



# For Farmers

## Year in Review

2023-2024



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# Canadian Canola Growers Association

Farmer-founded and farmer-led since 1984

**For farmers, a seat at the table matters.** When policies are shaped and regulations drafted, farmers need expert, passionate, and relentless advocates who understand their needs and bring their perspectives forward. To work with others who have common interests. To amplify their voices.

**For farmers,** affordable financing means flexibility and opportunity for growth. To manage risk and adapt to change. To access markets, meet demand, and move product in a timely manner. To embrace innovation and build their farm's future.

**For farmers,** there is strength in numbers. In agriculture, there is power in working together, with and for each other. And when we work for farmers to prosper, Canadian agriculture and Canada's economy benefit.

**Canadian Canola Growers Association (CCGA) exists for farmers.** We are farmer-founded and farmer-led, representing about 40,000 canola farmers across Canada. And by working with national decision-makers

and policy shapers, we ensure farmers' interests are at the forefront in discussions that impact their future. Our roots are proudly in canola, and what we do supports farms of many kinds across Canada.

**Every policy change we affect. Every dollar we lend. For farmers.**



**Roger Chevreux**  
FARMER FROM  
ALBERTA & BOARD  
CHAIR

*“CCGA stands as one of the very few national farmer associations, and it was built by farmers for farmers nearly 40 years ago. In my four years on CCGA’s board of directors, now as Chair and proud representative of Alberta Canola Producers Commission, I’ve witnessed the strength of the farmer voice. When we are unified and consistent in our asks, we have the ability to influence and shape policy decisions that support agriculture and farming. I am proud to share CCGA’s 2023-24 Year In Review, a testament to the impactful work the team undertakes to champion farmers’ success and amplify our collective voice. I hope it offers valuable insights into our long-standing commitment to helping farmers succeed and recent achievements.*

– Roger Chevreux



**Rick White**  
PRESIDENT & CEO

*“Our vision of Helping Farmers Succeed drives and inspires our diverse team of nearly ninety in everything they do. Farmers are, and always will be, at the core of our purpose. As you read through our 2023-24 Year In Review, you will see CCGA’s commitment in action, whether through delivering an Advance Payments Program that works better for farmers or tackling critical policy issues that impact their profitability and competitiveness.*

*To the incredible team at CCGA: thank you for your unwavering dedication to supporting farmers. Your efforts make a real difference, and we should be proud of what we’ve accomplished.”*

– Rick White

# Advocacy

## A seat at the table

For farmers, it's important to be at the table when policies are shaped and regulations are drafted. CCGA's advocacy team brings the perspectives of Canada's 40,000 canola farmers to the forefront of agriculture policy discussions at the national and international levels. This is done through in-depth policy analysis and consistent, solutions-based government engagement in key policy areas:

- Trade and global advocacy
- Transportation
- Sustainability
- Science and Innovation
- Farm Business Management

From April 1, 2023, to March 31, 2024, CCGA registered 167 senior-level meetings with the Office of the Commissioner for Lobbying, along with frequent engagements with working-level department officials, and political staff.



**Dave Carey**  
VICE-PRESIDENT,  
GOVERNMENT &  
INDUSTRY RELATIONS

***“Farmers need expert, passionate, and relentless advocates who understand their unique needs and bring their perspectives forward to national policy conversations. Farmers can expect CCGA to represent their best interests and promote policies that support their livelihood.”***

– Dave Carey

During this period, CCGA completed 11 submissions in response to government consultations on various topics such as trade, environmental policy, transportation, biofuels, business risk management, and regulatory modernization. CCGA made five appearances at House of Commons Standing Committees, including International Trade, and Finance; and Senate Standing Committees on Agriculture and Forestry, National Finance; Foreign Affairs and International Development.

## Lobby Day

During our annual Lobby Day, CCGA's Board of Directors, provincial members, and staff met with 25 parliamentarians and senior staff to discuss important topics to advance a sustainable future while meeting the global demand for canola. Policy risks are real, and lobby day is an excellent opportunity for farmers to share with decision-makers about the realities of farming and how policies can create opportunities or risks for the farm.

Topics included enhancing rail transportation to efficiently export canola, the importance of regionality and on-farm innovation for the Sustainable Agriculture Strategy, and modernizing the *Canada Grain Act*, as well as the relevant private member's bills that affect farmers' competitiveness and profitability, including the following:

- Bill C-234, An Act to amend the *Greenhouse Gas Pollution Pricing Act*
- Bill C-282, An Act to amend the *Department of Foreign Affairs, Trade and Development Act (supply management)*
- Bill C-244, An Act to amend the *Copyright Act (diagnosis, maintenance and repair)*
- Bill C-294, An Act to amend the *Copyright Act (interoperability)*

The day ended with a Parliamentary reception, held in partnership with Canola Council of Canada, with opening remarks from the Minister of Agriculture and Agri-Food, Lawrence MacAulay.



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

[View CCGA's submissions and appearances.](#)



# Trade & Global Advocacy

For farmers to prosper, they need access to diversified markets to sell their products.

Trade is key to the canola sector's competitiveness and an essential CCGA priority to ensure strong, successful farms. CCGA advocates for open and rules-based trade, timely solutions to market access barriers, and market diversification.

The 2023-24 year offered significant trade developments for canola farmers, including:

**1. Bill C-282, An Act to amend the *Department of Foreign Affairs, Trade and Development Act (supply management)*.** Along with the Canadian Agri-Food Trade Alliance (CAFTA) and its members, CCGA expressed serious concern with Bill C-282 and the negative impact it could have on Canada's ability to enter and negotiate free trade agreements, such as the Canada-United States-Mexico Agreement (CUSMA), and is counter to Canada's open, free trade reputation globally. The bill risks diminishing Canada's leadership at the World Trade Organization (WTO) by complicating our work to revitalize and modernize this critical institution for Canada. CCGA continues to urge government to reject Bill C-282.

**2. Biofuel: a growing market.** After years of regulatory development, CCGA was pleased to see the final Clean Fuel Regulations (CFR) come into effect on July 1, 2023. In the coming years, the CFR should create increased demand for canola as a feedstock of choice for renewable fuel producers as it is a high-quality, readily available, sustainable biofuel feedstock that can play a key role in reducing greenhouse gas emissions and decarbonizing transportation fuel. In 2023 alone, canola oil exports to the U.S. increased by 40%, following canola oil's approval for use in U.S. renewable fuel production in 2022.

**3. Enhancing support in the Indo-Pacific.** Manila, Philippines, is now home base for the Indo-Pacific Agriculture and Agri-Food Office. The office, a joint venture between AAFC and the Canadian Food Inspection Agency, is an important tool to help expand canola exports to the Indo-Pacific region, navigate complex sanitary and phytosanitary measures and regulatory regimes, and proactively address trade impediments.

## DID YOU KNOW?



Canadian canola is a trade powerhouse. Canada is the #1 exporter of canola to the world, and 90% of canola grown here is exported as seed, oil, and meal to more than 50 markets annually.





Read about MC13 and the importance of rules-based trade.

## 13<sup>th</sup> WTO MINISTERIAL CONFERENCE ABU DHABI - UAE 2024



The CAFTA delegation at the WTO MC13 in Abu Dhabi, United Arab Emirates.

### Global Advocacy

#### Tri-National Accord

CCGA sponsored and participated in the 32nd annual Tri-National Accord in Saskatoon. The Accord brought together senior state and provincial agriculture leaders from Canada, the U.S., and Mexico to build strong relationships and share perspectives on agriculture trade and development. Through government-industry roundtables, CCGA spotlighted the importance of canola to North America and raised the importance of CUSMA, innovation, and how modern farming practices support environmental sustainability.

#### The 13th Ministerial Conference

In August 2024, CCGA attended the WTO's 13th Ministerial Conference (MC13) in Abu Dhabi, United Arab Emirates. In his role as Acting President of CAFTA, CCGA's Dave Carey, led the CAFTA delegation. MC13 brought together global Trade Ministers along with their respective delegations and industry and non-governmental organizations to review the function of the multilateral trading system and to take action on the future work of the WTO. Canola farmers' livelihoods rely heavily on trade and a functioning WTO to ensure trade rules are followed, technical trade barriers are addressed, and that when trade disputes arise, there are ways to resolve them in a binding manner.



# Transportation

For farmers to prosper they need a reliable transportation network to ship their product.

Ninety percent of canola grown in Canada is shipped by rail to export position – farmers rely on rail service for their livelihood. When rail service is disrupted, the grain handling system quickly backs up, elevators and canola processing plants reach capacity and stop accepting grain deliveries and, farmers’ ability to sell their canola and manage their cash flow is impacted. Beyond the farmgate, problems with rail service negatively impact Canadian agriculture’s ability to supply international customers and erode Canada’s reputation as a reliable supplier in the global market.

## Ag Transport Coalition

CCGA is a founding member of the Ag Transport Coalition, a coalition of agriculture associations that jointly fund an initiative aimed at enhancing the competitiveness of the agriculture supply chain through grain shipping data transparency.

## Extended Interswitching

CCGA vigorously advocated for extended interswitching. In May 2023, the *Budget Implementation Act* included details of the extended interswitching pilot, which is now in effect. The 18-month prairie province pilot includes an expanded interswitching radius from 30 km radius to 160 km, which increases the number of grain facilities that can potentially use the provision from 22 to nearly 400. CCGA continues to support the enhancement of the interswitching pilot through the #FlipTheSwitch social media campaign and [interswitching.ca](https://interswitching.ca).



## Rail Policy Review

CCGA submitted robust feedback to Transport Canada’s Rail Review. While not the shipper of record, farmers assume the cost of grain transportation making regulatory and policy instruments critical competition mechanisms for canola farmers.

CCGA’s feedback covered the following:

1. The importance of the Maximum Revenue Entitlement (MRE)
2. Making the pilot interswitching program permanent with an extended radial distance

3. Suggestions on how to make winter grain movement plans and the Canadian Transportation Agency’s own motion powers more meaningful

4. Ways to improve contracting practices between the railway and shipper

## 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 also chairs some CLWG working committees.

## Labour Stoppages

In March 2024, CCGA pre-emptively sent a letter to the federal Ministers of transport, labour and agriculture expressing serious concerns about the potential for both Class 1 railways to face labour stoppages as early as March 2024.





# Farm Business Management

For farmers to prosper they need predictable, responsive, and adequately funded programs and enabling tax policies that provide them the confidence to invest in their operations and transition their farm to the next generation.



CCGA's work in Farm Business Management strives to enhance farmers' risk management toolbox. Key areas of work included:

1. Evolving the Business Risk Management (BRM) suite
2. Supporting Farmers Beyond BRM
3. Empowering farmers to maximize profitability

## Evolving the Business Risk Management Suite

Under the Sustainable Canadian Agriculture Partnership (SCAP), governments support a BRM Suite of programs including AgriInsurance, AgriStability, AgriInvest, and AgriRecovery.

In 2023-24, CCGA led the formation of an industry-led BRM Technical Working Group. The working group, co-chaired by CCGA and Canadian Federation of Agriculture, shares research and challenges across all sectors, and provides a means to communicate with AAFC to promote BRM programs that are more responsive to farmers' needs.

CCGA manages a prairie-average **model farm**, as well as model farms for the prairie provinces. These model farms provide data that guide recommendations on improving BRM programs as well as enhance CCGA's understanding of how various factors impact canola farmers' bottom lines.

## Supporting Farmers Beyond BRM

- During the year, CCGA called for important changes to tax policies that would support investment, growth and transition for Canadian farms. Farming is a highly capital-intensive industry and tax policies can impact farmers' ability to adapt and grow. Specific areas of work include: Capital gains inclusion rates should facilitate intergenerational family farm transfers and not penalize farmers' retirement plans.
- Inclusion of Right to Repair legislation is a step towards allowing more options for farmers to repair their own equipment, reducing downtime so farmers can go about the business of farming.
- CCGA's advocacy resulted in a farm exemption for the Underused Housing Tax beginning in 2023.



**Michael Vadnais**  
MANAGER, BUSINESS  
RISK MANAGEMENT  
POLICY

*"Now, with the full implementation of the Industry BRM Working Group, there are new lines of communication between industry and AAFC. This allows CCGA to have direct input into BRM policy and program design, advocating for them to be more predictable and responsive to farmers' needs."*

– Michael Vadnais

## Maximizing profitability with KnowYourGrade.ca

CCGA's Know Your Grade resources help farmers receive fair value for their crops by helping them understand Canada's complex grading standards and processes. Fact sheets, guides, and educational videos help farmers make informed decisions, maximize marketability, and understand their rights as a farmer.



Important tips on sampling, grading, dockage, and rights and responsibilities,

Visit: [knowyourgrade.ca](https://knowyourgrade.ca)



Understand the details of a grain contract in CCGA's Practical Guide to Navigating Grain Contracts for canola farmers.

Download CCGA's Grain Contracts Guide.



# Science & Innovation



**For farmers to remain globally competitive, they need innovative agricultural solutions that enhance on-farm efficiencies and increase production. These solutions must be supported by regulations, policies, and programs that facilitate and encourage 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. They need solutions that will help them mitigate and adapt to evolving agronomic, pest, and climate pressures.

In 2023-24 CCGA's work in supporting innovation focused on:

1. Advancing plant breeding innovation
2. Modernizing the *Canada Grain Act*
3. Supporting science-based regulatory systems that provide farmers timely access to innovative products



### Plant Breeding Innovation

Plant breeding innovations offer increased access to new traits that can improve yield, address agronomic challenges, and further sustainability. CCGA was pleased to see the third and final step in a Canadian regulatory pathway for gene-edited products completed in 2024. This important step will help level the playing field for Canadian farmers who need access to the same technologies as their global competitors.

### Canada Grain Act Modernization

Modernization of the *Canada Grain Act* and the Canadian Grain Commission would better align farmer protections and Canada's grain quality assurance system with today's practices and better position Canada as a leading supplier of high-quality grain. The last comprehensive amendment of the *Act* occurred in 1971. CCGA called for numerous enhancements, including enhanced protections for farmers at delivery, a robust payment security program, and additional data requirements such as export sales reporting.

CCGA advocacy resulted in an [Official Grain Grading Guide](#) update to clarify the usage of a 0.028 slotted sieve. This change helps address canola farmers' concerns with subjectivity in dockage assessment.

### Predictable, Science-Based Regulatory System

CCGA is an active participant in consultations impacting the Pest Management Regulatory Agency (PMRA) and its oversight of important crop production tools used on Canadian farms. A robust and transparent regulatory system is essential for farmers to have timely access to safe pesticides that contribute to supporting farm sustainability and food and fuel security.

Throughout the year, CCGA provided input on PMRA consultations and discussions including:

1. PMRA's Transformation Agenda
2. A Proposed Policy on Continuous Oversight of Pesticides
3. Pre-Consultation on the Proposed Draft Proportional Effort Policy
4. A Framework for Pesticide Water Monitoring Programs in Canada
5. Regulations Amending the Pest Control Products Regulations, Strengthening the Regulation of Pest Control Products in Canada



*“For Canada to advance our leadership in global agriculture, innovation needs to be a top priority.”*

– Roger Chevaux,  
ALBERTA FARMER AND  
CHAIR OF CCGA



# Sustainability

For farmers to prosper, they need access to the latest innovative products and support to adopt practices that contribute to growing an abundant, sustainable crop. Canola farmers have a long history of adopting practices that help improve the sustainability of their operations knowing their farms and future farm generations depend on it.

To realize agriculture’s full contribution to a sustainable future, farmers must be at the table when sustainability policies, programs, and targets are being developed. In addition, their actions should be recognized and rewarded for past and future contributions to Canada’s thriving agriculture sector.



*“Canola farmers can play a vital role in furthering Canada’s sustainable goals while feeding and fueling the world, but only if provided with the necessary resources and support to thrive.”*

– Justine Raftis  
MANAGER, ENVIRONMENT  
AND SUSTAINABILITY POLICY

## Agriculture Carbon Alliance and Bill C-234

The [Agriculture Carbon Alliance \(ACA\)](#) and its members continue to advocate for the passage of Bill C-234, an Act to amend the Greenhouse Gas Pollution Pricing Act. In its amended form, Bill C-234 seeks to exempt the on-farm use of natural gas and propane from carbon pricing for necessary practices like grain drying, irrigation, and grain preparation. Once passed, Bill C-234 would provide significant financial relief to farmers and free up working capital to invest in environmental innovations and help them to remain competitive and profitable.

Learn more about Bill C-234 and the #ShowYourReceipts campaign.



ACA and its members ran a #ShowYourReceipts campaign, showing legislators the costs farmers pay in carbon tax. Results show that **50 farms paid a total of \$329,644 in carbon tax for one month in 2023. Crop farmers, in particular, pay an average of \$2,024 in carbon taxes a month – the maximum monthly cost being \$17,938.** With the planned carbon price increases, this amount is projected to nearly triple over the next seven years to an imposing **\$893,943 by 2030.**

## Sustainable Agriculture Strategy

CCGA provided recommendations to AAFC during its efforts to develop a Sustainable Agriculture Strategy (SAS) and actively participated in the Sustainable Agriculture Strategy-Advisory Committee (SAS-AC), Fertilizer, Biodiversity and Data Strategy Working Groups. The SAS is intended to provide an integrated approach to advancing the sector’s environmental performance while supporting the long-term business vitality of the sector. CCGA consistently advocated for a practical, outcomes-based approach that supports farmers’ competitiveness and productivity, highlights achievements to date and bolsters innovation in the sector.

## Canada’s 2030 Biodiversity Strategy

In 2022, Canada was one of 195 countries who adopted the [Kunming-Montréal Global Biodiversity Framework \(KMGBF\)](#) at the 15th Conference of the Parties (COP15) to the United Nations Convention on Biological Diversity. This framework includes global goals and targets to halt and reverse biodiversity loss by 2030 with a 2050 goal for recovery.

CCGA participated in Environment and Climate Change Canada’s consultation on the development of Canada’s 2030 biodiversity strategy and various stakeholder workshops. CCGA stressed the need for science-based, achievable goals that build upon existing biodiversity practices, align with ongoing sustainability initiatives and recognize the ecosystem services farms provide and have the potential to provide.

Canada is committed to finalizing its National Biodiversity Strategy and Action Plan before the 16th Conference of the Parties of the United Nations Convention on Biological Diversity in late 2024.



Agriculture and  
Agri-Food Canada  
Advance Payments  
Program

Agriculture et  
Agroalimentaire Canada  
Programme de  
paiements anticipés

# Cash Advance – Financing Farm Cash Flow

For farmers to prosper they need access to business tools that help them navigate the unique dynamics of Canadian agriculture.

Learn more about a cash advance from CCGA.

Since 1984, CCGA has been serving the working capital needs of Western Canadian farmers through its administration of the Advance Payments Program (APP). The APP is a federal loan program administered by CCGA that offers Canadian farmers marketing flexibility through interest-free and low-interest cash advances. Designed for the unique needs of farm businesses, cash advances help farmers better market their farm commodities and access cash flow for their operations.

CCGA's operations team strives to make the cash advance experience for farmers as easy as possible.



*“Every year we challenge ourselves to improve the farmer experience and make cash advances more accessible for the 10,000+ farmers we serve across Western Canada. That includes enhancing our knowledge with better training, improving our internal processes, and enhancing our digital offerings.”*

– **Dave Gallant**  
VICE-PRESIDENT, FINANCE & APP OPERATIONS

CCGA offers a one-stop service for farm cash advances on more than 50 conventional and organic commodities – field crops, large and small livestock, grasses and honey.

With interest rates rising during the 2023 program year, many farmers benefited from the interest cost savings a cash advance offers, ranging from several thousand to over \$30,000 depending on the value of the advance and comparative interest rates.

**Important highlights from the 2023 program year include:**

- *“**Make More Time for Marketing**”* featured in Canola Digest highlighted how farmers could balance their cash flow and grain marketing needs by maximizing the benefits of a cash advance.
- An early launch for the 2023 program application, so farmers could complete their application paperwork and receive funds before spring planting.
- The original 2023 program year interest-free component of \$250,000 was increased to \$350,000 effective May 8 offering additional benefits for farmers.

*“I didn’t use a cash advance for the first 10 years or so of farming and, looking back, that was probably a mistake. I think this program is most beneficial to the young farmer who needs help to get some bills paid while trying to grow the farm.”*

– **Manitoba farmer**  
(QUOTE FROM “MAKE MORE TIME FOR MARKETING”)

# Public Trust



## National Canola Marketing Program

CCGA continues to work alongside the National Canola Marketing Program (NCMP) to tell canola and canola farmers' story to Canadians. But this year, NCMP has taken a different approach.

Say hello to something (or someone) new...Canadian Canola! Hello Canola, a new brand campaign introducing Canadians to a lovable character, Canadian Canola, was launched in fall 2023 by Alberta Canola, SaskOilseeds, and Manitoba Canola Growers. Hello Canola aims to educate Canadians about canola with messaging that talks about more than just food.

From the popcorn you eat at the movies, to the moisturizer you use daily, and even in biofuels being used across the world, canola is a staple in our daily lives. CCGA has been a key stakeholder in helping NCMP build accurate content around canola's various uses like biofuels and the crop's economic impact. CCGA continues to work with NCMP as the campaign progresses.

Learn more on social media and at [HelloCanola.ca](https://HelloCanola.ca)

Read more in the  
September 2023 issue  
of Canola Digest.

## Canadian Centre for Food Integrity

CCGA is a member of the Canadian Center for Food Integrity (CCFI), an organization which builds public trust in Canada's food system by leading through transparent two-way communications, research, and resources. Yet again, Canadians are focused on pocket-book issues: food costs, inflation, health care, housing prices, and the affordability of healthy food. Concern about food costs is not just a blip in public perception but rather a central issue that continues to be top of mind for Canadians.

### Data Spotlight

For the fifth year in a row, the cost of food is the issue Canadians are most concerned about.

Over half of Canadians indicate they are 'very concerned' about the cost of food, a level that has increased significantly compared to last year.

Download CCFI's 2023  
public trust report.

## Agriculture Education

CCGA believes in the value of agriculture education across Canadian schools. CCGA is a perennial supporter of Agriculture in the Classroom Canada (AITC) and sits on the advisory committee. AITC is the leading organization in providing accurate, balanced, and current agriculture education to teachers and students.

## DID YOU KNOW?



Agriculture in the Classroom Canada collectively provides more than 2 million learning experiences for students each year.

# Our Social Responsibility

For farmers to prosper they need vibrant and supportive communities. Every year, CCGA contributes to the fabric of those communities through learning and leadership events, community involvement, and community well-being.



## Agriculture Health, Wellness & Safety

[BeGrainSafe](#) and [Ag Safety Week](#) with [Canadian Agriculture Safety Association \(CASA\)](#)

CCGA's support of the BeGrainSafe program helps promote the adoption of safe behaviours around stored grain for adults and youth. It also supports grain entrapment rescue training for rural first responders.

CCGA also supports CASA's flagship safety awareness campaign during national Ag Safety Week in March. This year, CCGA's Chair was interviewed for the feature story, "Culture of Safety on the Farm Starts with Communication".

[Read the full story.](#)

### PROUD SPONSOR OF:

YOUR FARM YOUR FAMILY YOUR SUCCESS



## Knowledge Building and Leadership

### Nuffield Canada

Nuffield Canada Agricultural Scholarships allow innovative Canadians the chance to explore issues and opportunities across all aspects of modern agriculture and food production. Investing in people with curiosity and vision helps agriculture cultivate new ideas and new leaders. During Nuffield Canada's 2023 Annual General Meeting, CCGA-supported scholar, Lauren Park, presented her study on Honeybee Sustainability Through Queen Bee Health.

[Learn more about Lauren Park's study.](#)

### Prairie Leadership Alumni Network

In conjunction with the prairie canola commissions, CCGA hosted a group of farmers for a day of professional development and learning about national ag policy issues impacting canola farmers. The event allowed these farmers to expand their leadership skills, build their network, and extend the ag policy knowledge.



## Driving Industry Success

CCGA supports farmer knowledge and capacity building through its support of industry knowledge events, including:

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



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