

ACPC Annual Report 2009-2010



ALBERTA
Canola
PRODUCERS COMMISSION

Table of Contents

ACPC Chairman's Report	4
CCGA Report	5
CCC Report	6
Annual General Meeting 2010	8
Agronomic Research	11
Grower Relations and Extension	14
Market Development	18
Administration	22
ACPC Budget 2010 - 2011	23
General Statistics	31
Financial Statements	36
Contact Information	49
About the Commission	50

ACPC Chairman's Report

Kevin Bender, Director

We began the 2009 – 2010 year by saying goodbye to good friends and valued Board members. Graham Caskey, Charles Turcotte and past Chair Kevin Auch left the Board as their terms were complete.

Graham was a constant promoter of canola and the agriculture industry who worked tirelessly at the Calgary Stampede and the Royal Winter Fair. He served on the Agri-Environmental Partnership of Alberta providing valuable input into environmental and land use policies in Alberta.

Charles was a constant advocate for increased market development. He was able to help the canola industry's outreach efforts in Ottawa communicating canola issues to MPs from Quebec.

Kevin worked as the Chair, Vice-Chair and Administration Committee Chair during his time on the Board. His calm and steady hand guided the administrative affairs of the organization and Board discussions to keep us on task. These are just a few of the many contributions Charles, Graham and Kevin made during their time on the ACPC. The Board and I are truly grateful for the time we spent together.

At the beginning of the year we welcomed Lee Markert of Vulcan, Marlene Caskey of Oyen, and Raymond Blanchette of Falher to the Board. These canola producers have a passion for growing this industry and we look forward to big things from them in the years ahead.

The Commission's successful agronomy research program with Agriculture and Agri Food Canada



was included in the AAFC Canola/Flax Science Cluster as a result of its valuable work and western Canadian scope. Last year, Alberta's program was expanded to include Saskatchewan and Manitoba in the Prairie Canola Agronomy Research Program, or PCAR. The PCAR program was rolled into the \$16 million dollar Science cluster awarded to the Canola Council of Canada this year. The cluster brought a significant amount of new funds to PCAR allowing it to expand its support to 31 western Canadian

grower-directed research programs with the simple goal of finding better ways of growing canola. The cluster also brought much needed research and development funding to the canola industry for the areas of health, nutrition, and canola meal.

The ability of the Canadian canola industry to service off shore canola markets was impacted by: disease issues in China, salmonella worries in the United States, and GMO concerns in the EU, and domestic rail problems. It is clear that a coordinated effort of the canola industry with federal and provincial governments is paramount to meeting our customers' needs. The Canola Council of Canada, the Canadian Canola Growers Association, with the Market Access Secretariat and the Western Rail Shippers Coalition worked hard to address these issues.

As this is my last year on the Board, I'd like to extend a thank you to my family for their support and to the ACPC staff that have made working on the Board an enjoyable experience.

Kevin Bender, Chair
Bentley, Alberta

Canadian Canola Growers Association Report



Todd Hames, Jody Klassen, Colin Felstad

The Canadian Canola Growers Association (CCGA) is the national organization for canola growers in Canada. It has two main functions: to administer the Agriculture and Agri Food Canada cash advance programs for non-Canadian Wheat Board crops, and to represent the interests of canola growers at the national level.

While the cash advance program is a significant part of what the CCGA does, its most important role is in the area of policy development. The CCGA participates in a variety of national policy debates affecting the canola industry. These include review of rail transportation services, review of the GROU program (to ensure the lowest cost crop inputs are available to Canadian canola growers), plant biotechnology issues and international trade issues.

The CCGA has been actively representing canola growers on various national working groups and developing practical safety net programs that can deliver financial support to growers when they need it. The CCGA, under the Private Sector Risk Management Program, has developed a safety net insurance that could allow growers to choose their desired level of income coverage. The CCGA is working with the federal government and several provincial governments around the applicability of this type of safety net product.

Biotechnology

CCGA is continuing its efforts to lobby against bill C-474. If passed, this Bill would require a market

assessment of potential market impacts as part of the approval process. The Approval process should remain based on science and not on the political ideology of a possible market.

Transportation

A draft final report from the Level of Service Review Panel is expected during the first week of October 2010. The CCGA worked with the Coalition of Rail Shippers in asking the Government of Canada to conduct the review and are awaiting its conclusion.

The Canadian Transportation Agency is currently reviewing the methodology used to calculate the cost of capital for the railways. The resulting costs are fed into the calculation of all regulated rates, including the grain cap. The CCGA has continually advocated the Government of Canada to review the rail cap so that the cost of rail transportation is as current as possible and reflects the real costs of shipping by rail.

Marketing

An informational article was prepared by CCGA and distributed to the rural media outlining farmers' options if they are short on production for forward priced delivery contracts. The article is posted on the CCGA website. There is a large degree of abandoned production across western Canada, especially in Saskatchewan, and this is a very important topic for all canola growers to understand.

Biodiesel

The Renewable Fuel Standard (RFS) containing the regulations for both the 5% renewable gasoline mandate and the 2% renewable diesel mandate will be officially passed in September 2010. Although the regulatory framework for a 2% biodiesel mandate was included in the RFS regulations, a start date was not established pending the completion of a technical feasibility study on biodiesel.

Canola Council of Canada Report

Greg Porozni, Director

The Alberta Canola Producers Commission (ACPC) is a member of the Canola Council of Canada (CCC). The Council is a unique organization that is made up of all sectors of the canola industry with the shared goal of growing the canola industry.

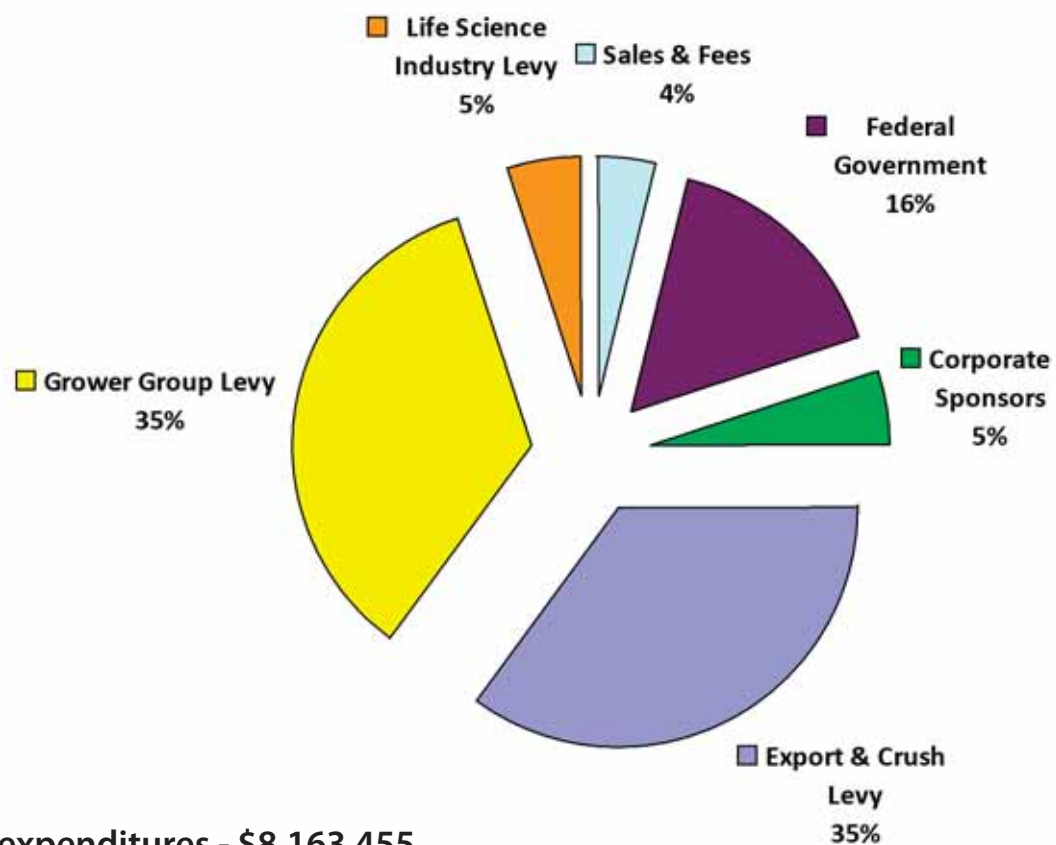


The efforts of the CCC include:

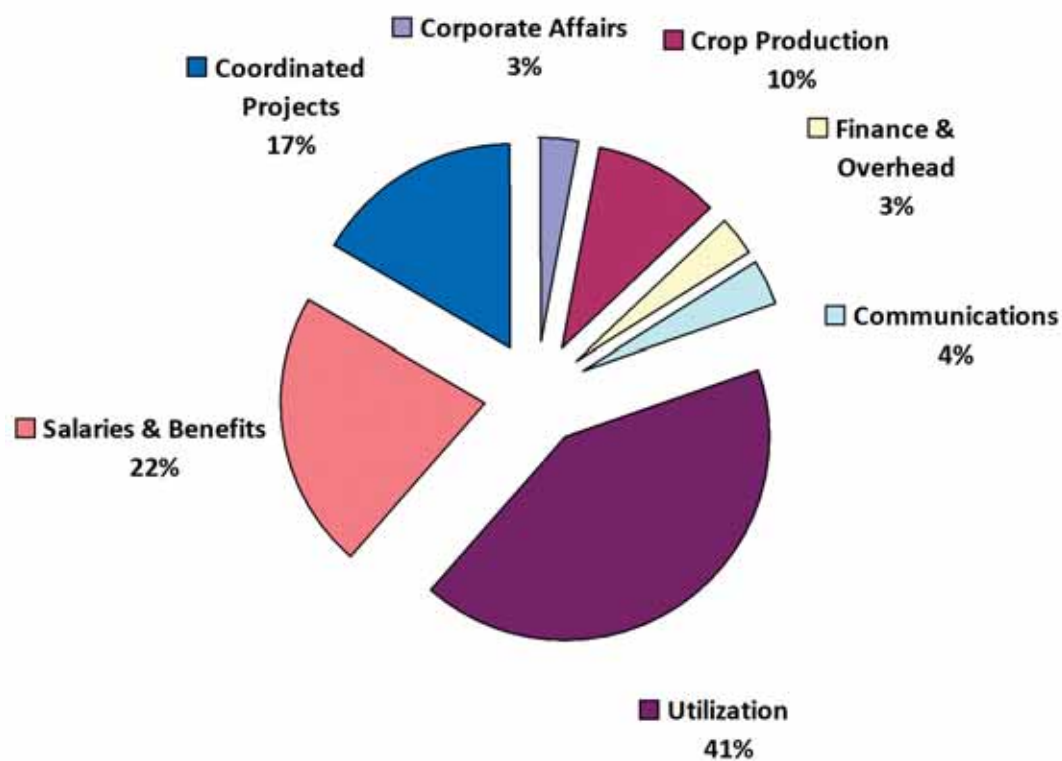
1. Securing an extension of transition measures for seed exports to China for the new 2010 crop and expanding access to all 'blackleg approved' facilities in China, regardless of their location relative to Chinese rapeseed production
2. Working towards a continued tolerance for discontinued and deregistered varieties in our international markets to ensure future trade is not impeded.
3. Supporting Canadian Oilseed Processors Association (COPA) and its members to secure predictable access to the U.S. for meal. This market is the highest value return to canola crushers and is an important component in the overall value of the price of canola.
4. Analyzing and finding a solution for the new EU requirements for sustainability for bio-fuels. The potential for EU regulations aimed at reducing the carbon footprint of imports may be a reality in the near future. Our industry needs to be ready to respond with a mechanism to meet any EU requirements around bio-fuel imports.
5. Providing the canola industries with a primary conduit for national government advocacy efforts. The power of an entire industry working toward a common goal is significant and the CCC has earned the respect of government MPs and the public service in coming up with positive policy solutions for the industry.
6. Developing markets in Canada, the US, Mexico, China and India to increase the demand for canola. Media projects and partnership with key nutritional groups in these major markets are a large part of the international market promotion work of the Council.
7. Examining the key objectives of the Prairie Canola Variety Trials (PCVT) and developing a protocol that would address these objectives. Farmers expressed the need for information on variety performance and outlined the key objectives as follows: results must be third party unbiased information, protocol must be designed for system testing, cropping practices used in the testing of varieties must reflect present agronomic practices and varieties in the test must be the latest commercially available varieties.

CCC has initiated some preliminary work on this new approach and a working group has been established to further outline the number of sites, protocol design, reporting structure, and proposed agreements. It is anticipated that a system will be in place by the 2010-2011 crop year.

Total actual revenues - \$8,073,598



Total actual expenditures - \$8,163,455



Annual General Meeting 2010

20th Annual Meeting
Alberta Canola Producers Commission (ACPC)
Mayfield Inn and Trade Centre
January 27, 2010

CHAIR: Kevin Auch
Recording Secretary: Simone Demers Collins

CALL TO ORDER:

Chair Auch called the meeting to order at 1:09 p.m. welcoming producers and industry members. In attendance were 78 eligible Alberta canola producers.

AGENDA

MOTION: Albert Wagner/Ron Heck that the agenda be approved as circulated. Carried.

MINUTES of the 2009 ANNUAL GENERAL MEETING

MOTION: Greg Porozni /Todd Hames that the minutes of the 2009 Annual General Meeting be approved as printed and circulated in the annual report. Carried.

INTRODUCTION OF THE NEW DIRECTORS: Auch welcomed and congratulated new director Lee Markert, replacing Auch, and returning director Jody Klassen.

2009 RESOLUTIONS: no follow-up actions were required, and as such no report needed to be provided.

ELECTION OF DIRECTORS

Chair Auch outlined ACPC's election procedure and the counties and municipalities within regions 3 and 9.

CALL FOR NOMINATIONS for Region 3

Chair Auch called for nominations for the position of Director of Region 3.
None came forward.

CALL FOR NOMINATIONS for Region 12

Chair Auch called for nominations for the position of Director of Region 12.

Clarence Assenheimer nominated Marlene Caskey.
Seconded by John Kubin.

INTRODUCTIONS

Chair Auch introduced the Board of Directors of the Alberta Canola Producers Commission, New and Past Directors of the Commission, ACPC staff, and guests from the Manitoba Canola Growers Association, the Saskatchewan Canola Development Commission, the Canola Council of Canada, Marketing Council, Agriculture and Agri-Food Canada, and other industry partners.

CHAIRMAN'S REPORT

Chair Auch discussed the mission and vision of the Alberta Canola Producers Commission and outlined ACPC's corporate values.

ACPC ACTIVITIES

Chair Auch introduced the Chairmen of ACPC Committees: Agronomic Research, Grower Relations and Extension, Market Development, and Administration and Finance.

AGRONOMIC RESEARCH

Committee Chair Nolan Robertson introduced the ACPC Directors on the Agronomic Research Committee and the members of the Scientific Advisory Committee, including the Canola Council of Canada agronomists, Agriculture and Agri-Food Canada scientists, and researchers from the University of Alberta. Robertson reviewed the goals of the Agronomic Research Committee and outlined the various research projects funded by the ACPC in 2008-09 focusing on club root, the Prairie-wide Canola Agronomy agreement as well as the continuing work on Polish canola varieties. Robertson completed his presentation by thanking all involved in canola research in western Canada.

SECOND CALL FOR NOMINATIONS for Region 3

No nominations came forward.

SECOND CALL FOR NOMINATIONS for Region 12

No further nominations were made.

GROWER RELATIONS AND EXTENSION

Committee Chair Todd James introduced the Director-members of the Grower Relations and Extension Committee, and then proceeded in reviewing the goals and activities of the Committee. This committee is responsible for the re-design of www.canola.ab.ca to include grain prices, FarmTech annual conference, regional meetings, crop reports, 'Growing Canola' radio programs, farm shows, as well as the 'Canola Digest'.

MARKET DEVELOPMENT

Committee Chair Jody Klassen introduced the Director-members of the Committee and reviewed the goals, key strategies, and activities of the Market Development Committee. Klassen also highlighted the partnership with CanolaInfo, as well as the impact of canola on Canadian society.

ADMINISTRATION AND FINANCE

Committee Chair Kevin Bender discussed the goals and activities of the Administration and Finance Committee. Bender presented the audited financial statements of the ACPC for 2008-2009 along with the budget for 2009-2010.

MOTION: Kevin Bender/Harry Schudlo that Tien/Rostad LLP be appointed as auditors for the ACPC in 2008-10. Carried.

THIRD CALL FOR NOMINATIONS for Region 3

Chair Auch called for further nominations for the position of Director of Region 3. No nominations were made.

THIRD CALL FOR NOMINATIONS for Region 12

Chair Auch called for nominations for the position of Director of Region 3. No further nominations were made.

MOTION: Kevin Bender/Jack Moser that nominations cease. Carried.

Marlene Caskey acclaimed as the new director for Region 12, thanked those who had nominated her, and accepted the challenge of representing the canola producers from this Region.

RESOLUTIONS 2010

Auch reviewed ACPC's policy regarding resolutions where: *resolutions be collected no less than 10 days prior to the Annual General Meeting to allow for background to be collected and resolutions to be printed for distribution at the meeting.* Since no resolutions were received following this procedure, none were presented at the annual meeting.

ACKNOWLEDGEMENTS

Retiring Directors

Vice-Chair Bender acknowledged retiring Director Graham Caskey, Charles Turcotte and Kevin Auch. Caskey and Turcotte joined the ACPC in 2005 and during their two consecutive terms they devoted their time and skills to the ACPC serving as members of the Market Development committee, the Research committee and as Alberta's representatives on the Canadian Canola Growers Association.

Vice-Chair Bender also acknowledged retiring director Kevin Auch. Auch joined the ACPC in 2004, and during his two consecutive terms devoted his time and experience to the ACPC serving as a board member, and for the past two years, as chair of the ACPC.

In addition, Bender presented Auch with recognition gifts for his partner – Laurel, in absentia – and to Ro (Turcotte) and Marlene (Caskey) who accepted their gifts in person. Both assumed many of the home and farm business responsibilities while the canola industry benefited from their partners' dedication to the ACPC.

Industry Partners

Simone Demers Collins, ACPC's Market Development and Promotion Coordinator, acknowledged several groups and two particular individuals for their partnerships with the Alberta canola growers in the past year.

Acknowledged partners included Richardson Nutrition for their donation of canola oil to the World Skills Competition, Sask Canola for the Grey Cup canola advertising, as well as the Manitoba Canola Growers for joint sponsorship of Skills and

the Canadian Paralympics “Be A Star Be A Winner” recipe competition.

Individuals recognized publicly were the first prize winner of the recipe competition – Karen Schlyter who received transportation to Jasper along with hotel accommodation, meals, and activity passes compliments of the Paralympics committee.

The second individual recognized was Bruce Williams – cook extraordinaire who has raised hundreds of thousands of dollars for the Calgary Rotarians and the Elks with his deep-fry (in 150 Litres of canola oil) turkeys and pitch-fork steak fondues.

MOTION: Don Bowles /Leo Meyer that the meeting be adjourned at 2:13 pm. Carried.



Agronomic Research

Committee: Nolan Robertson (Chair), Harry Schudlo, Colin Felstad, Lee Markert



In 2009-10, the Prairie-wide agronomic research agreement the ACPC has with the canola growers in Saskatchewan and Manitoba, Agriculture and Agri-Food Canada and the Canola Council of Canada was rolled into the \$16 million Canola Science Cluster. This agreement will fund a variety of canola-related research, as well as the agronomy research, until 2013. The new funds allowed new projects to be undertaken so that there are currently 31 different experiments under this funding umbrella. The Canola Council of Canada in 2009-10 was granted support for up to \$4 million for clubroot research in

Western Canada. The ACPC is very thankful to AAFC for coming forth with these funds.

The following tables identify the research currently being funded by the ACPC. The Commission is able to leverage their research funds by partnering with a variety of partners so that every \$1 ACPC invests generates as much as \$12 of research.

ACPC total commitments to research

2009/2010	\$539,618
Sum of Future Commitments	\$815,742



RESEARCH AREA: Agronomy & Weeds				
YEAR	PROJECT	LEAD RESEARCHER	2009/2010 FUNDING	SUM OF FUTURE COMMITMENTS
1 of 2	ISTA method validation of a 24 hour vigour test	Dr. Buckley - AAFC	\$3,922	\$3,922
1 of 2	Screening canola for flower blasting tolerance	Dr. Morrison - AAFC	\$6,250	\$6,250
1 of 3	Quantifying the risks associated with late weed removal	Dr. Willenborg - U of A /ARD	\$36,800	\$70,437
1 of 4	Long term effects of rotations on different soils	Dr. Gill - SARDA	\$4,000	\$12,000
1 of 4	Optimizing variable rate nitrogen fertilizer	Dr. McKenzie - AARD	\$0	\$53,000
2 of 3	Alberta weed survey	Dr. Neesor - ARD	\$0	\$7,500
2 of 3	Field scale multiple site spatial variability of crop yield	Dr. Faechner - ARECA	\$17,375	\$17, 375
2 of 4	Developing canola lines with reduced pod shattering	Dr. Shah - AIBS	\$7,500	\$15,000
4of 5	Evaluation of winter brassica rapa for cultivation in Alberta	Dr. Rahman – U of A	\$0	\$50,600
Subtotal: Agronomy & Weeds			\$75,847	\$236,084

RESEARCH AREA: Insects				
YEAR	PROJECT	LEAD RESEARCHER	2009/2010 FUNDING	SUM OF FUTURE COMMITMENTS
1 of 4	Management of lygus bugs and seedpod weevil in canola	Dr. Carcamo - AAFC	\$8,567	\$25,700
2 of 3	Evaluation of potential flea beetle species composition shift in prairie canola fields	Dr. Soroka - AAFC	\$548	\$548
3 of 3	Evaluation of resistance to flea beetles in PR10 transgenic canola	Dr. Kav – U of A	\$20,872	\$0
3 of 3	Advancing the hairy canola trait in brassica napus and brassica carinata	Dr. Gruber - AAFC	\$21,563	\$21,563
2 of 3	Developing root maggot resistant canola	Dr. Dosdall – U of A	\$52,805	\$55,681
4 of 5	Development of reduced-risk strategies through coordinated monitoring, forecasting and risk warning systems for insect pests	Dr. Olfert – U of S	\$10,000	\$10,800
Subtotal: Insects			\$114,355	\$114292

RESEARCH AREA: Disease

YEAR	PROJECT	LEAD RESEARCHER	2009/2010 FUNDING	SUM OF FUTURE COMMITMENTS
1 of 1	Linking the FusR1 gene for fusarium wilt	Mr. Lange - AIBS	\$20,000	\$0
1 of 4	Studies on the genetic and molecular basis for clubroot resistance in canola	Dr. Strelkov – U of A	\$65,122	\$195,366
1 of 4	Effects of clubroot resistant canola lines on soils	Dr. Strelkov – U of A	\$3,333	\$10,000
2 of 2	Evaluating physical & chemical methods for cleaning & disinfecting tools, machinery, equipment & other hard surfaces	Dr. Howard - ARD	\$7,000	\$0
3 of 3	Effect of non-host crops and host management on clubroot of canola	Dr. Hwang - ARD	\$3,466	\$0
3 of 3	Development of laboratory methods for rapid screening of clubroot resistant canola lines	Dr. Strelkov – U of A	\$5,000	\$0
3 of 3	Reducing seedling blight to improve stand establishment in hybrid canola	Dr. Hwang - ARD	\$15,000	\$0
3 of 3	Antifungal peptide from pine for multiple disease resistance in canola	Dr. Kav – U of A	\$21,563	\$0
4 of 4	Integrated management of clubroot of crucifers	Dr. Strelkov – U of A	\$38,956	\$0
4 of 4	A large-scale survey of races of <i>Leptosphaeria maculans</i> occurring on canola in western Canada	Dr. Kutcher - AAFC	\$12,500	\$0
4 of 5	An integrated approach to clubroot in canola development of resistant germplasm and breeding strategy	Dr. Rahman – U of A	\$33,725	\$60,000
Subtotal: Disease			\$225,665	\$265,366

RESEARCH AREA: National Programs

YEAR	PROJECT	LEAD RESEARCHER	2009/2010 FUNDING	SUM OF FUTURE COMMITMENTS
3 of 5	ACPC Commitment to the Prairie Canola Agronomy Research Program	Agriculture & Agri-Food Canada	\$123,751	\$200,000
Subtotal: National Programs			\$123,751	\$200,000

Grower Relations & Extension

Committee: Jack Moser (chair), Elaine Bellamy, Ray Blanchette, Marlene Caskey



In 2009-10, the Alberta Canola Producers moved to electronic and social media as the primary methods of delivering information to growers in Alberta.

On October 5, 2009 the ACPC assumed responsibility for grain pricing information for Alberta from the Alberta Grain Commission. The canola.ab.ca website was redesigned around the collection and distribution of daily grain prices collected from country elevators and crushing plants in Alberta, as well as weekly feed grain prices from feedlots and feed mills.

ACPC introduced new features for grain pricing including email price delivery, advanced graphing tools and a mobile version of the website.

New electronic communication tools including electronic agronomic bulletins, webinars, Facebook, Twitter, and YouTube and podcasts were introduced to compliment the traditional communication tools of meetings, tours, radio and print media.

From October 5, 2009 to July 31, 2010, more than one million pages were viewed by 36,685 absolute unique visitors to the new canola.ab.ca website.

The Grower Relations Extension Committee has three goals:

1. Initiate, develop, and support education and extension programs to increase the ability of growers to make marketing decisions.
2. Initiate, develop, and support education and extension programs to increase the ability of growers to make agronomic decisions.
3. Provide information to producers, industry and other partners about the Alberta Canola Producers Commission's goals, objectives and activities.

The following tables identify some of the key activities and their results.



twitter.com/albertacanola



facebook.com/albertacanola



canola.ab.ca/iTunes



youtube.com/albertacanola

GOAL: Initiate, develop, and support education & extension programs to increase the ability of growers to make agronomic decisions.

ACTIVITIES:	RESULTS:
<p>Canola Council of Canada Agronomists – ACPC supports the activities of the four CCC Agronomists based in Alberta</p>	<ul style="list-style-type: none"> • Presentations at 63 meetings to a total audience of 3,124. • Participated in 41 crop walks, tours and field schools with 1,603 attendees. • 146 farm or field visits and responded to over 1,956 agronomy related phone calls. • 20 weekly Canola Watch reports. • 78 radio, print and TV interviews. • Plus 14 tradeshow including Agri-Trade, FarmTech and Ag Expo.
<p>Agronomic Information delivery</p>	<ul style="list-style-type: none"> • 17 Agronomic bulletins posted to canola.ab.ca, m.canola.ab.ca, Facebook, Twitter and sent to 1,287 email subscribers. • 20 editions of Canola Watch posted to canola.ab.ca, m.canola.ab.ca, Facebook and Twitter. • 4 agronomy webinars attended live by 337 with an additional 325 viewing the recording. • 3 youtube agronomy videos viewed by 1,278. • 36 episodes of Growing with Canola radio program and podcast dedicated to agronomy. • 4 issues of Canola Digest.
<p>ACPC Crop Walks - with ACPC Directors, CCC Agronomists</p>	<ul style="list-style-type: none"> • Canola Research Tour held at Agriculture & Agri-food Canada research centre in Lacombe featuring researchers from across the prairies, 112 in attendance. • Crop walks at Westlock, Barrhead, Vulcan and Edmonton with attendance ranging from 15 to 45 per event.
<p>Sponsor/Support Additional Agronomic Learning Opportunities</p>	<ul style="list-style-type: none"> • Sponsored Southern Alberta Diagnostic Field School and Lakeland Applied Research Association's Canola Diagnostic School. • Sponsored numerous conferences and meetings including FarmTech, Agronomy Update, the SACA Conference, Alberta Combine clinics and more. • Support for Controlled Traffic Farming Alberta pilot program, website and tour.

GOAL: Initiate, develop, and support education & extension programs to increase the ability of growers to make marketing decisions

ACTIVITIES:	RESULTS:
<p>Daily Grain Price Reporting – collect and distribute daily grain prices for canola, barley, feed wheat, yellow peas, oats and flax from country elevators and crushers in Alberta.</p>	<ul style="list-style-type: none"> • Prices posted daily to canola.ab.ca and to the mobile site at m.canola.ab.ca • Prices delivered to Alberta radio stations for inclusion in farm market news. • Daily prices delivered by email to 976 subscribers. • 10 minute delayed feed of ICE canola futures on canola.ab.ca and m.canola.ab.ca • Advance graphing allows easy comparison of commodities or locations.
<p>Weekly Feed Grain Price Reporting – collect and distribute weekly feed grain prices for barley, feed wheat, feed peas, oats from feedlots and feed mills in Alberta</p>	<ul style="list-style-type: none"> • Prices posted weekly to canola.ab.ca and to the mobile site at m.canola.ab.ca • Prices delivered to Alberta radio stations for inclusion in farm market news. • Weekly prices delivered by email to 942 subscribers. • Advance graphing allows easy comparison of commodities or locations.
<p>Market Outlook Speakers – ensure that market outlook sessions are on the agenda at ACPC regional meetings, the FarmTech conference, and other ACPC sponsored events</p>	<ul style="list-style-type: none"> • Sessions at regional meetings with a combined attendance of over 700 growers. • Six market outlook sessions at FarmTech including two specific to canola. • Market outlook webinar.
<p>Marketing Education Program – provide access to marketing information, strategies and training</p>	<ul style="list-style-type: none"> • Developed a series of marketing factsheets available on canola.ab.ca and at ACPC events. • Develop, organize and support comprehensive marketing training courses. • Links to marketing resources on canola.ab.ca • Marketing information and strategies included in Canola Digest, Alberta Canola Connections newsletters and Growing Canola radio program and podcast.



GOAL: Provide information to producers, industry and other partners about the Alberta Canola Producers Commission's goals, objectives and activities

ACTIVITIES:	RESULTS:
Regional Meetings & Events – staff and directors	<ul style="list-style-type: none"> • Personal contact between ACPC directors and growers at the Annual General Meeting, 12 regional meetings, crop walks, research tours and tradeshow.
Communications – utilize multiple media streams	<ul style="list-style-type: none"> • 30 ACPC media releases. • Weekly Growing with Canola radio program and podcast. • 22 electronic issues of Alberta Canola Connections newsletter sent to 1027 subscribers. • 2 print editions Alberta Canola Connections newsletter sent to all Alberta canola growers • ACPC pages in all 4 issues of Canola Digest.

M is for Mobile!

m.canola.ab.ca



Market Development

Committee: Jody Klassen (chair), Elaine Bellamy, Marlene Caskey, Todd Hames



2009 will be remembered for numerous reasons. A single year has rarely seen so much diversity in politics, music, films, celebrity news, scandals, and even deaths. How much do you recall?

Which movie about food featured an iconic American food personality (who did not mention canola oil in any of her recipes)?

- Jane & John
- Julie & Julia
- James & Hames

Which Olympics were held in Vancouver, Canada – (and where Canola Camper Jon Garret confirms that the chefs did use canola oil)?

- XX
- XXI
- XXII

What is the title of Elizabeth Gilbert's sequel to *Eat, Pray, Love* (which also did not mention the only made in Canada crop but drove millions to buying

canola's competitor as people look for romance, life's solutions, answers in food)?

- *Communicate*
- *Committed*
- *Concerned*

While answers to these questions may not be top of mind (*Julie & Julia*; *XX1*; *Committed*) the simple fact that these and many other food-related activities were considered 'huge' in 2009-10, convinced the ACPC board of directors that the following market development goals were valid:

- Maintain existing canola markets and increase the demand for canola
- Identify and promote market opportunities and new uses for canola
- Expand awareness of agriculture, canola production and its role in society.

To this end, these are some of the activities were undertaken:



GOAL: Expand awareness of agriculture, canola production and its role in society

ACTIVITIES:	TARGET AUDIENCE:	RESULTS:
"Under the Canola Canopy" - new educational series that discusses insects – pests and friends in canola crop	Visitors to Calgary Stampede initially; future display events will include Amaze-ing Ag in Edmonton and Aggie Days in Calgary & Lethbridge.	This is start to a public relations campaign discussing modern agriculture with consumers – young and old – who are distanced from current food production. Results of these efforts will be presented in future ACPC annual reports. Thanks to ACIDF for receipt of \$145,500 in support of this initiative.
"Dirt on Soil" - interactive computer game that is part of wonderville.ca	Elementary students who enjoy computer games.	Launched at the Canola Learning Centre at the Calgary Stampede 2010, more than 10,000 promo items with the link were given away; more than 200 students/day played the game; and links are now being featured in a number of school curriculums
Alberta Education lesson plans – new in print and available at canolalearningcentre.com	Elementary school teachers in Grades 3, 4 and 5.	<i>How do people in different communities grow and manage food crops? – Grade 3</i> <i>How does agricultural land use depend on and change Alberta's environment? – Grade 4</i> <i>How do environmental factors affect Canada's food production? – Grade 5</i>



GOAL: Increase demand for canola, with emphasis on the US/Canadian market		
ACTIVITIES:	TARGET AUDIENCE:	RESULTS:
Canola Camp – opportunity for an in-depth learning about canola from farm to fork.	Potential influencers – chefs, media, and health professionals.	13 individuals – 1 from UK; 2 from Mexico; 3 Canadians, and 7 Americans joined the CanolaInfo team in Saskatoon. For a full review in pictures go to: http://www.canolainfo.org/news/index.php?page=36
Social Media – Twitter & Twitter Party Blogging on “Heart-Smart Diabetes Kitchen” Facebook page	Individuals engaged in social media.	926 Twitter followers 264 ‘likes’ visits on the last Facebook page announcement 300+ attended #Sautetoday Twitter party with Tori Ritchie which resulted in new Twitter followers, Facebook fans and 5 related blog posts.
En Français Development/ expansion of the French component of the CanolaInfo website	French-speaking Canadians, as well as others who are seeking reliable canola info in French.	http://www.canolainfo.org/francais/index.php

GOAL: Identify & promote market opportunities & new uses for canola		
ACTIVITIES:	TARGET AUDIENCE:	RESULTS:
Bakery Research Study – to better understand the extent <i>trans</i> fat-free and canola-based products are used in the bakery production process throughout BC and AB	96 bakeries in Alberta and BC were surveyed initially, with another 10 committing to providing more in-depth 60 minute interviews.	Given that BC has <i>trans</i> fat free legislation, and AB does not, results indicated that: <ul style="list-style-type: none"> Approximately 1/3 of all bakeries contacted in AB currently use ingredients containing <i>trans</i> fats when baking. Currently 8 in 10 bakeries polled include the use of canola-based fats or oils in their products.
Science Happens Here – Sponsorship of the Myth Busters event held by Alberta Science Foundation	Individuals and families interested in science and who enjoyed TV show “Myth Busters”.	Two sold-out events – Lethbridge and Taber 2250 individuals had opportunity to visit joint display with AB Potato Growers on another Alberta science success story: French fries made with AB russets, fried in high-stability Alberta canola oil, with used fats being recycled into biodiesel.

GOAL: Maintain existing canola markets

ACTIVITIES:	TARGET AUDIENCE:	RESULTS:
Food West – key presentation on canola oil – its health, versatility and availability	30 international buyers from Japan, China, Korea, the US and Mexico, along with 30 Alberta food company representatives.	Complimentary results from attendees; representatives from Bunge and Richardson Nutrition expressed positive benefits for their companies.
Diabetes Forums – with the help of the cookbook, ‘Heartsmart Diabetes Kitchen’ could be reminded of why local canola oil is a healthy choice.	Diabetics & their families who attended information sessions on diabetes held in Calgary, Red Deer, Edmonton, Lethbridge & Medicine Hat.	Each forum had a minimum of 500 attendees – more than 2,900 total diabetes-targeted.
Paralympics Sponsorship 1) General media recognition 2) Recipe contest for consumers 3) School presentations – featuring canola oil as a healthy part of a student’s diet.	- General media with promotion of the Paralympics; -Consumers who cook with recipe contest; -Students/teachers and Paralympics athletes like Ross Norton – 3 time basketball medal winner.	Three excellent recipes received as part of the contest – featured at Calgary Stampede cooking stage & are now available at http://www.canolainfo.org/francais/recipes/recipes.php



Administration and Finance Committee Report



Jody Klassen – Chair
Greg Porozni



The Administration Committee provides accountability to Alberta's canola growers through monitoring the administration and program expenditures.

Expenditures for the office administration were greater than budgeted, due to staffing changes and increased cost of goods. Overall, administration costs were 17 per cent of total expenditures, the same level as last year.

Expenses related to the Board of Directors represented 4.3 per cent of the total budget, and were under budget due to a lesser number of meetings. These expenses include the cost of board meetings, director per diems, and costs for ACPC directors who are representatives on the boards of the Canola Council of Canada and the Canadian Canola Growers Association to attend those meetings.

Grower Relations and Extension

The Grower Relations and Extension (GRE) budget increased this year, reflecting more advertising and sponsorship opportunities, as well as significant increase in expenditures for regional meetings. The ACPC hired more speakers for the regional meetings last year which caused the majority of the increase. Therefore, the GRE budget, as a percentage of total Commission expenditures was 13.6 per cent.

Market Development and Promotion

The Market Development budget ended the year at 20 per cent of the total budget. This budget item increased over last year due to increased funding of nutritional research funding and increased efforts in ag education.

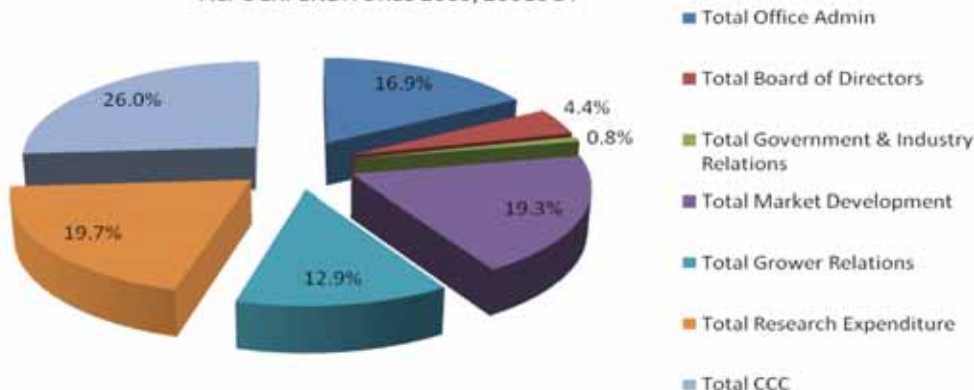
Agronomic Research and Germplasm Development

The Agronomic Research and Germplasm Development budget represented 18.2 per cent of the Commission expenditures. It was under budget due to a high level of leverage achieved through the Ag. Funding Consortium, with some projects having contributions of \$12 for every ACPC dollar, as well as cooperative funding with the canola growers from Saskatchewan and Manitoba. The ACPC is very grateful to its funding partners in Alberta and Western Canada for contributing to our industry.

Canola Council of Canada

The annual contribution to the Canola Council of Canada (CCC) last year was 25 per cent of the total ACPC budget. This contribution is used by the CCC to fund its operations and programs in research coordination, Canadian market promotion, international market development, government advocacy and grower extension programs. The \$0.22 levy is based on the net tonnage the ACPC collected its service charge from in the previous year.

ACPC EXPENDITURES 2009/2010 BY



SUMMARY	Budget 2009/10 Nov 2009	Audited 2009/10 July 31	Final Budget 2010/11 Nov 2010
TOTAL REVENUE	2,457,187	3,339,095	4,408,163.27
Expenses			
Total Office Admin	520,371	535,273	569,200
Total Board of Directors	192,000	137,703	177,500
Total Government & Industry Relations	65,000	24,940	45,000
Total Market Development	822,500	609,189	1,157,251
Total Grower Relations	541,000	408,666	543,000
Total Research Expenditure	789,098	622,628	794,340
CCC Levy \$0.22 in '10 & .22 in 11	700,739	823,632	690,694
TOTAL EXPENSES	3,630,708	3,162,030	3,976,985
NET REVENUE	-1,173,521	177,065	431,178

Expenditures as a Percent of Total	Budget 2009/10 Nov 2009	Audited 2009/10 July 31
Total Office Admin	14%	17%
Total Board of Directors	5%	4%
Total Government & Industry Relations	2%	1%
Total Market Development	23%	19%
Total Grower Relations	15%	13%
Total Research Expenditure	22%	20%
Total CCC	19%	26%
TOTAL EXPENSES	100%	100%

Working Capital	May 31 2010	July 2010
Current Cash/Equivalents	6,341,086	6,845,746
Current Liabilities	138,913	1,178,623
Gross working capital	6,202,173	5,667,123
Shut Down Fund	300,000	300,000
Total Restricted Equity for Future Projects	1,136,761	1,168,592
Total restricted equity	1,436,761	1,468,592
Contingency working capital	4,765,412	4,198,531

REVENUES	Budget 2009/10 Nov 2009	Audited 2009/10 July 31	Budget 2010/11 Nov 2010
Gross Service Charge	2,523,857	3,337,901	4,408,163.27
Prior year refunds		1,644	
Refunds (est.7%, actual = 5.9 %)	176,670	196,740	308,571
Net Service Charge	2,347,187	3,139,518	4,099,591.84
Interest	102,000	25,110	30,000.00
Grower Relations and Extension			
Regional Meetings	3,000	18,725	10,000.00
Marketing and Extension Project Service fees		70,000	
ACIDF Ag Education grant		85,742	
ABIP administration fees	5,000	0	5,000.00
Cash from reserved equity to current research			486,013.00
Total Revenue	2,457,187	3,339,095	4,630,604.84
	Stats Can 2009 Sept estimate	Stats Can 2009 Dec	Stats Can Acreage Estimate
Harvested acres est.	4,530,000	4,520,000	5,400,000.00
Estimated provincial average yield	27.00	31	36.00
Est. tonnes per acre	0.61	1	0.82
Estimated total production, tonnes	2,773,469.39	3,156,825	4,408,163
Seed, dockage, waste 9%	249,612.24	0	0
Total crop, tonnes	2,523,857.14	3,156,825	4,408,163
Budget estimate service charge	2,523,857.14	3,156,825	4,408,163

	Budget 2009/10 Nov 2009	Audited 2009/10 July 31	Budget 2010/11 Nov 2010
Office Administration			
Expense clearing	0	117	0
Memberships	2,500	3,760	2,500
Rent (includes utilities and storage lease)	46,200	50,226	55,000
Insurance	7,500	7,290	7,500
Security System	700	638	700
Communications (telephone, email access)	10,000	11,120	11,000
Equipment lease	500	159	0
Supplies, printing and equipment purchase	20,000	11,982	15,000
Postage	7,000	8,344	8,000
Repairs and maintenance	3,000	3,487	3,500
Office misc, storage, courier	10,000	6,853	7,000
Bank charges and interest	2,200	2,186	3,000
Depreciation	18,521	13,731	0
Sub-total	128,121	119,892	113,200
Consulting - hr & payroll services	0	1,050	1,000
Staff training	10,000	6,569	10,000
Wages and fees	330,750	382,432	395,000
EI, CPP, Benefits,WCB	30,000	27,654	30,000
Sub-total	370,750	417,706	436,000
Accounting	1,500	0	0
Network administration	4,000	2,937	4,000
Audit	13,000	11,025	13,000
ABIP administration fees		-16,287	0
Legal	3,000	0	3,000
Sub-total	21,500	-2,325	20,000
Total Office Admin	520,371	535,273	569,200

	Budget 2009/10 Nov 2009	Audited 2009/10 July 31	Budget 2010/11 Nov 2010
Grower Relations and Extension			
Director fees	5,000	4,475	5,000
Meeting expenses	5,000	150	5,000
GRE coordinator Expenses	0	7,239	0
Producer-related activities	0	9,271	0
ACPC Convention Dir & Mgr Exp	15,000	10,872	15,000
ACPC Convention Dir Fees	6,000	6,350	6,000
ACPC Convention-Planning	0	410	0
Regional meetings - committee expenses	0	0	0
rtlinkages	0	0	0
GCAT	5,000	2,661	5,000
Elections	0	0	0
	0	0	0
Sub-total Committee	36,000	41,428	36,000
Diagnostic field school sponsorship	7,500	5,000	15,000
Alberta Grower Survey	15,000	8,629	0
Marketing courses(GROWER EDUCATION)	28,500	9,462	30,000
Annual Convention/FARMTECH	15,000	3,893	15,000
Regional meetings- ads, halls, etc.	70,000	67,198	70,000
Grower communications/newsletter/radio	147,000	126,841	150,000
Elections	2,000	1,188	2,000
Crop Walks	19,000	8,015	20,000
Ads and sponsorships	25,000	7,245	25,000
Web page	0	5,245	0
Canola Export Ready Program	5,000	0	5,000
CCC 4th Agronomist position	120,000	86,423	120,000
Producer-related cctivities/promo items	51,000	38,099	55,000
Sub-total: GRE Programs	505,000	367,238	507,000
Total Grower Relations	541,000	408,666	543,000

	Budget 2009/10 Nov 2009	Audited 2009/10 July 31	Budget 2010/11 Nov 2010
Board of Directors			
Admin and Executive Committee exp	1,500	0	1,500.00
Admin and Exec Committee fees	0	0	5,000.00
Sub-total Admin and Executive Committee	1,500.00	1,350	6,500.00
Strategic planning	25,000	247	25,000.00
Director professional development	0	635	5,000.00
General: Dir & Management Expenses	20,000	10,904	13,000.00
CCGA fees and expenses	3,000	1,805	3,000.00
ACPC Board meetings Dirs/mgmt exp/secr	45,000	42,997	45,000.00
Director CPP expense	6,000	3,515	5,000.00
ACPC Board meetings Dir fees	35,000	34,600	35,000.00
CCC fees & expenses and industry meetings	25,000	15,525	15,000.00
Director general: fees	30,000	26,125	25,000.00
Sub-total Board of Directors	164,000	136,353	171,000.00
Total Board of Directors	192,000	137,703	177,500.00
	Budget 2009/10 Nov 2009	Audited 2009/10 July 31	Budget 2010/11 Nov 2010
Government & Industry Relations			
Environmental crop strategy	40,000	15,564	15,000.00
Industry Affairs/feed grain initiative	0	0	5,000.00
Federal / Provincial Government Affairs	5,000	2,825	15,000.00
International Trade	10,000	0	5,000.00
Government Affairs dir fees	10,000	6,550	5,000.00
Total Government & Industry Relations	65,000	24,940	45,000.00

	Budget 2009/10 Nov 2009	Audited 2009/10 July 31	Budget 2010/11 Nov 2010
Market Development			
Growing Alberta/ag and food council	0	218	500
Mkt dev research co-ordination	2,000	0	2,000
Calgary Stampede/Royal	4,000	10,590	6,000
CCC Canola Utilization	5,000	2,125	5,000
Industrial uses	0	260	0
MKT DEV Committees- fees	8,000	3,450	8,000
MKT DEV Committee- expenses	15,500	1,068	15,500
Sub-total Committee	34,500	17,710	37,000
GOAL #1: Food Safety	1,000	0	0
U of A Endowments	0	0	0
Sub-total Goal 1	1,000	0	0
GOAL #2: Maintain/Increase Demand		52,560	
Transfree Initiative	50,000	0	50,000
ACPC Alberta Utilization		0	15,000
ACPC Alberta Utilization (NAIT)	5,000	0	5,000
Growing Alberta/ParaOlympics in 09/10	15,000	0	0
Sub-total Goal 2	70,000	52,560	70,000
GOAL #3: Identify Markets/New Markets		6,952	
New opportunities (research)	200,000	66,667	200,000
Sub-total New Markets	200,000	73,619	200,000
Bio-Diesel funny car	25,000	16,748	30,000
Sub-total Biodiesel	25,000	16,748	30,000
Sub-total Goal 3	225,000	90,367	230,000
GOAL #4: Awareness Agriculture/Canola			
Current Calgary Stampede	35,000	0	65,000
Northlands Park	10,000	0	10,000
General Ag Awareness	70,000	48,951	70,000

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ACIDF Ag Education grant		85,742	
CAPS	4,000	3,500	4,000
Ag education programs and resources	100,000	23,520	245,000
Sub-total Goal 4	219,000	161,713	394,000
Product Development Research			
Canola meal and meal cake research	60,000	40,250	60,000
CCC Research Foundation	35,000	0	35,000
Market Development ongoing research		34,406	143,251
New research projects	100,000	127,275	100,000
Sub-total Product Development Research	195,000	201,931	338,251

Total Team Building	1,000	835	1,000
Stampede Reserve (not in the operations)	[40000]	[40,000]	[40000]
Resources	20,000	25,811	20,000
Freight, rent, insurance	1,000	718	1,000
Memberships	1,000	1,132	1,000
IDO expenses	15,000	0	20,000
Prof fees	20,000	25,169	25,000
Prof fees other	20,000	31,242	20,000
Sub-total	78,000	84,908	88,000
Total Market Development	822,500	609,189	1,157,251

	Budget 2009/10	Audited 2009/10	Budget 2010/11 Nov 2010
Agronomic Research and Germplasm Development	Nov 2009	July 31	
Research Committee - fees	11,000	7,975	11,000
Crop production committee	2,500	550	2,500
WCC/RCC Committee	3,000	2,037	3,000
ACPC/AAFC Advisory Committee	5,000	4,641	5,000
Research funding investigation	1,000	0	1,000
ACPC research meetings	8,000	5,128	5,000
Integrated Pest Management/CARP	5,000	9,307	10,000
Sub-total: Committee	35,500.00	29,638	37,500.00
Scholarship- HB Jeffery's Travel Award	1,000	1,000	1,000
Agronomic projects ongoing	206,240	190,419	207,177
Agronomic projects new	150,000	94,882	150,000
ARECA pest monitoring and/ or demo projects	0	10,000	10,000
PCVT publication	5,000	0	0
Genetic improvement ongoing	241,244	201,984	238,549
Genetic improvement new	150,000	94,705	150,000
Sub-total: ACPC programs	753,598	592,990	756,840
Total Research Expenditure	789,098	622,628	794,340



General Statistics

Table 1: Number of Producers Who Sold Canola
(including crop sharing landlords)

	Crop Year	Period 1	Period 2
2009-10	13,077	8,939	10,252
2008-09	14,233	10,341	11,344
2007-08	13,899	10,383	10,329
2006-07	13,490	10,389	9,731
2005-06	13,672	9,447	10,480
2004-05	12,323	8,406	9,519

Source: ACPC Database

Table 2: Percent Sales Distribution by ACPC Region
(August 1, 2008 – July 31, 2009)

Region	Geographic Point of Reference	2009-10	2008-09	2007-08	2006-07	2005-06
1	North Peace	7.3	6.1	7.4	7.2	6.7
2	Grande Prairie	8.7	6.5	9.8	7.7	8.9
3	Falher	6.9	5.9	7.3	6.0	7.4
Peace River Region - Sub Total		22.9	18.5	24.5	20.9	23.0
4	Vegreville	10.7	11.6	11.3	12.3	12.3
5	Westlock	11.5	10.8	10.7	11.0	11.2
6	Edmonton	4.2	4.3	4.1	4.3	4.5
10	Vermilion	8.2	8.2	8.4	7.7	7.8
North Central Alberta - Sub Total		34.6	34.9	34.5	35.3	35.8
7	Red Deer	7.7	8.8	7.1	7.7	8.1
8	Olds - High River	12.0	14.7	12.2	12.2	11.0
11	Camrose	9.1	11.5	11.7	13.8	12.9
Central Alberta - Sub Total		28.8	35.0	31.0	33.7	32.0
9	Nanton - Lethbridge	9.2	7.5	6.3	6.3	5.5
12	Medicine Hat	4.5	4.1	3.7	3.6	3.7
Southern Alberta - Sub Total		13.7	11.6	10.0	9.9	9.2

Source: ACPC Database (calculated by producer canola sales & producer addresses)

Table 3: Canola Sales by Region
(000 Tonnes)

REGION	2009-10	2008-09	2007-08	2006-07	2005-06
Peace River	754.2	727.4	812.4	681.2	772.4
North Central	1137.9	1371.0	1147.5	1150.0	1204.4
Central Alberta	946.8	1374.0	1029.9	1095.5	1071.4
Southern Alberta	450.8	456.6	331.3	322.4	307.8
Other	52.7	47.0	36.98	20.6	19.9
TOTAL	3342.4	3976.0	3358.1	3269.7	3375.9

Source: ACPC Database

Table 4: Sales, Service Charges and Refund Summary by ACPC Region 2007-08 Crop Year
(August 1, 2008 – July 31, 2009)

Region	Producers #	Total Service Charges Received \$	Tonnes Sold	Refunds \$	Refunds #
01	806	238,990.16	238,916.051	27,568.79	36
02	782	287,628.01	287,639.755	24,339.55	31
03	501	227,622.36	227,650.548	19,620.17	19
04	1499	352,648.45	352,659.289	26,099.36	70
05	1341	379,453.16	379,544.997	27,924.73	46
06	812	136,880.86	136,909.559	5,352.15	17
07	1206	252,480.07	252,489.959	5,320.64	14
08	1707	394,204.17	394,202.712	4,439.25	6
09	934	302,333.15	302,330.864	30,259.11	8
10	1057	268,747.37	268,779.778	8,038.82	20
11	1465	300,075.39	300,118.904	18,468.51	58
12	618	148,494.14	148,492.888	436.79	5
20	237	41,207.87	41,207.578		
21	55	7,180.68	7,180.554		
99	24	2,116.32	2,116.317		
Other	33	2,231.14	2,231.014		
TOTALS	13,077	\$3,342,293.30	3,342,470.767	\$197,867.80	330

Source: ACPC Database

Notes: Region 20 = Saskatchewan, Region 21 = British Columbia, Region 99 = Unknown

Table 5: Refunds and Service Charges by Crop Year

Year	Members Refunded #	Refunded \$	Total Service Charges Received \$	Dollars Refunded %	Producers Refunded %
2009-10	330	197,868	3,342,293	5.9	2.5
2008-09	402	238,167	3,975,968	6.0	2.8
2007-08	441	224,898	3,358,223	6.7	3.2
2006-07	452	252,770	3,269,373	7.7	3.4
2005-06	416	237,151	3,375,763	7.0	3.1

Source: ACPC Database

Table 6: Refunds and Service Charges by Period

Year	Period	Members Refunded #	Refunded \$	Total Service Charges Received \$	Dollars Refunded %	Producers Refunded %
2009-10	1	179	95,778	1,510,245	6.3	2.0
	2	249	102,090	1,832,176	5.5	2.4
2008-09	1	250	124,473	1,992,864	6.2	2.4
	2	289	113,694	1,983,103	5.7	2.5
2007-08	1	301	108,795	1,667,091	6.5	2.9
	2	310	116,103	1,691,132	6.9	3.0
2006-07	1	315	146,107	1,746,900	8.4	3.0
	2	302	105,829	1,522,543	7.0	3.1
2005-06	1	261	111,544	1,569,788	7.1	2.8
	2	299	125,608	1,805,896	7.0	2.9

Source: ACPC Database

Table 7: Number of Refunds by Region

Region	2009-10	2008-09	2007-08	2006-07	2005-06	New in 2009-10
1	36	36	44	42	38	2
2	31	39	52	43	34	2
3	19	27	24	31	29	4
4	70	89	98	103	86	5
5	46	49	50	52	58	6
6	17	14	13	17	9	-
7	14	15	14	8	18	3
8	6	14	16	17	14	2
9	8	11	15	13	5	-
10	20	25	24	34	30	2
11	58	71	78	83	86	10
12	5	9	12	9	8	-
Other	-	3	1		1	-
Totals	330	402	441	416	416	36

Source: ACPC Database

Table 8: Harvested Canadian Canola Acres
(000 Acres)

Year	Alberta	Saskatchewan	Manitoba	B.C.	Ontario	Total Canada
2001	2850	4700	1930	75	35	9601
2002	1700	3100	2150	35	60	7060
2003	3300	5560	2490	70	50	11587
2004	3800	5700	2550	62	55	12202
2005	4250	6490	2160	75	44	13054
2006	4480	5900	2475	60	15	12944
2007	4460	7500	2820	70	35	14606
2008	5170	7650	3080	50	55	16048
2009	4520	7260	3160	70	45	15085
2010 (p)	5500	7650	3350	75	70	16685
5 Year Avg	4826	7192	2977	65	44	15074
10 Year Avg	4003	6151	2617	64	46	12887

Source: Statistics Canada
(p) Projected September 2010

Table 9: Canadian Canola Production
(000 Tonnes)

	Alberta	Saskatchewan	Manitoba	B.C.	Ontario	Total Canada
2001	1723.7	2109.2	1145.3	45.4	31.3	5062.0
2002	793.8	1304.1	1406.1	42.5	44.2	3577.1
2003	1995.8	2653.5	1474.2	15.9	45.4	6229.7
2004	2925.7	2903.0	1778.1	36.3	46.5	7728.1
2005	3651.4	4633.4	1261.0	43.8	24.9	9660.2
2006	3424.6	3696.8	1825.7	63.5	14.2	9000.3
2007	2993.7	3948.5	1714.6	47.6	27.8	8750.7
2008	4322.7	5629.1	2576.4	31.8	49.9	12642.9
2009	3161.5	5726.6	2828.1	45.4	40.3	11825.4
2010 (p)	4014.3	4374.9	1916.4	31.2	71.4	10430.2
5 Year Avg	3583.4	4675.2	2172.2	43.9	40.7	10529.9
10 Year Avg	2900.7	3697.9	1792.6	40.3	39.6	8490.7

Source: Statistics Canada
(p) Projected September 2010

Table 10: Canadian Canola Yield
(Bushels/Acre)

Year	Alberta	Saskatchewan	Manitoba	B.C.	Ontario	Total Canada
2001	26.7	19.8	26.2	25.0	39.4	23.3
2002	20.6	18.6	28.8	20.0	32.5	22.3
2003	26.7	20.7	26.1	22.9	40.0	23.7
2004	33.9	22.5	30.7	31.0	37.3	27.9
2005	37.9	31.5	25.7	37.3	25.0	32.6
2006	33.7	27.6	32.5	20.0	41.7	30.7
2007	29.6	24.2	26.8	30.0	35.0	26.4
2008	36.9	32.4	36.9	28.0	40.0	34.7
2009	30.8	34.8	39.5	28.6	39.4	34.6
2010 (p)	32.8	27.4	29.0	16.0	45.0	29.6
5 Year Avg	32.8	29.3	32.9	24.5	40.2	31.2
10 Year Avg	31.0	26.0	30.2	25.9	37.5	28.6

Source: Statistics Canada
(p) Projected September 2010

INDEPENDENT AUDITORS' REPORT TO THE BOARD OF DIRECTORS

We have audited the statement of financial position of Alberta Canola Producers Commission as at July 31, 2010 and the statements of operations, changes in members' equity, and cash flow for the year then ended.

Management's responsibility for the financial statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian generally accepted accounting principles. This responsibility includes: designing, implementing and maintaining internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies, and making accounting estimates that are reasonable in the circumstances.

Auditors' responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform the audit to obtain reasonable assurance whether the financial statements are free from material misstatement. We are also required to comply with applicable ethical requirements.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparations and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, the auditor expresses no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

The Organization is dependent upon individual grain companies and other purchasers of canola to report to the Organization the service fee levies collected from producers. Therefore, it is not possible to verify if all service fee levies due to the Organization have been recorded. Accordingly, our verification of these revenues was limited to the amounts recorded in the accounts of the Organization and we are not able to determine whether any adjustments might be necessary to revenues, excess of revenues over expenses, assets, liabilities, and member's equity.

Opinion

In our opinion, except for the effects of adjustments, if any, which we might have determined to be necessary had we been able to satisfy ourselves with respect to the completeness of revenues, as described in the preceding paragraph, these financial statements present fairly, in all material respects, the financial position of the Organization as at July 31, 2010 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.



Chartered Accountants

ALBERTA CANOLA PRODUCERS COMMISSION

STATEMENT OF OPERATIONS

FOR THE YEAR ENDED JULY 31, 2010

(with prior year's figures for comparison)

	2010	2009
REVENUES:		
Service fee levies	\$ 3,337,901	\$ 3,976,619
Refunds	(198,383)	(238,086)
Membership and public relations	18,725	3,075
Interest	25,110	60,726
Grants	85,742	-
Project fees	70,000	-
Total revenues	3,339,095	3,802,334
EXPENSES:		
General office and administration (Schedule 1)	535,274	476,815
Board of Directors (Schedule 2)	137,703	188,914
Government and industry relations (Schedule 3)	24,939	35,682
Grower relations and extension (Schedule 4)	408,666	185,831
Market development (Schedule 5)	609,187	443,585
Research (Schedule 6)	622,628	583,118
Annual contribution	823,632	816,170
Agricultural Bioproducts Innovation Program - net (Sch. 7)	161	-
Crop Sector Working Group - net (Schedule 8)	-	-
Total expenses	3,162,190	2,730,115
EXCESS OF REVENUES OVER EXPENSES FOR THE YEAR	\$ 176,905	\$ 1,072,219

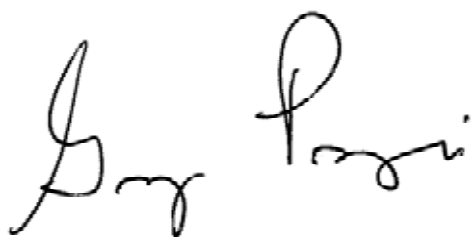
ALBERTA CANOLA PRODUCERS COMMISSION

STATEMENT OF FINANCIAL POSITION AS AT JULY 31, 2010

(with prior year's figures for comparison)

	<u>2010</u>	<u>2009</u>
ASSETS		
CURRENT ASSETS:		
Cash	\$ 5,585,878	\$ 5,428,750
Accounts receivable (Note 3)	1,114,084	489,344
Prepaid expenses	145,784	60,951
Total current assets	6,845,746	5,979,045
CAPITAL ASSETS - net (Note 4)	36,392	37,174
INTANGIBLE ASSETS (Note 5)	22,650	-
TOTAL	\$ 6,904,788	\$ 6,016,219
LIABILITIES AND MEMBERS' EQUITY		
CURRENT LIABILITIES:		
Accounts payable and accrued liabilities	\$ 901,339	\$ 348,626
Deferred contributions (Note 6)	277,284	118,333
Total current liabilities	1,178,623	466,959
MEMBERS' EQUITY:		
Unappropriated members' equity	4,198,532	4,075,325
Equity in capital assets	59,041	37,174
Future commitments reserve (Note 7)	1,168,592	1,136,761
Shutdown reserve	300,000	300,000
Total members' equity	5,726,165	5,549,260
TOTAL	\$ 6,904,788	\$ 6,016,219

APPROVED ON BEHALF OF THE BOARD:



Director



Director

ALBERTA CANOLA PRODUCERS COMMISSION
STATEMENT OF CHANGES IN MEMBERS' EQUITY

FOR THE YEAR ENDED JULY 31, 2010

(with prior year's figures for comparison)

	2010				2009	
	Unappropriated members' equity		Future Commitments Reserve		Shutdown Reserve	Total
		Equity in Capital assets				
BALANCE AT BEGINNING OF THE YEAR	\$4,075,325	\$ 37,174	\$1,136,761	\$ 300,000	\$ 5,549,260	\$4,477,041
EXCESS OF REVENUES OVER EXPENSES FOR THE YEAR	190,637	-	-	-	190,637	1,072,219
TRANSFER TO FUTURE COMMITMENTS RESERVE - NET	(31,831)	-	31,831	-	-	-
PURCHASE OF CAPITAL ASSETS	(35,599)	35,599	-	-	-	-
AMORTIZATION OF CAPITAL ASSETS	-	(13,732)	-	-	(13,732)	-
BALANCE AT END OF THE YEAR	\$4,198,532	\$ 59,041	\$1,168,592	\$ 300,000	\$ 5,726,165	\$5,549,260

ALBERTA CANOLA PRODUCERS COMMISSION

STATEMENT OF CASH FLOW

FOR THE YEAR ENDED JULY 31, 2010

(with prior year's figures for comparison)

	2010	2009
CASH PROVIDED BY (USED FOR):		
OPERATING ACTIVITIES:		
Excess of revenues over expenses		
for the year from operations	\$ 176,905	\$ 1,072,219
Items not affecting cash flow:		
Amortization of capital assets	13,731	13,180
	190,636	1,085,399
Changes in non-cash working capital items:		
Accounts receivable	(624,740)	45,454
Prepaid expenses	(84,832)	(2,466)
Accounts payable and accrued liabilities	552,712	(334,255)
Deferred contributions	158,951	118,333
Net cash from operating activities	192,727	912,465
INVESTING ACTIVITIES:		
Capital purchases	(35,599)	(5,134)
INCREASE IN CASH FOR THE YEAR	157,128	907,331
CASH AT BEGINNING OF THE YEAR	5,428,750	4,521,419
CASH AT END OF THE YEAR	\$ 5,585,878	\$ 5,428,750

SUPPLEMENTAL DISCLOSURE OF CASH FLOW INFORMATION

Amount of interest paid (received) in year	\$ (22,707)	\$ (58,543)
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ALBERTA CANOLA PRODUCERS COMMISSION

NOTES TO THE FINANCIAL STATEMENTS

JULY 31, 2010

1. PURPOSE OF THE ORGANIZATION:

The Alberta Canola Producers Commission was created August 1, 1989. It was established under Alberta's Marketing of Agricultural Products Act and operates under the supervision of the Alberta Agricultural Products Marketing Council. The Commission is a not-for-profit agricultural organization under the Canadian Income Tax Act and, as such, is not taxable.

2. SIGNIFICANT ACCOUNTING POLICIES:

These financial statements have been prepared in accordance with Canadian generally accepted accounting principles. Outlined below are those policies considered particularly significant for the Commission.

Cash and Cash Equivalents

Cash and cash equivalents include balances with banks and short term money market funds with maturities of six months or less.

Revenue Recognition

Alberta Canola Producers Commission follows the deferral method of accounting for contributions. Service fee levies received from canola producers are unrestricted and recognized in the year they are receivable. Restricted grants related to general operation projects are recognized as revenue in the year in which the related expenses are incurred.

Capital Assets

Capital assets are stated at cost. Amortization is recorded using the following methods and rates which are intended to amortize the cost of assets over their estimated useful lives.

Computer equipment	straight-line	3 years
Computer software	straight-line	3 years
Equipment	declining balance	30%
Furniture and fixtures	declining balance	20%

ALBERTA CANOLA PRODUCERS COMMISSION**NOTES TO THE FINANCIAL STATEMENTS****JULY 31, 2010**

2. SIGNIFICANT ACCOUNTING POLICIES (continued):Intangible Assets

Intangible assets are recorded at gross carrying amount. The life of these assets is determined to be indefinite therefore no amortization is recorded. The organization's management tests annually for any impairment in the carrying amount.

Use of Estimates

The preparation of the financial statements in conformity with generally accepted accounting principals requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. By their nature, these estimates are subject to measurement uncertainty and the effect on the financial statements of changes in such estimates in future periods could be significant.

Financial Instruments

The organization applies Sections 3855 "Financial Instruments - Recognition and Measurement" and 3861 "Financial Instruments - Disclosure and Presentation" of the Canadian Institute of Chartered Accountants (CICA) Handbook. As permitted by the CICA, the organization has elected not to adopt the new standards 3862 and 3863, and continues to apply Section 3861 on disclosure and presentation of financial instruments.

All financial instruments are classified into one of five categories: held for trading, held-to-maturity investments, loans and receivables, available for sale financial investments or other financial liabilities. On initial recognition, all financial instruments are recognized at their respective fair values except for investments in equity instruments that do not have a quoted market price in an active market. After initial recognition, held for trading and available for sale financial assets are measured at the balance sheet date at their fair values, and loans and receivables, held-to-maturity investments and other financial liabilities are measured at amortized cost.

The categories of the organization's financial assets and liabilities are as follows:

Financial Assets

i) Held for trading:

Cash and cash equivalents are designated as held for trading at fair value with any subsequent changes in fair value as a charge to the statement of operations.

ALBERTA CANOLA PRODUCERS COMMISSION

NOTES TO THE FINANCIAL STATEMENTS

JULY 31, 2010

2. SIGNIFICANT ACCOUNTING POLICIES (continued):

Financial Instruments (continued)

ii) Available for sale or held to maturity:

The organization does not currently hold any financial assets classified as available for sale or held to maturity.

iii) Loans and receivables:

Accounts receivable are recorded at amortized cost less any impairment losses recognized and approximate their fair values due to the relatively short periods to maturity.

Financial Liabilities

iv) Held for trading:

The organization does not currently hold any financial liabilities classified as held for trading.

v) Other financial liabilities:

Accounts payable and accrued liabilities are recorded at amortized cost and approximate their fair values due to the relatively short periods to maturity.

It is management's opinion that the Commission is not exposed to significant currency or credit risks arising from these instruments.

The Commission is exposed to interest rate risk with respect to cash and cash equivalents, which is subject to floating interest rates. In seeking to minimize the risks from interest rate fluctuations, the Commission manages exposure through monitoring changes in interest rates receivable from the financial institution.

3. ACCOUNTS RECEIVABLE:

	2010	2009
Service fee levies and other funding	\$ 866,379	\$ 489,344
Agriculture Bioproducts Innovation Program	142,705	-
Crop Sector Working Group	105,000	-
	\$1,114,084	\$ 489,344

ALBERTA CANOLA PRODUCERS COMMISSION

NOTES TO THE FINANCIAL STATEMENTS

JULY 31, 2010

4. CAPITAL ASSETS:

	2010		2009	
	Cost	Accumulated Amortization	Net Book Value	Net Book Value
Equipment	\$ 156,633	\$ 153,702	\$ 2,931	\$ 4,188
Furniture and fixtures	133,057	107,152	25,905	20,438
Computer equipment	99,038	91,907	7,131	11,699
Computer software	17,270	16,845	425	849
Leasehold improvements	698	698	-	-
	\$ 406,696	\$ 370,304	\$ 36,392	\$ 37,174

5. ACQUIRED INTANGIBLE ASSETS:

	2009	2010	
	Gross Carrying amount	Additions (Disposals)	Gross Carrying amount
Unamortized intangible assets			
Website development	\$ -	\$ 22,650	\$ 22,650

6. DEFERRED CONTRIBUTIONS:

Deferred contributions represent unspent resources externally restricted for various purposes and restricted operating funding received in the current period that is related to the subsequent period.

	2010	2009
Agriculture education	\$ 14,258	\$ -
Crop Sector Working Group	210,676	118,333
Research funding	52,350	-
Total	\$ 277,284	\$ 118,333

ALBERTA CANOLA PRODUCERS COMMISSION

NOTES TO THE FINANCIAL STATEMENTS

JULY 31, 2010

7. FUTURE COMMITMENTS RESERVE:

The organization has internally restricted reserve funds for all the future commitments it has for the various projects it funds relating to canola research and development and market development. These internally restricted amounts are not available for other purposes without approval of the board of directors.

8. COMMITMENTS:

The Organization has entered into various agreements to fund projects relating to canola research and development and market development. The continued funding of these projects is at the Board of Directors' discretion and is subject to the recipients of the funding meeting the specified terms and conditions of the agreements.

Commitments related to various agronomic research projects are as follows:

2011	\$ 445,726
2012	271,326
2013	98,689

Commitments related to various product development research projects are as follows:

2011	\$ 79,501
2012	73,350

The Organization has a lease agreement for office premises expiring December 31, 2014. The annual rental costs, not including operating costs over the next five years are as follows:

2011	\$ 30,706
2012	31,887
2013	33,068

In addition, the Organization has committed \$200,000 as a contribution to the Calgary Stampede.

ALBERTA CANOLA PRODUCERS COMMISSION

SCHEDULES OF EXPENSES

FOR THE YEAR ENDED JULY 31, 2010

(with prior year's figures for comparison)

	2010	2009
Schedule 1 - General office and administration expenses:		
Salaries, wages and benefits	\$ 417,706	\$ 349,598
Rental	50,226	41,938
Office	27,934	20,106
Professional fees	13,962	28,004
Amortization	13,731	13,180
Telephone, fax and internet	11,120	10,322
Insurance	7,290	7,238
Repairs and maintenance	3,487	3,166
Dues and memberships	3,760	855
Interest and bank charges	2,186	2,183
Lease fees	159	225
ABIP reimbursement	(16,287)	-
Total general office and administration	\$ 535,274	\$ 476,815
Schedule 2 - Board of Directors expense:		
Directors and management expenses	\$ 76,978	\$ 114,764
Director fees	60,725	74,150
Total Board of Directors	\$ 137,703	\$ 188,914
Schedule 3 - Government and industry relations:		
Government Relations Advocacy Program	\$ 2,825	\$ 6,067
Environmental crop strategy	15,564	18,090
Government affairs - Directors' fees	6,550	11,525
Total government and industry relations	\$ 24,939	\$ 35,682
Schedule 4 - Grower relations and extension:		
CCC agronomy position	\$ 86,423	\$ -
Advertising and sponsorship	12,245	15,706
Director's fees and expenses	41,284	37,297
Regional meetings and elections	68,386	26,607
Grower communications	98,032	60,753
Annual convention	3,893	12,375
Reduced tillage linkages	-	10,000
Newsletter	28,809	-
Crop tours and web pages	13,260	7,610
Producer related activities	46,728	13,315
Grower education	9,462	500
Other	144	1,668
Total grower relations and extension	\$ 408,666	\$ 185,831

ALBERTA CANOLA PRODUCERS COMMISSION

SCHEDULES OF EXPENSES

FOR THE YEAR ENDED JULY 31, 2010

(with prior year's figures for comparison)

	<u>2010</u>	<u>2009</u>
Schedule 5 - Market development and promotion:		
Market development goals	\$ 535,066	\$ 358,820
Committee and managers expenses	14,260	22,111
Professional fees	56,411	56,829
Committee directors' fees	3,450	5,825
Total market development and research	\$ 609,187	\$ 443,585
Schedule 6 - Research and development:		
Research and development programs	\$ 592,990	\$ 552,428
Committee fees and expenses	29,638	30,690
Total research and development	\$ 622,628	\$ 583,118

Schedule 7

ALBERTA CANOLA PRODUCERS COMMISSION
SCHEDULE OF OPERATIONS FOR
AGRICULTURAL BIOPRODUCTS INNOVATION PROGRAM
FOR THE YEAR ENDED JULY 31, 2010

	2010
REVENUES:	
Project funding	\$ 233,590
EXPENSES:	
Project payments	233,731
Interest and bank charges	20
Total expenses	233,751
(DEFICIENCY) OF REVENUES OVER EXPENSES FOR THE YEAR	\$ (161)

Schedule 8

ALBERTA CANOLA PRODUCERS COMMISSION
SCHEDULE OF OPERATIONS - CROP SECTOR WORKING GROUP
FOR THE YEAR ENDED JULY 31, 2010

	2010
REVENUES:	
Grants	\$ 39,324
EXPENSES:	
Conference and meetings	2,987
Interest and bank charges	197
Wages	36,140
Total expenses	39,324
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES FOR THE YEAR	\$ -

Contact Information

Board of Directors

Region 1

Nolan Robertson
Fairview, AB
780-835-4724

Region 4

Greg Porozni
Vegreville, AB
780-764-4008

Region 7

Kevin Bender
Bentley, AB
403-887-5795

Region 10

Todd Hames
Marwayne, AB
780-847-2641

Region 2

Harry Schudlo
Sexsmith, AB
780-568-4071

Region 5

Colin Felstad
Barrhead, AB
780-349-6175

Region 8

Elaine Bellamy
Rosebud, AB
403-934-7673

Region 11

Jack Moser
Killam, AB
780-385-3003

Region 3

Raymond Blanchette
Fahler, AB
780-837-1649

Region 6

Jody Klassen
Mayerthorpe, AB
780-786-2867

Region 9

Lee Markert
Vulcan, AB
403-485-6708

Region 12

Marlene Caskey
Oyen, AB
403-664-2245

ACPC Chairman Kevin Bender

ACPC Vice Chair Jody Klassen

Committees (ACPC Chair resides on all committees)

Administration & Finance

Chair: Jody Klassen
Greg Porozni, Kevin Bender

Grower Relation & Extension

Chair: Jack Moser; Elaine Bellamy, Raymond
Blanchette, Marlene Caskey

Market Development

Chair: Jody Klassen
Elaine Bellamy, Marlene Caskey, Todd Hames

Agronomic Research

Chair: Nolan Robertson
Harry Schudlo, Lee Markert, Colin Felstad

**Note: the ACPC Board elected the Chair, Vice Chair, and Committees on January 27, 2010 following the Annual General Meeting*

Staff

Ward Toma
General Manager
ward.toma@canola.ab.ca

Simone Demers Collins
Market Development &
Promotions Coordinator
simone@canola.ab.ca

Rick Taillieu
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Extension Coordinator
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Sophal Kiev
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Cheryl Rossi
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Fax: (780) 451-6933

Toll Free: 1-800-551-6652
Website: www.canola.ab.ca

About the ACPC

The Alberta Canola Producers Commission (ACPC), founded in 1989, was the province's first refundable check-off producer organizations.

The mandate of the Commission, reflected in its mission statement, is to increase the long term profitability of Alberta canola growers through research, promotional activities, consumer and producer education programs, and policy development.

The Commission in no way regulates or is involved with the production, buying or selling of canola.

The ACPC is funded by a refundable \$1.00 per tonne service charge paid by Alberta canola growers when they sell their canola.

All decisions regarding the Alberta Canola Producers Commission are made by the Board of Directors. Alberta is segregated into 12 regions. Each region elects a director to represent the growers of that region in the ACPC.

The Board of Directors meet as a whole every three months. The Board is guided in its decisions by the recommendations from four committees:

- Agronomic Research
- Market Development
- Growers Relations and Extension
- Administration

The ACPC Board elects the Chair, Vice Chair, and Committees at the first Board Meeting after the Annual General Meeting.



