



Years of Helping Farmers Succeed

YEAR IN REVIEW 2024 - 2025

ccga.ca



Helping farmers succeed for 40 years

Canadian Canola Growers Association (CCGA) is farmer-founded and farmer-led, representing approximately 40,000 canola farmers across Canada. CCGA has been at the forefront of driving change for canola farmers, researching impactful policy topics and bringing farmers' interests forward on national and international agricultural issues.

The association has been an administrator of the Advance Payments Program (APP) since 1984, providing cash advances to help thousands of farmers better market their commodities and finance their operations. The APP is a federal loan program administered by CCGA. It offers Canadian farmers marketing flexibility through interest-free and low-interest cash advances.

Our Mission: To influence national and international issues, programs, and policies to enhance the success of Canadian canola farmers.

Our Vision: Helping farmers succeed.

National Voice of Canadian Canola Farmers

CCGA is the national farmer advocacy organization and receives direct input from its five provincial association members: BC Grain Producers Association, Alberta Canola, SaskOilseeds, Manitoba Canola Growers, and Ontario Canola Growers Association. CCGA's members are represented on its farmer board of Directors.

For 40 years, CCGA has been supporting the needs of Canadian canola farmers, driven by its four organizational priorities:

1. Policy Development.

Influencing national and international issues, programs, and policies to enhance canola farmers' success in five key areas:

- **Trade** (Page 4)
- **Transportation** (Page 6)
- **Science and innovation** (Page 7)
- **Farm Business Management** (Page 8)
- **Sustainability** (Page 9)

2. Government Advocacy.

Being a key influencer on issues that matter to canola farmers. (Page 10)

3. Cash Advance.

Serving the working capital needs of Western Canadian farmers with the Advance Payments Program. (Page 11)

4. Public Trust.

Building Canadians' trust in agriculture. (Page 12)



Roger Chevraux

Chair of CCGA and farmer from Killam, Alberta

Forty years ago, a group of canola farmers came together to build a not-for-profit organization that would support farmers in growing and marketing canola through the provision of cash advances. At the time, canola was in its infancy and was an ineligible commodity under the APP. Today, Canadian Canola Growers Association continues

its work as a leading APP administrator, providing working capital financing to over 10,000 Western Canadian farmers on a wide range of commodities – from crops to livestock to honey.

Like its namesake crop, CCGA has grown and adapted over time. The organization's involvement in agriculture policy development sets it apart as a centre of excellence focused on tackling policy issues that matter to canola farmers. Turning that insight into farmer-focused advocacy in Ottawa and international forums has positioned CCGA as a trusted voice for agriculture. Its leadership on files such as trade, transportation, and business risk management helps pave the way for farmers' success. As policy areas like the environment, health, and natural resources increasingly intersect with agriculture, the role of advocacy continues to evolve. Meeting these challenges takes patience, persistence, and a deep commitment to connecting the farm to Canadians' livelihoods and prosperity.

As Chair of CCGA, I take great pride in the work we do. The team truly has farmers' interests at the core of everything they do. As a farmer-founded, farmer-led organization, I'm confident in CCGA's role in my farm's success – and in the success of Canada's nearly 40,000 canola farmers.



Rick White

President & CEO

This year, Canadian Canola Growers Association proudly celebrates 40 years of service to canola farmers in Canada. Since our founding in 1984, CCGA has been driven by a clear and unwavering vision of **helping farmers succeed**. That vision continues to guide every decision we make and every initiative we pursue.

Our work wouldn't be possible without the remarkable team at CCGA. I'm deeply proud of the staff whose knowledge, dedication, and professionalism are building a more resilient future for Canadian farmers. Whether administering the APP, advocating for policy change, or engaging with government and industry partners, everyone at CCGA shares a deep commitment to serving farmers with excellence. Our team is the engine behind everything we do, ensuring our work is thoughtful, timely, and impactful.

In 2024-25, we continued to build on our legacy, leading efforts to enhance financial services to farmers and advancing policy issues like trade, transportation, and innovation – always with a focus on practical outcomes to position canola farmers for long-term success.

As we reflect on four decades of impact, we also look forward with enthusiasm. The road ahead will present new opportunities and we'll have to adapt, but our goal to be a trusted partner in helping farmers succeed today and tomorrow remains.

To our staff, directors, industry partners, and most importantly, the farmers who inspire our work every day – thank you.

Board of Directors

Representing CCGA's five provincial members



Chair
Roger Chevraux
Killam, AB



Vice-Chair
Andre Harpe
Valhalla Centre, AB



Secretary
Dean Roberts
Coleville, SK



Treasurer
Codie Nagy
Ogema, SK



Director
Jennifer Doelman
Douglas, ON



Director
Clayton Harder
Narol, MB



Director
Warren Ellis
Wawanesa, MB



Director
Jon Fehr
Herschel, SK



Director
Christine McKee
Stirling, AB



Director
Ernest Wiebe
Montney, BC

Policy Development

Strong, well-informed agricultural policy development is critical to farmers' success. CCGA's dedicated team of experts leads the way in shaping practical, farmer-focused policy solutions that protect farmers' livelihoods and reflect the realities of farming.

Learn about CCGA's
advocacy work



DID YOU KNOW?

In the U.S., the Canadian canola industry contributes \$11.2 billion USD in economic activity and supports 22,000 U.S. jobs, totalling \$1.2 billion USD in wages annually.

Source: Independent analysis commissioned by the Canola Council of Canada and conducted by GlobalData Ltd.



Trade



Trade is vital to canola's success, making it critical to keep existing markets open while diversifying and growing new ones. CCGA advocates for open and rules-based trade, timely solutions to market access barriers, and market diversification.

The 2024-25 year offered significant trade challenges for canola's top two markets.

Trade with the U.S.

Early 2025 brought high trade uncertainty after President Trump announced sweeping tariffs on Canadian goods. While tensions escalated, canola remained exempt under the Canada-U.S.-Mexico Agreement (CUSMA). As of April, canola seed, oil, and meal continue to trade tariff-free. CUSMA is set for review in 2026.

The U.S. is Canada's number one canola customer, with exports valued at \$7.7 billion in 2024. CCGA is working to protect this critical relationship, advocating for stable, open trade and reinforcing the value of an integrated North American canola industry for farmers on both sides of the border.

Trade with China

In March 2025, China, Canada's second-largest canola market, announced the results of an **anti-discriminatory investigation** against Canada and imposed 100% tariffs on Canadian canola oil and meal.

This investigation followed an **anti-dumping investigation** initiated by China's Ministry of Commerce (MOFCOM) into Canadian canola seed in September 2024. CCGA is one of 26 registered parties in the seed investigation, completing an in-depth submission and supporting farmers in responding directly to MOFCOM. China's investigation was launched in September 2024 after Canada imposed tariffs on Chinese electric vehicles, steel, and aluminum.

CCGA regularly met with federal officials to underscore the economic importance of the Chinese market to canola trade and the impact of limiting market access. CCGA continues advocating to restore predictable trade with China and uphold the rules-based system farmers rely on.

Bill C-202 (formerly Bill C-282)

Bill C-202 (formerly C-282), a bill excluding supply-managed sectors from future trade agreements, passed both the House of Commons and the Senate. CCGA expressed serious concern about the bill, including the lack of formal consultation in a new Parliament and the protectionist precedent it sets, which undermines Canada's trade objectives and the 90% of farmers who depend on trade. CCGA continues to advocate alongside like-minded stakeholders to address market access issues and promote market growth and diversification for Canadian canola.

Biofuels: Driving Demand for Canola

Two years into Canada's Clean Fuel Regulations, demand for biofuels is growing, and so is the opportunity for canola feedstock domestically. Canola oil is ideally suited to supply Canadian biofuel producers, and it is anticipated that demand for canola from a single biofuel producer would be nearly 2.5 million metric tonnes. This volume is greater than our 2024 seed exports to Japan and Mexico combined.

A Canadian biofuel market matters to farmers due to the strong demand signal and protection it offers from other market access issues, such as tariffs and non-tariff trade barriers, that canola faces in exports.

“Ninety per cent of Canadian canola is exported – canola farmers need Canada to deepen its trading relationships to secure existing and diversify new opportunities for Canadian goods like canola.”

– Andre Harpe
FARMER FROM ALBERTA AND VICE-CHAIR OF CCGA

Canola oil exports to the U.S. were strong following its 2022 approval for renewable fuel use. Canola oil exports rose significantly, reaching 3.3 MMT in 2024 compared to 2.0 MMT in 2022. Changes to U.S. biofuel credit policies have reduced canola feedstock demand for U.S. biofuels in 2025; however, other anticipated policy signals may improve canola oil's position in 2026.

CCGA continues to advocate for canola as a sustainable, low-carbon feedstock. With rising interest in sustainable fuel sources, biofuels remain a key growth and diversification opportunity for canola farmers in both the domestic and U.S. markets.

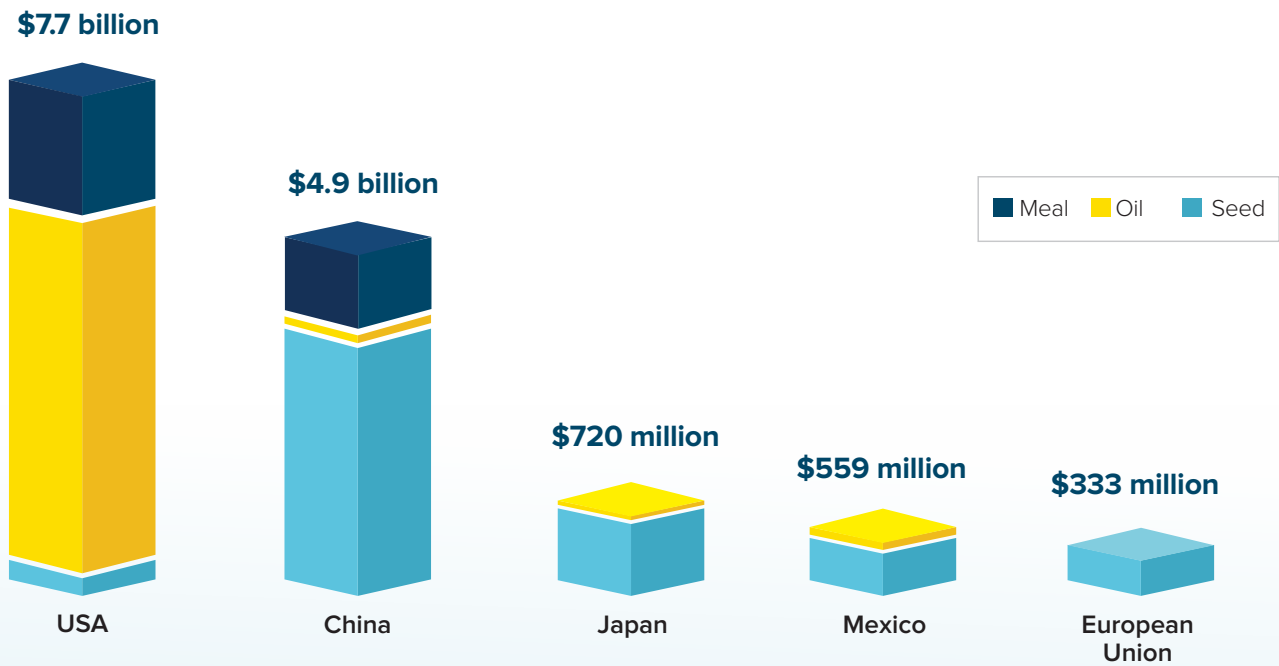
Global Advocacy



Lobbying for Trade on Capitol Hill

In early 2025, CCGA joined the Canadian Agri-Food Trade Alliance (CAFTA) in Washington, D.C., to advocate for open, stable trade with the U.S. In more than 40 meetings with U.S. lawmakers and trade officials, CCGA emphasized the value of predictable, rules-based trade and how it supports farmers and industries on both sides of the border. These efforts help protect market access and ensure canola farmers' interests are front and centre in future trade decisions.

Canola's Top 5 Export Markets in 2024



Statistics Canada: Canadian International Merchandise Trade Web Application



Transportation

Over 90% of Canadian canola is shipped by rail for export, making reliable service essential to farm livelihoods. When rail service is disrupted, grain movement stalls, elevators and processors hit capacity, and farmers are left unable to deliver or market their crop. These delays ripple beyond the farm, harming Canada's ability to serve global customers and weakening Canada's reputation as a reliable supplier.

Extended Interswitching

CCGA has strongly advocated for extended interswitching as one of the few tools to increase rail competition. The 18-month Prairie pilot, which expanded the interswitching radius from 30 km to 160 km, expired in March 2025.

In captive shipping situations, where a facility is served by only one railway, delays in car supply can cause grain elevators to hit capacity, preventing farmers from delivering their crop. This limits farmers' ability to sell and be paid, and prolonged delays can lead to lost marketing opportunities or lower prices. Expanding the interswitching radius from 30 km to 160 km increases the number of grain facilities that can potentially benefit from another railway from 22 to nearly 400.



Through the Flip the Switch coalition, CCGA continues to urge government to fulfill its 2025 election platform commitment to extend the pilot by three years, while ensuring it applies to all railways that operate in Canada. CCGA would like to see extended interswitching have a path to permanency that sets the extended interswitching distance to 500 km and includes grain

growing regions in British Columbia to ensure competitive market forces are available to the entire grain sector.

Labour Disruptions Threatened Grain Movement

Leading into and during harvest, a wave of labour disruptions at Canada's major railways and ports led to poor rail service and shipping delays during the winter. Months before both Class 1 railways went on strike, CCGA directly expressed concerns to the relevant ministers about the consequences to farmers. CCGA also joined coalition efforts like #StopTheStrike, and called for direct action by government to resolve the disputes and keep grain moving.

When Canadian Pacific Kansas City and Canadian National, Canada's two railways, halted service in August, CCGA called for immediate government action. During port strikes in Vancouver and Montreal, we raised alarms about the impact on seed, oil and meal exports. Throughout, CCGA amplified farmer concerns, provided policy solutions through the Crop Logistics Working Group, and urged the adoption of long-term reforms to prevent future supply chain breakdowns during peak delivery windows.

Poor Rail Performance

Rail service was consistently underperforming in the winter season with both Class 1 railways missing key delivery targets and order fulfillment dropping below 50% during peak shipping months. Delays caused vessel backlogs at ports and slowed grain movement across the Prairies. CCGA, through the Ag Transport Coalition, brought this issue directly to government and to farmers, calling for urgent action to restore reliable service. The ATC tracks 90% of grain movement originating in Western Canada and provides detailed metrics on rail network performance across a range of key indicators. CCGA continues to press for accountability, monitor performance closely, and ensure farmer voices are heard on this critical supply chain issue.

Crop Logistics Working Group

CCGA co-chairs the Crop Logistics Working Group (CLWG), which brings together government, farmers, and value chain associations to discuss ongoing issues facing the grain handling and transportation system and to identify challenges and opportunities. CCGA is also active in the CLWG committees.

"We face weather risk and market disruptions, but a complete shutdown of our grain handling infrastructure is an avoidable risk that farmers should not be dealing with at harvest."

– Roger Chevraux

FARMER FROM ALBERTA AND CHAIR OF CCGA

Science & Innovation



Farmers need continued access to advanced seed varieties and reliable, efficient, and cost-effective crop inputs to grow a high-quality, sustainable, and profitable canola crop. Farmers need solutions that will help them mitigate and adapt to evolving agronomic, pest, and climate pressures.

Plant Breeding Innovation

In 2024, Canada completed the final step in approving a regulatory pathway for gene-edited seed varieties. This marks an important milestone for Canadian agriculture, getting farmers one step closer to accessing new crop traits that can improve yields, manage agronomic challenges, and support consumer needs. With this regulatory framework now in place, Canadian farmers will be better positioned to adopt the same cutting-edge tools available to competitors around the world. After years of advocacy, CCGA welcomed this step in maintaining the competitiveness of Canadian farms.

Lambda-Cyhalothrin Approved for Feed Use Again

After two years of unworkable restrictions, farmers can once again use Lambda-cyhalothrin to control insects on canola. Lambda-cyhalothrin was cancelled for livestock feed uses, meaning the decision

ultimately affected canola farmers whose seed is processed into oil and canola meal for livestock feed. This left farmers with no option but to stop using the product. Through strong advocacy from CCGA and others, the Pest Management Regulatory Agency (PMRA) determined that new data and proposed product use amendments eliminated human health concerns, therefore they reinstated certain feed uses of the product. Canola meal processed from canola seed treated with Lambda-cyhalothrin can now be fed to livestock again, giving farmers more flexibility to manage pests and sell their crop.

PMRA's Transformation Agenda

Since 2021, PMRA has been advancing its Transformation Agenda focused on modernization, transparency, and strengthening PMRA's oversight. Concerned about the pace and direction of these changes, CCGA has been actively engaging with government to ensure that farmer access

to crop protection tools is not compromised. In its multiple submissions to PMRA on their proposed changes, CCGA consistently emphasized the need to maintain PMRA's focus on timely, science-based decisions and warned against added red tape that could negatively impact farms or hinder innovation in Canada. CCGA continues to call on PMRA to refocus its resources on its core work.

Right to Repair

In 2024, Bills C-244 and C-294 were passed with strong support from CCGA throughout the legislative process. Bill C-244 amends the *Copyright Act* to allow the circumvention of certain technical protection measures (TPMs), allowing farmers to maintain and repair their own equipment. Bill C-294 expands these exceptions further by allowing TPM circumvention to achieve interoperability, supporting the right to repair and helping extend the lifecycle of farm equipment.



"Timely access to effective crop protection products is essential for farmers to manage pests and protect yields. Equally important is maintaining a diverse set of tools, so farmers can adapt to challenges and make the best decisions for their farms."

— Justine Raftis

SENIOR MANAGER, ENVIRONMENT AND SUSTAINABILITY POLICY



Farm Business Management

From extreme weather to trade barriers, canola farmers face many risks beyond their control. When prices drop or crops are lost, farmers need risk management tools they can count on. That's why CCGA continues to lead efforts to strengthen the business risk management (BRM) toolbox for farmers. CCGA advocates for simple, predictable, and timely tools that respond to the realities of modern agriculture.

Looking Ahead to Advance BRM

CCGA co-chairs an industry BRM working group composed of various farming sectors. This working group collaborates to share ideas, build consensus, and work on BRM advocacy efforts.

CCGA is engaging in conversations with government about how extraordinary expenses could be factored into coverage levels, recognizing that things like feed purchases, transportation disruptions, or environmental challenges aren't always captured under traditional models.

CCGA has been closely following the development of a new Whole Farm Revenue Insurance model, a concept that could offer a more flexible and inclusive way to protect farms from loss. Work continues as officials continue to look for the data necessary to provide coverage for all commodities.

This concept is still in the early stages, but it could mark a big shift in how risk is managed on the farm. As the federal, provincial, and territorial governments look ahead to the next policy framework in 2028, CCGA will bring forward farmers' perspectives and advocate for tools that work in the real world.

Capital Gains Tax Increase

CCGA was one of the first agricultural organizations to oppose the capital gains tax increase announced in Budget 2024, warning it would impact most grain farmers and their succession planning. In response, CCGA strongly advocated for farmers in meetings with MPs, submitted formal recommendations, and supported the Grain Growers of Canada's "Protect Family Farms" campaign to amplify the issue.

While the tax increase has since been delayed until January 1, 2026, and later dropped entirely, CCGA continues to monitor and engage with government to protect intergenerational farm transfers.

DID YOU KNOW?



CCGA was one of the first agricultural farm organizations to oppose the capital gain tax increase.

Getting the most out of your crop with KnowYourGrade.ca

Farmers can learn more about how to get a fair value for their crops by understanding Canada's complex grading standards and processes. CCGA's Know Your Grade fact sheets, guides, and educational videos help farmers make informed decisions, maximize marketability, and protect their rights as farmers.



Find important tips on sampling, grading, dockage, rights and responsibilities, and grain contracts at KnowYourGrade.ca.

Visit: knowyourgrade.ca



Knowing what's in your grain contract is just as important as knowing what's not in your grain contract. Learn more in our Practical Guide to Navigating Grain Contracts.

Download CCGA's Grain Contracts Guide



Sustainability

Canola farmers have long embraced sustainability, understanding that the health of their land and the viability of their farms are deeply connected. For agriculture to reach its full potential in Canada's sustainable future, farmers must have a seat at the table where environmental policies and programs are shaped. Farmers' efforts to grow safe, high-quality food while caring for the land and supporting rural communities deserve recognition.

Sustainable Agriculture Strategy

Throughout the year, CCGA worked to ensure farmers' voices were heard in the development of Agriculture and Agri-Food Canada's (AAFC) Sustainable Agriculture Strategy (SAS). The SAS was intended to provide an integrated approach to advancing the sector's environmental performance while supporting the long-term business vitality.

CCGA continually raised serious concerns about the rushed process, the lack of attention to farm economics, and the absence of dedicated funding to implement the strategy. Despite repeated efforts, including formal feedback, a joint letter to the Minister, and calls for improvements to the advisory process, key issues went unaddressed. In December 2024, CCGA, along with several other national organizations, withdrew from the SAS Advisory Committee, and to date, the SAS has not been released. CCGA continues to work to ensure that sustainability policies are practical, outcome-focused, and built in partnership with farmers.

International Sustainability & Carbon Certification

In November 2024, CCGA was elected co-chair of the International Sustainability and Carbon Certification (ISCC) Regional Stakeholder Committee for North America. The committee brings together diverse industries to collaborate on sustainability issues and promote responsible practices. With growing global interest in sustainability and carbon certification, it is important to have canola represented in this forum.

Bill C-59 – Greenwashing Provisions

When Bill C-59 came into effect in June 2024, it introduced amendments aimed at preventing "greenwashing," but the guidelines were vague and left many, including CCGA, uncertain about how to talk about sustainability and stay onside with this new law. Without clear guidance and definitions, the bill risks making it harder for farmers and associations to share the real progress farmers have made on their operations. CCGA raised these concerns in three separate submissions to government, calling for clarity, objective definitions, and a balanced approach that won't punish meaningful, science-based claims. CCGA continues to press for changes that support farmers in sharing their sustainability story with confidence and clarity.

CCGA holds membership in several organizations to support and spotlight farmers' sustainability efforts:

- Advancing Agriculture
- Agriculture Carbon Alliance
- Canadian Roundtable for Sustainable Crops
- Canadian Wetlands Roundtable
- National Index on Agri-Food Performance
- International Sustainability & Carbon Certification

Government Relations

With a dedicated team on the ground in Ottawa, CCGA builds trusted relationships and brings forward practical, farmer-driven solutions. Our consistent, non-partisan engagement works to ensure that canola farmers have a respected voice at the tables where policies are shaped and regulations are written.

Advocacy

A seat at the table

This year, Ottawa has seen significant political shifts from prorogation to the election of a new Prime Minister and House of Commons, as well as the appointment of a renewed Cabinet with one broad mandate letter. While much has changed in government, Canadian canola farmers face significant challenges like tariffs and heightened trade uncertainty, rising input costs, and the need for reliable transportation infrastructure.

Advocacy in Numbers

164 Meetings

28 Government Submissions

5 Committee Appearances

CCGA was recognized as a top lobby organization from January to April 2025, and CCGA's Vice-President, Government and Industry Relations, was recognized as a top lobbyist for 2025, according to The Hill Times.

Federal Election

Following the prorogation of Parliament and the call of a federal election, CCGA worked to ensure the priorities of canola farmers were clearly communicated to candidates. Throughout the campaign and in the weeks

that followed, CCGA emphasized five key priorities for Canada's next government:

1. Keep markets open, support diversification efforts, and maintain rules-based trade
2. Invest in critical trade-enabling rail and port infrastructure
3. Help farmers manage risk
4. Eliminate actions that stifle investment and impact generational farming
5. Unleash innovation on farm

Canada elected a Liberal minority government on April 28, 2025. CCGA will continue to build relationships and bring canola farmers' priorities forward with the new government.

Lobby Day

Policies and regulations bring opportunities and risks that directly impact canola farmers. CCGA's annual lobby day provides an important platform for canola farmers to voice their concerns directly to Parliamentarians. This year's event was held in partnership with the Canola Council of Canada (CCC) to highlight issues that matter at the farm gate and throughout the entire value chain. Directors, members, and staff of both organizations met with nearly 40 Members of Parliament and senior officials to share the realities of farming and how government policy can either support or hinder the success of farm businesses.

This year's joint lobby day allowed us to have representation across the entire canola value chain at all of our meetings, highlighting how policy impacts the entire sector.

"Lobby day puts a face to this multi-billion-dollar Canadian industry and connects policymakers with those who may not have an understanding or experience with agriculture or the farm."

– Roger Chevaux

FARMER FROM ALBERTA AND CHAIR OF CCGA

Topics included market access and international trade, reliable rail transportation and infrastructure, and passing Bill C-234, an act to amend the *Greenhouse Gas Pollution Pricing Act*. The day ended with a joint Parliamentary reception, with opening remarks from the Minister of Agriculture and Agri-Food, Lawrence MacAulay.

CCGA partners with and supports like-minded organizations to advance its lobbying efforts, including:

- Grain Growers of Canada
- Canadian Agri-Food Trade Alliance
- Agriculture Carbon Alliance
- Canadian Chamber of Commerce
- Canadian American Business Council



(Left to right) Rick White, CCGA President & CEO, Roger Chevaux, CCGA Chair, Lawrence MacAulay, Canada's Minister of Agriculture and Agri-Food, and Chris Davison, CCC President & CEO, at the Parliamentary reception.

**Learn about
CCGA's advocacy
priorities**

Cash Advance

40 Years of Farm Financing

Forty years ago, farmers came together to build an organization that would serve the working capital needs of Western Canadian farmers by offering Advance Payments Program (APP) cash advances to farmers growing a new Prairie crop – canola.

Over four decades, farmers' interest in the program grew and CCGA's services expanded to more than 50 commodities including all major and most minor field crops, large and small livestock, as well as niche commodities. Every year, more than 10,000 Western Canadian farmers rely on a cash advance from CCGA to help them better market their farm commodities and access operating cash flow year-round.

From the early days with only a few multi-disciplinary staff, today CCGA's operations team includes dozens of dedicated experts. Many work directly with farmers to support their cash advance needs, while others focus on improving services by streamlining business processes, enhancing CCGA's technology offering, and supporting our people in delivering excellent customer service and making the cash advance experience for farmers as easy as possible.

"The cash advance is a terrific program. When I look back at programs offered to assist farmers over the years, I'd say this is one of the better ones. The staff is very responsive and a pleasure to deal with as well."

– Farmer and CCGA cash advance customer



"We're continually looking for ways to simplify the process for farmers and enhance our responsiveness. Our ability to provide consistent service is why farmers rate CCGA as an excellent provider of customer service year-over-year."

– Shea Koch
SENIOR MANAGER, APP OPERATIONS

Highlights from the 2024 program year include:

- An increase in the interest-free limit to \$250,000 was announced just prior to the program start date. CCGA immediately implemented the change, which allowed hundreds of farmers who had already applied to take advantage of the increased interest-free benefit with minimal action on their part.
- A new CCGA website was launched in August, providing more accessible information and better navigation for farmers seeking information about cash advance.
- Hundreds of farmers brought their cash advance questions to CCGA staff during our attendance at local trade shows throughout Western Canada.

**Learn more about a
cash advance from CCGA**



Agriculture and
Agri-Food Canada
**Advance Payments
Program**

Agriculture et
Agroalimentaire Canada
**Programme de
paiements anticipés**



Public Trust

Public trust is key to the success of Canadian farmers and the agricultural industry. As stewards of the land and growers of safe, sustainable food, canola farmers rely on the trust of consumers, policymakers, and trading partners at home and around the world. Building and maintaining consumers' trust supports continued access to markets, science-based regulations, and recognition for the environmental and economic contributions of modern farming practices.

National Canola Marketing Program

Year two of the National Canola Marketing Program's (NCMP) award-winning consumer brand campaign, Hello Canola, is coming to a close and preparations are underway for year three! Created by Alberta Canola, SaskOilseeds, and Manitoba Canola Growers, Hello Canola aims to connect Canadians to canola and shift their apathy into love for the Canadian-made crop. The campaign showcases the crop's role in the kitchen, in cosmetics, as a feedstock for sustainable biofuels, and much more.

CCGA has been a key stakeholder in supporting NCMP in building accurate content around canola's role at home, in the community, and in the national and global economy.

Agriculture Education

As more Canadians live in cities and become further removed from the farm, it's important to spark curiosity and build critical thinking around food and farming. As a long-time supporter of Agriculture in the Classroom Canada (AITC-C), CCGA is proud to contribute to the important work AITC-C does in delivering accurate, balanced, and current agriculture education to teachers and students across the country – building ag literacy in future generations.

CCGA also continues to support AITC's Canadian Educator Resource Matrix project, which helps ensure learning tools are practical, accessible, and meet the needs of teachers, volunteers, and students alike.

DID YOU KNOW?

Canadians exposed to Hello Canola were 40% more likely to hold a positive opinion of canola!

Check out the latest
at [HelloCanola.ca](https://www.hellocanola.ca)

Canadian Centre for Food Integrity

CCGA is a longstanding member of the Canadian Center for Food Integrity (CCFI), an organization dedicated to advancing public trust in Canada's food system. By focusing on research-driven insights, CCFI creates opportunities for meaningful collaboration, fosters shared values, and provides tools to help the sector meet the evolving expectations of Canadians. This year, CCGA attended CCFI's annual Public Trust Summit in Mississauga, Ontario, themed *Trust in Action: Cultivating Public Confidence*. As many predicted, Canadians remain focused on pocket-book issues: food costs, health care affordability, inflation, health care costs, and availability of healthy food. Overall, affordability-related issues remain top of mind with half of Canadians concerned with food costs, but less so than last year.

DID YOU KNOW?

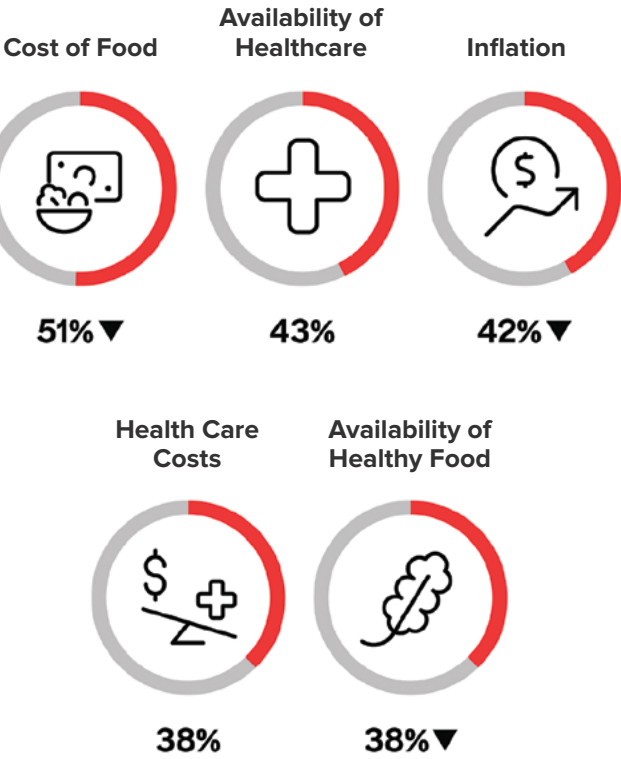


According to CCFI's public trust data, farmers continue to be Canadians' most trusted source of information about Canada's food system, followed by scientists and university researchers.

Download CCFI's
2024 public trust report

Canadians' Top Five Life Issues

According to CCFI's 2024 Public Trust Data



Social Responsibility

Farmers are the foundation of strong, connected, rural communities. Each year, CCGA supports the heart of these communities through leadership programs, educational initiatives, and efforts that promote well-being and local engagement.

Canadian Agriculture Safety Alliance

BeGrainSafe and Ag Safety Week

CCGA is proud to support the BeGrainSafe program and Canadian Agricultural Safety Week, raising awareness about the dangers of grain entrapment and providing education to help keep farmers and their families safe.

This year, CCGA's Vice-Chair Andre Harpe was featured in the spotlight story, "Proactive grain storage and handling measures are key to grain safety," where he shared valuable insights on grain safety and the steps he takes to prioritize safety.

[Read the full article on grain safety](#)

The Do More Agriculture Foundation

CCGA is proud to support the Do More Agriculture Foundation, the national champion for mental health in Canada's agriculture industry. While life on the farm can be deeply rewarding, it also presents unique challenges that can take a toll on mental well-being. Do More Ag offers vital resources, support systems, and a strong sense of community for those navigating these pressures.

[Learn more about the Do More Agriculture Foundation](#)

**The
Do More
Agriculture
Foundation**

Harvest Manitoba

Millions of Canadians use a food bank every year. CCGA donated 461 pounds of food, or approximately 384 meals, at our annual staff development day to Manitoba Harvest for Manitobans facing food insecurity. It was a meaningful way to strengthen our team while giving back to the community.


HARVEST
nourishing our communities

Advancing the Industry Together

CCGA contributes to farmer knowledge and skill development by supporting key industry learning events, including:

- Farm Management Canada's Ag Excellence Conference
- Provincial crop commission conferences, including Crossroads in Alberta, Sask Crops Forum, and CropConnect in Manitoba
- Canola Week
- Canadian Crops Convention
- The Future of Food conference
- Parliamentary Internship Program





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