Service charges | 5,307,639 | 5,131,962 |
| Royalties | 1,372 | 3,539 |
| Recovery of research expense | 40 | 5,291 |
| Grants | - | 110,350 |
| Refunds | (323,375) | (349,396) |
| | 4,985,676 | 4,901,746 |
| Expenses | | |
| Salaries, benefits and expenses | 1,533,932 | 1,465,018 |
| Annual research projects | 1,455,629 | 1,046,678 |
| Annual contribution to Canola Council of Canada | 835,866 | 968,935 |
| Board of directors fees and expenses | 400,483 | 330,418 |
| National canola marketing program | 340,823 | 333,726 |
| Communications | 285,966 | 315,173 |
| Sponsorship, donations and scholarships | 224,343 | 238,639 |
| Grower events and programming | 185,889 | 162,894 |
| Rent | 174,891 | 174,524 |
| Consumer engagement | 169,647 | 227,048 |
| Amortization | 143,192 | 28,342 |
| Government and industry affairs | 110,997 | 211,542 |
| Network administration | 76,445 | 57,098 |
| Office | 57,835 | 127,041 |
| Professional fees | 56,368 | 48,216 |
| Research engagement | 29,111 | 47,525 |
| Insurance | 16,421 | 9,461 |
| Agriculture education | 14,599 | 104,667 |
| Bank charges and interest | 4,218 | 4,526 |
| | 6,116,655 | 5,901,471 |
| Deficiency of revenue over expenses before other items | (1,130,979) | (999,725) |
| Other items | | |
| Gain (loss) on change in fair value of investments | 214,642 | (28,469) |
| Investment income | 122,360 | 96,288 |
| Interest income | 106,012 | 156,674 |
| Investment management fees | (35,428) | (34,999) |
| | 407,586 | 189,494 |
| Deficiency of revenue over expenses | (723,393) | (810,231) |

The accompanying notes are an integral part of these financial statements

Alberta Canola Producers Commission

Statement of Changes in Members' Equity

For the year ended July 31, 2024

| | Unrestricted Members' Equity | Equity in Capital Assets | Future Commitments Reserve | Internally Restricted Reserve | | |
|--|------------------------------------|--------------------------------|----------------------------------|-------------------------------------|-----------|-----------|
| | | | | | 2024 | 2023 |
| Members' equity, beginning of year | 1,506,109 | 202,002 | 3,020,524 | 2,300,000 | 7,028,635 | 7,838,863 |
| Deficiency of revenue over expenses | (580,201) | (143,192) | - | - | (723,393) | (810,228) |
| Purchase of capital assets | (77,022) | 77,022 | - | - | - | - |
| Transfer to (from) future commitments reserve | 1,092,173 | - | (1,092,173) | - | - | - |
| Members' equity, end of year | 1,941,059 | 135,832 | 1,928,351 | 2,300,000 | 6,305,242 | 7,028,635 |

Alberta Canola Producers Commission

Statement of Cash Flows

For the year ended July 31, 2024

| | 2024 | 2023 |
|---|-------------|-------------|
| Cash provided by (used for) the following activities | | |
| Operating | | |
| Deficiency of revenue over expenses | (723,393) | (810,228) |
| Amortization | 143,192 | 28,342 |
| Change in value of investments | (214,642) | 28,469 |
| | (794,843) | (753,417) |
| Changes in working capital accounts | | |
| Accounts receivable | (236,060) | (241,975) |
| Prepaid expenses | (47,024) | (32,771) |
| Accounts payable and accruals | 10,820 | 68,754 |
| Deferred contributions | - | (70,350) |
| | (1,067,107) | (1,029,759) |
| Investing | | |
| Purchase of investments, net | (1,513,508) | (61,289) |
| Purchase of capital assets | (77,022) | (52,379) |
| Increase in investment cash | - | (82,474) |
| | (1,590,530) | (196,142) |
| Decrease in cash and cash equivalents | (2,657,637) | (1,225,901) |
| Cash and cash equivalents, beginning of year | 3,391,257 | 4,617,158 |
| Cash and cash equivalents, end of year | 733,620 | 3,391,257 |

The accompanying notes are an integral part of these financial statements

1. Incorporation and nature of the organization

Alberta Canola Producers Commission (the "Commission") was created August 1, 1989 under Alberta's Marketing of Agriculture Products Act. The Commission 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.

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

2. Significant accounting policies

The financial statements have been prepared in accordance with Canadian accounting standards for not-for-profit organizations set out in Part III of the CPA Canada Handbook - Accounting, as issued by the Accounting Standards Board in Canada and include the following significant accounting policies:

Fund accounting

The Commission reports using fund accounting and maintains four funds: unrestricted members' equity, equity in capital assets, future commitments reserve, internally restricted reserve.

Unrestricted members' equity reports the Commission's revenue and expenses related to program delivery and administrative activities.

Equity in capital assets reports the Commission's asset purchases and disposals, any financing or liabilities related to capital assets, and revenue and expenditures related to Alberta Canola Producers Commission's capital asset transactions.

Future commitments reserve reports the Commission's assets designated for specific research and development projects and market development projects. These amounts are internally restricted and are distributed to recipients at the discretion of the Board of Directors.

Internally restricted reserve reports the Commission's assets designated for specific projects as approved by the Board of Directors.

Revenue recognition

The Commission uses the deferral method of accounting for contributions.

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

Restricted contributions are recognized as revenue of the appropriate fund in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue in the when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Investment income is recognized as revenue when earned.

All other revenues are recognized when the amount can be reasonably estimated and collection is reasonably assured.

Cash and cash equivalents

Cash and cash equivalents include balances with banks and short-term investments with maturities of three months or less.

2. Significant accounting policies *(Continued from previous page)*

Capital assets

Purchased capital assets are recorded at cost. Contributed capital assets are recorded at fair value at the date of contribution plus all costs directly attributable to the acquisition.

Amortization is provided using the methods described below at rates intended to amortize the cost of assets over their estimated useful lives.

| | Method | Rate |
|------------------------|-------------------|---------------|
| Computer equipment | straight-line | 3 years |
| Computer software | straight-line | 3 years |
| Equipment | declining balance | 30% |
| Office equipment | declining balance | 20% |
| Leasehold improvements | straight-line | term of lease |
| Website | straight-line | 15% |

Investments

Long-term investments are fixed income and equity funds recorded at fair value for those with prices quoted in an active market, and cost less impairment for those that are not quoted in an active market. They have been classified as short-term or long-term assets in concurrence with the nature of the investment.

Long-lived assets

Long-lived assets consists of capital assets. Long-lived assets held for use are measured and amortized as described in the applicable accounting policies.

The Commission writes down long-lived assets held for use when conditions indicate that the asset no longer contributes to the Commission's ability to provide goods and services. The asset are also written-down when the value of future economic benefits or service potential associated with the asset is less than its net carrying amount. When the Commission determines that a long-lived asset is impaired, its carrying amount is written down to the asset's fair value.

Measurement uncertainty (use of estimates)

The preparation of financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements, and the reported amounts of revenues and expenses during the reporting period.

Accounts receivable are stated after evaluation as to their collectability and an appropriate allowance for doubtful accounts is provided where considered necessary. Amortization is based on the estimated useful lives of capital assets and intangible assets.

By their nature, these judgments are subject to measurement uncertainty, and the effect on the financial statements of changes in such estimates and assumptions in future years could be material. These estimates and assumptions are reviewed periodically and, as adjustments become necessary they are reported in excess of revenues over expenses in the years in which they become known.

2. Significant accounting policies *(Continued from previous page)*

Financial instruments

The Commission recognizes financial instruments when the Commission becomes party to the contractual provisions of the financial instrument.

Arm's length financial instruments

Financial instruments originated/acquired or issued/assumed in an arm's length transaction ("arm's length financial instruments") are initially recorded at their fair value.

At initial recognition, the Commission may irrevocably elect to subsequently measure any arm's length financial instrument at fair value. The Commission has not made such an election during the year.

The Commission subsequently measures investments in equity instruments quoted in an active market and all derivative instruments, except those designated in a qualifying hedging relationship or that are linked to, and must be settled by delivery of, unquoted equity instruments of another entity, at fair value. Fair value is determined by published price quotations. Investments in equity instruments not quoted in an active market and derivatives that are linked to, and must be settled by delivery of, unquoted equity instruments of another entity, are subsequently measured at cost less impairment. With the exception of financial liabilities indexed to a measure of the Commission's performance or value of its equity and those instruments designated at fair value, all other financial assets and liabilities are subsequently measured at amortized cost.

Transaction costs and financing fees directly attributable to the origination, acquisition, issuance or assumption of financial instruments subsequently measured at fair value are immediately recognized in deficiency of revenues over expenses. Conversely, transaction costs and financing fees are added to the carrying amount for those financial instruments subsequently measured at cost or amortized cost.

Financial asset impairment

The Commission assesses impairment of all its financial assets measured at cost or amortized cost.

With the exception of related party debt instruments and related party equity instruments initially measured at cost, the Commission reduces the carrying amount of any impaired financial assets to the highest of: the present value of cash flows expected to be generated by holding the assets; the amount that could be realized by selling the assets at the statement of financial position date; and the amount expected to be realized by exercising any rights to collateral held against those assets.

The Commission reverses impairment losses on financial assets when there is a decrease in impairment and the decrease can be objectively related to an event occurring after the impairment loss was recognized. The amount of the reversal is recognized in deficiency of revenues over expenses in the year the reversal occurs.

3. Investments

| | 2024 | 2023 |
|---|------------------|-----------|
| Measured at cost: | | |
| Guaranteed investment certificates (rates ranging from 4.6% - 5.2%) | 1,835,409 | 369,541 |
| Measured at fair value: | | |
| Fixed income and equities (cost - \$3,213,330) | 3,444,111 | 3,181,829 |
| | 5,279,520 | 3,551,370 |

Long-term investments include amounts held as guaranteed investment certificates and have interest rates at 4.75% with terms ending greater than one year.

Included in investments is \$1,000,000 to support internally restricted reserve (Note 6) and the remaining balance is held to be used for unrestricted purposes.

Alberta Canola Producers Commission Notes to the Financial Statements

For the year ended July 31, 2024

4. Capital assets

| | <i>Cost</i> | <i>Accumulated amortization</i> | <i>2024 Net book value</i> | <i>2023 Net book value</i> |
|------------------------|----------------|-------------------------------------|------------------------------------|------------------------------------|
| Computer equipment | 243,861 | 215,273 | 28,588 | 38,623 |
| Computer software | 839 | 839 | - | - |
| Equipment | 156,633 | 156,633 | - | - |
| Office equipment | 250,875 | 223,145 | 27,730 | 34,663 |
| Leasehold improvements | 63,698 | 42,700 | 20,998 | 25,200 |
| Website | 63,261 | 4,745 | 58,516 | 103,516 |
| | 779,167 | 643,335 | 135,832 | 202,002 |

5. Future commitments reserve

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

| | |
|------|------------------|
| 2025 | 941,008 |
| 2026 | 592,020 |
| 2027 | 339,898 |
| 2028 | 55,425 |
| | 1,928,351 |

6. Internally restricted reserve

The Board of Directors have internally restricted the following amounts:

| | <i>2024</i> | <i>2023</i> |
|-------------------------------------|------------------|------------------|
| Crop failure contingency reserve | 1,000,000 | 1,000,000 |
| Market development research reserve | 1,000,000 | 1,000,000 |
| Shutdown reserve | 300,000 | 300,000 |
| | 2,300,000 | 2,300,000 |

7. Commitments

The Commission has entered in to 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 remaining payments on this lease are \$73,500.

8. Financial instruments

The Commission, as part of its operations, carries a number of financial instruments. It is management's opinion that the Commission is not exposed to significant interest, currency, credit, liquidity or other price risks arising from these financial instruments except as otherwise disclosed.

Credit Risk

Credit risk is the risk of financial loss because a counter party to a financial instrument fails to discharge its contractual obligations.

A credit concentration exists relating to trade accounts receivable. As at July 31, 2024, four customers accounted for 73% (2023 - four customers accounted for 75%) of revenues from operations and three customers accounted for 65% (2023 - three customers accounted for 71%) of the accounts receivable.

Liquidity risk

Liquidity risk is the risk that the Commission will encounter difficulty in meeting obligations associated with financial liabilities. The Commission's exposure to liquidity risk is dependent on the collection of accounts receivable, purchasing commitments and obligations or raising funds to meet commitments and sustain operations.

Interest rate risk

Interest rate risk is the risk that the value of a financial instrument might be adversely affected by a change in the interest rates. Changes in market interest rates may have an effect on the cash flows associated with some financial assets and liabilities, known as cash flow risk, and on the fair value of other financial assets or liabilities, known as price risk.

The Commission is exposed to interest rate price risk with respect to its fixed income funds and guaranteed investment certificates.

Other price risk

Other price risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market prices (other than those arising from interest rate risk), whether those changes are caused by factors specific to the individual financial instrument or its issuer, or factors affecting all similar financial instruments traded in the market. The Commission's investments in equities exposes the Commission to price risk as these investments are subject to price changes in an open market due to a variety of reasons including changes in market rates of interest, general economic indicators and restrictions on credit markets.

9. Comparative figures

Certain comparative figures have been reclassified to conform with current year presentation.

Alberta Canola Producers Commission Schedules to the Financial Statements

For the year ended July 31, 2024

Schedule 1 - General office and administration

| | 2024 | 2023 |
|--|------------------|------------------|
| Salaries, benefits and expenses | 933,714 | 850,129 |
| Rent | 174,891 | 174,524 |
| Amortization | 143,192 | 28,342 |
| Network administration | 76,445 | 57,098 |
| Office | 57,835 | 127,041 |
| Professional fees | 56,368 | 48,216 |
| Insurance | 16,421 | 9,461 |
| Communications | 8,404 | 19,292 |
| Bank charges and interest | 4,218 | 4,526 |
| Sponsorships, donations and scholarships | 2,000 | 2,000 |
| | 1,473,489 | 1,320,627 |

Schedule 2 - Board of directors

| | 2024 | 2023 |
|------------------------------------|----------------|----------------|
| Directors expenses | 187,614 | 158,550 |
| Director fees | 170,875 | 157,175 |
| Strategic planning and initiatives | 41,994 | 14,693 |
| | 400,483 | 330,418 |

Schedule 3 - Government and industry affairs

| | 2024 | 2023 |
|---------------------------------|----------------|----------------|
| Salaries, benefits and expenses | 214,577 | 124,141 |
| Government relations | 75,898 | 103,243 |
| Team Alberta Crops | 32,597 | 108,185 |
| Industry affairs | 2,502 | 114 |
| | 325,574 | 335,683 |

Schedule 4 - Grower engagement and extension

| | 2024 | 2023 |
|--|----------------|----------------|
| Grower communications | 277,563 | 295,881 |
| Extension events and programming | 185,889 | 162,894 |
| Sponsorships, donations and scholarships | 193,029 | 184,775 |
| Salaries, benefits and expenses | 161,897 | 183,100 |
| | 818,377 | 826,650 |

Schedule 5 - Public engagement and promotion

| | 2024 | 2023 |
|--|----------------|----------------|
| National canola marketing program | 340,823 | 333,726 |
| Consumer engagement | 169,647 | 227,048 |
| Salaries, benefits and expenses | 162,636 | 160,957 |
| Sponsorships, donations and scholarships | 29,314 | 51,864 |
| Agricultural education | 14,599 | 104,667 |
| | 717,020 | 878,262 |

Schedule 6 - Research

| | 2024 | 2023 |
|---------------------------------|------------------|------------------|
| Annual research projects | 1,455,629 | 1,046,678 |
| Salaries, benefits and expenses | 61,107 | 146,690 |
| Research engagement | 29,111 | 47,525 |
| | 1,545,847 | 1,240,893 |

Schedule 7 - Annual contribution to Canola Council of Canada

| | 2024 | 2023 |
|------------------------|----------------|----------------|
| Core funding | 679,932 | 800,670 |
| Agronomy services | 159,470 | 163,265 |
| Meal promotion project | (3,536) | 5,000 |
| | 835,866 | 968,935 |

The Canola Organizations

Canola growers are backed by canola organizations working together: the provincial grower organizations, the Canola Council of Canada, and the Canadian Canola Growers Association.

Justin Nanninga represents Alberta Canola on the Canola Council of Canada board.

Roger Chevraux, Andre Harpe, and Christine McKee represent Alberta Canola on the Canadian Canola Growers Association board.

NATIONAL VALUE CHAIN ORGANIZATION



PURPOSE

The CCC leads industry strategies in market access and trade; canola production and innovation, including national research coordination; and targeted promotion to export markets.

Alberta Canola, SaskCanola, and MCGA together provided 48% of CCC core funding in 2023. The remaining core funding comes from exporters, processors, life science companies, and memberships.

canolacouncil.org

PROVINCIAL PRODUCER COMMISSION



PURPOSE

Invests grower dollars into research, engagement, advocacy, and canola promotion to support the long-term success of canola growers in Alberta.

Growers fund Alberta Canola through a service charge collected when crop is sold.

albertacanola.com

NATIONAL GROWER ORGANIZATION



PURPOSE

CCGA enhances the competitiveness of canola growers by conducting in-depth policy analysis and advocating for policy changes that impact farm profitability. Through the Advance Payments Program, the association also provides growers access to interest-free and low interest cash advances.

CCGA operates using funds generated from its core business operations.

ccga.ca



General Statistics

Table 1: Summary of Producers, Service Charges and Refunds by Crop Year

| Year | Total Number of Producers | Total Service Charges Received | Number of Producers Refunded | Total Service Charges Refunded | Percentage of Producers Refunded | Percentage of Service Charges Refunded |
|---------|---------------------------|--------------------------------|------------------------------|--------------------------------|----------------------------------|--|
| 2023-24 | 12,780 | \$5,307,639 | 347 | \$323,375 | 2.7% | 6.1% |
| 2022-23 | 12,063 | \$5,133,256 | 395 | \$352,713 | 3.3% | 6.9% |
| 2021-22 | 12,719 | \$4,292,953 | 410 | \$284,374 | 3.2% | 6.6% |
| 2020-21 | 12,179 | \$5,299,065 | 464 | \$378,649 | 3.8% | 7.1% |
| 2019-20 | 11,997 | \$5,562,123 | 448 | \$408,787 | 3.7% | 7.3% |

2023-24 Note: Source change to Levy Central administration mid-year

Table 2: Harvested Canadian Canola Acres (Thousands of Acres)

| Year | Alberta | Saskatchewan | Manitoba | B.C. | Ontario | Quebec | Total Canada |
|--------------------|--------------|---------------|--------------|-----------|-----------|-----------|---------------|
| 2015 | 6,225 | 11,100 | 3,190 | 90 | 35 | 29 | 20,669 |
| 2016 | 5,985 | 11,175 | 3,100 | 86 | 39 | 34 | 20,419 |
| 2017 | 6,890 | 12,680 | 3,155 | 110 | 43 | 36 | 22,914 |
| 2018 | 6,679 | 12,244 | 3,379 | 134 | 62 | 35 | 22,535 |
| 2019 | 5,821 | 11,753 | 3,209 | 76 | 43 | 29 | 20,933 |
| 2020 | 5,717 | 11,317 | 3,397 | 82 | 32 | 27 | 20,572 |
| 2021 | 6,619 | 11,921 | 3,390 | 103 | 42 | 31 | 22,106 |
| 2022 | 6,476 | 11,348 | 3,220 | 100 | 54 | 41 | 21,242 |
| 2023 | 6,275 | 12,306 | 3,116 | 103 | 44 | 37 | 21,885 |
| 2024 (p) | 6,297 | 12,021 | 3,294 | 105 | 55 | 34 | 21,807 |
| 5 Year Avg | 6,277 | 11,783 | 3,283 | 99 | 45 | 34 | 21,522 |
| 10 Year Avg | 6,298 | 11,787 | 3,245 | 99 | 45 | 33 | 21,508 |

Source: Statistics Canada CANSIMTable 32-10-0359-01 Release Date: September 16, 2024 (p) = projected

Table 3: Canadian Canola Production (Thousands Of Tonnes)

| Year | Alberta | Saskatchewan | Manitoba | B.C. | Ontario | Quebec | Total Canada |
|--------------------|--------------|---------------|--------------|-----------|-----------|-----------|---------------|
| 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 | 11,311 | 3,148 | 91 | 45 | 37 | 21,328 |
| 2018 | 5,871 | 11,308 | 3,318 | 124 | 67 | 35 | 20,724 |
| 2019 | 5,320 | 11,394 | 3,056 | 72 | 42 | 26 | 19,912 |
| 2020 | 5,212 | 10,968 | 3,191 | 56 | 33 | 24 | 19,485 |
| 2021 | 4,341 | 6,969 | 2,800 | 67 | 41 | 30 | 14,248 |
| 2022 | 5,592 | 9,923 | 3,162 | 69 | 63 | 39 | 18,850 |
| 2023 | 5,563 | 10,326 | 3,130 | 82 | 54 | 34 | 17,368 |
| 2024 (p) | 5,470 | 10,284 | 3,063 | 75 | 58 | 30 | 19,192 |
| 5 Year Avg | 5,236 | 9,694 | 3,069 | 70 | 50 | 31 | 17,829 |
| 10 Year Avg | 5,621 | 10,270 | 3,033 | 79 | 47 | 31 | 18,908 |

Source: Statistics Canada CANSIMTable 32-10-0359-01 Release Date: September 16, 2024 (p) = projected

Table 4: Canadian Canola Yield (Bushels Per Acre)

| Year | Alberta | Saskatchewan | Manitoba | B.C. | Ontario | Quebec | Total Canada |
|--------------------|-------------|--------------|-------------|-------------|-------------|-------------|--------------|
| 2015 | 41.4 | 37.9 | 39.5 | 34.7 | 42.9 | 39.7 | 39.2 |
| 2016 | 45.4 | 42.1 | 37.1 | 41.9 | 41.9 | 42.1 | 42.3 |
| 2017 | 43.7 | 39.3 | 44.0 | 36.3 | 46.5 | 44.3 | 41.3 |
| 2018 | 38.8 | 40.7 | 43.3 | 40.7 | 47.1 | 43.8 | 40.6 |
| 2019 | 40.3 | 42.8 | 42.0 | 41.6 | 43.2 | 39.5 | 41.9 |
| 2020 | 40.2 | 42.7 | 41.4 | 30.0 | 45.9 | 38.6 | 41.8 |
| 2021 | 28.9 | 25.8 | 36.4 | 28.6 | 43.0 | 42.8 | 28.4 |
| 2022 | 38.1 | 38.6 | 43.3 | 30.3 | 50.9 | 41.7 | 39.1 |
| 2023 | 39.1 | 37.0 | 44.3 | 35.1 | 53.4 | 40.9 | 38.7 |
| 2024 (p) | 38.3 | 37.7 | 41.0 | 31.3 | 46.5 | 39.5 | 38.4 |
| 5 Year Avg | 37.5 | 37.4 | 41.4 | 32.8 | 47.2 | 40.5 | 38.1 |
| 10 Year Avg | 39.4 | 38.5 | 41.2 | 35.1 | 46.1 | 41.3 | 39.2 |

Source: Statistics Canada CANSIMTable 32-10-0359-01 Release Date: September 16, 2024 (p) = projected



Congratulations, Cheryl

and thank you for your outstanding service and dedication over the past 33 years.

As we reflect on another year at Alberta Canola, it is with both deep gratitude and sadness that we bid farewell to a remarkable colleague, Cheryl Rossi. After 33 years of dedicated service, Cheryl is embarking on a well-deserved retirement, leaving behind a legacy of excellence and commitment that has profoundly shaped our organization.

Cheryl has been with the commission since the early years of its inception and has seen the organization grow in many ways. She has been a cornerstone of our team, contributing her expertise, passion, and unwavering dedication.

We are grateful for the countless ways you have enriched our workplace and for the spirit you have brought to every challenge.

Cheryl, as you step into this new chapter of your life, please know that your legacy will continue to resonate within our organization.

On behalf of everyone at Alberta Canola, we extend our heartfelt thanks and best wishes for a happy and fulfilling retirement full of joy, relaxation, and extra time to spend with loved ones and watch curling! You will always be a cherished member of our canola family.

Service Charge Administration Transitions to Levy Central

Effective as of June 1, 2024, the service charge collected from farmers on canola delivered in Alberta, is now administered by Levy Central.

The move to Levy Central coincided with the retirement of Cheryl Rossi, who administered the service charge for the Alberta Canola Producers Commission for over 33 years.

The internal administrative change will not impact canola farmers. Grain dealers licensed to buy canola will continue to collect and remit the regulated canola service charge of \$1/tonne along with

seller information, which is now administered by Levy Central. Alberta Canola remains the contact for Alberta's growers for all questions about the canola service charge.

ABOUT LEVY CENTRAL

Based in Saskatoon, Levy Central administers the collection of agricultural check-off levies for 11 crop commodity organizations. It processed contributions from 538 commodity buyers valuing over \$27.5 million in 2023/24. Levy Central provides a secure, streamlined, and real-time automated tracking system, which is exclusive to each client.

Contact Information

BOARD OF DIRECTORS

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Region 2

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Valhalla Centre, AB
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Region 3

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Guy, AB
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Region 4

Jeannette Andrashewski
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Region 5

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Region 11

Roger Chevreux
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Region 12

Alan Hampton
Rowley, AB
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COMMITTEES

Alberta Canola Chair:

Roger Chevreux*

Alberta Canola Vice Chair:

Charles Simoneau

Governance & Finance

Committee Chair:

Charles Simoneau

Jeannette Andrashewski
Jeff Frost
Paula Law
Wayne Schneider
Cheryl Westman
Roger Chevreux*

Government & Industry Affairs

Committee Chair:

Wayne Schneider

Andre Harpe
Christine McKee
Jeff Frost
Justin Nanninga
Charles Simoneau
Roger Chevreux*

Research

Committee Chair:

Alan Hampton

Jeff Frost
Paula Law
Justin Nanninga
Cheryl Westman
Roger Chevreux*

Grower Engagement & Extension

Committee Chair:

Christine McKee

Christi Friesen
Jeff Frost
Charles Simoneau
Roger Chevreux*

Public Engagement & Promotion

Committee Chair:

Andre Harpe

Jeannette Andrashewski
Jeff Frost
Christine McKee
Cheryl Westman
Roger Chevreux*

ADJUNCT DIRECTOR

Ian Chitwood

Airdrie, AB | 430-470-7857

**Alberta Canola Chair resides on all committees. New directors are encouraged to participate on all committees as part of the onboarding process.*

Staff



Executive Director
Karla Bergstrom



Director of Engagement & Analytics
Rick Taillieu



Research Director
Brittany Visscher



Manager of Communications
Michelle Chunyua



Sr. Policy Analyst
Bijon Brown



Communications & Events Coordinator
Katie Elliott



Public Engagement & Promotions Coordinator
Louise Labonte



Policy Analyst
Will Holowaychuk



Controller
Kamilla Sulikowski



Office & Records Administration
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