

## Partner Profile – Alberta Canola Producers Commission

*Prepared by Aymie Haslam, Policy Intern*

### Who is Alberta Canola?

Alberta Canola Producers Commission is celebrating its 30<sup>th</sup> anniversary as the province’s first farmer funded, refundable check-off organization. This means that a one-dollar per tonne service charge is paid by Alberta farmers to Alberta Canola when they sell their canola. Founded in 1989, Alberta farmers saw great value in having the ability to direct where their money was used in research, marketing, and promotion of canola seed, oil and meal. Alberta Canola in no way regulates or is involved with the production, buying, or selling of canola.

In these past 30 years, 77 grass roots farmers from [12 regions](#) volunteered and were elected to represent their fellow canola farmers on the Board of Directors. All decisions regarding Alberta Canola are made by the Board of Directors. Their collective efforts have contributed to building the canola industry that created over 25,000 jobs in Alberta and contributes over \$7.1 billion to Alberta’s economy.

### Vision

To be leaders in agriculture.

### Mission

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

### What Do We Do?

The Board is guided in its decisions by a deeper engagement from the five committees:

#### **Governance and Finance**

This committee is responsible for all aspects of board governance, training, and succession planning for the Board of Directors and the General Manager. The Governance and Finance Committee ensures that farmer dollars are used to benefit the farmers that contribute, while facilitating efficiencies and effectiveness amongst all the committees.

#### **Research**

Alberta Canola has invested multi-millions of dollars into agronomic research in its 30 years. Almost \$3.4 million was committed to [research](#) for the 2017-18 fiscal year. The Canola Council of Canada coordinates many of the research projects that the Alberta Canola and our partners fund collaboratively. The research results are carefully integrated into all delivery platforms including presentations, the [Canola Research Hub](#), [Canola Watch](#), [Canola Digest](#), the [Canola Encyclopedia](#), and the [Canola Diagnostic Tool](#).

#### **Growers Relations and Extension**

This committee is responsible for ensuring growers have access to agronomy, marketing, and farm management information through its communications and event programs. The Grower Relations and Extension Committee also ensures canola growers, the agriculture industry, and our partners are informed about Alberta Canola’s goals, objectives and activities.

### **Public Engagement and Promotion:**

This committee has three main goals: to maintain existing canola markets, increase demand for canola, and to expand awareness of agriculture, canola production and its role in society. Alberta Canola works with organizations such as, Ag for Life, Journey 2050, Calgary Stampede, Aggie Days and Agriculture in the Classroom Canada and assists with developing and maintaining materials and websites designed to educate the public on canola, which include:

- [www.canolainfo.org](http://www.canolainfo.org)
- [canolaeatwell.com](http://canolaeatwell.com)
- [learncanola.com](http://learncanola.com)
- [fieldsofhome.blogspot.com](http://fieldsofhome.blogspot.com)

### **Government and Industry Affairs:**

Alberta Canola works to affect change on policy matters important to canola farmers and we advocate for grower interests through direct representation to parliamentarians, legislators and government officials. Representing over 13,000 canola farmers in Alberta on provincial, national and international issues, we work with:

- [Canola Council of Canada](#) (CCC) – a national industry association that represents the entire canola value chain.
- Canadian Canola Growers Association ([CCGA](#)) – a national grower association that works on national and international issues, programs and policies that help farmers succeed, as well as administers AAFC's Advance Payments Program ([Cash Advance](#)).
- [Team Alberta](#) – a collaboration between Alberta Barley, Alberta Canola, Alberta Pulse Growers, and the Alberta Wheat Commission to advance policy positions important to Alberta's crop sector.
- Crop Sector Working Group (CSWG) – an inclusive partnership of commissions and associations engaged in producing cereals, oilseeds, pulses, specialty crops, seed and honey, who come together to discuss environmental issues relating to the crop sector.

For insight into our current policy position statements, please view our [official document](#).

### **Contact**

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