

## CCGA 2024 Cash Advance Operations Report: 40 Years of Farm Financing

**Our Vision.** In 2024, Canadian Canola Growers Association (CCGA) proudly celebrated 40 years of service to canola farmers. Since our founding in 1984, CCGA has been driven by a clear and unwavering vision of helping farmers succeed.

**Our History.** In 1984, 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 Advance Payments Program (APP). Today, CCGA continues its work as a leading APP administrator, providing annual working capital financing for over 10,000 Western Canadian farmers. While we started with canola in 1984, today CCGA issues advances on more than 50 commodities including all major and most minor field crops, large and small livestock, as well as niche commodities.

**Serving Western Canadian Farmers.** CCGA is one of several Western Canadian administrators of the Advance Payments Program - a federal loan program administered by CCGA that offers Canadian farmers marketing flexibility through interest-free and low-interest cash advances. Today, 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.

At CCGA, our multi-disciplinary cash advance team strives to deliver excellent customer service and make the cash advance experience for farmers as easy as possible. We're continually looking for ways to simplify the process for farmers and enhance our responsiveness.

Outstanding highlights from the 2024 program year include:

1. An increase in the interest-free limit from \$100,000 to \$250,000 was announced just prior to the April 1 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 required on their part.
2. A new CCGA website was launched in August, providing more accessible information and better navigation for farmers seeking general information about cash advances or specific content related to their unique situation.
3. CCGA attended several trades shows across Western Canada, providing an opportunity to speak with farmers in their local communities. Hundreds of farmers visited CCGA's

booth to get general information about cash advances, as well as seek out specific information about their own situation or account.

4. A new program focused on first-time cash advance customers included a special mailout that provided detailed information to help these farmers navigate the ins and outs of their first cash advance.
5. Launched the 2024 application form early in February, with an updated and easier-to-use online application that was developed based on customer feedback.

#### **CCGA 2024-25 Cash Advance Operations**

APP Revenues	\$ 42,742,392
APP Expenses	\$ 41,164,155
APP Net Operating Income	\$ 1,578,237