

RESEARCH AND AGRONOMY

Farmer funded and directed research is a key priority. MCGA puts agronomic tools into the hands of farmers to help maximize net income on farms across Manitoba. Find research results on our website.

THESE DOLLARS
WERE LEVERAGED
9.5X
BY PARTNERED
FUNDING

MCGA INVESTED
OVER \$830,000
INTO 54 RESEARCH PROJECTS

\$6.6+ MILLION
total collaborative
research investment



2019-2020
ANNUAL
REPORT

COMMUNICATION

MCGA is a trusted source of current, practical and relevant information. Engage with us through our interactive communication network.



FEDERAL ADVOCACY PARTNERS



Federal Focus Areas:

TRADE

BUSINESS RISK
MANAGEMENT

BIOFUELS

Provincial Focus Areas:

BIODIESEL MANDATE

PANDEMIC RESPONSE PLANNING

PROTEIN MARKET POTENTIAL

MARKET DEVELOPMENT

Canola Eat Well targets urban audiences in Manitoba and across Canada through a network of dynamic key opinion leaders. These individuals influence consumer buying decisions by increasing awareness and sharing positive messages about canola and agriculture. #MakeItCanola

BUILD PUBLIC TRUST

ENGAGE LOCAL PARTNERS

EXPAND MARKETS

SHARE FARMERS' STORIES



ACTIVATE KEY
OPINION LEADERS
Chefs
Cookbook Authors
Professional Home Economists
Registered Dietitians

GROWER ENGAGEMENT & EXTENSION

MCGA creates programs and resources empowering farmers to learn, lead and grow on their farms and beyond. Connect with us to get tools and information that benefit your farm.



MCGA REPRESENTS

7,500
FARMERS WHO GREW

3.2 MILLION
ACRES OF CANOLA IN 2019

44 BUSHELS PER
ACRE AVERAGE
YIELD IN 2019

Find Complete 2019-2020
Financials and Our Detailed
Annual Report Video at
CanolaGrowers.com

COMMITTED TO MAXIMIZING NET INCOME FOR CANOLA
FARMERS THROUGH SUSTAINABLE PRODUCTION