



## Winter Cereals Manitoba Inc. announces new leadership team

FOR IMMEDIATE RELEASE

**Carman, MB – February 22, 2018** – Winter Cereals Manitoba Inc. (WCMI) is pleased to announce that they have contracted the Manitoba Wheat and Barley Growers Association (MWBGA) and the National Sunflower Association of Canada (NSAC) to lead their day to day operations, research activities, and communications with membership and stakeholders.

“The MWBGA’s core functions of research and market development, with support functions including administration and communications, are closely aligned with many of the key functions of WCMI” said Doug Martin, Winter Cereals Manitoba chair.

The management team is comprised of Darcelle Graham (NSAC) acting as Executive Director with support from Pam de Rocquigny (MWBGA), Lori-Ann Kaminski (MWBGA) for research activity support, and Tammy Cote for administration support.

The three associations have recognized future demands will require Manitoba commodity organizations working more collaboratively together to provide maximum value back to farmer members.

“There are many natural synergies that exist currently between Winter Cereals Manitoba and MWBGA. We look forward to exploring how we can work more collaboratively together to benefit both spring and winter wheat producers in Manitoba,” said Fred Greig, MWBGA chair.

“NSAC has been involved in exploring how commodity groups can increase collaboration for a number of years. This is a great example of how we are working together with fellow organizations to benefit Manitoba farmers,” said the president of NSAC Mark McDonald.

Winter Cereals Manitoba will be based out of Carman, Manitoba, in the same building NSAC and MWBGA currently operate out of.

Winter Cereals Manitoba will continue to have its own board of directors and will maintain their strong relationship with the Saskatchewan Winter Cereals Development Commission.

### **About Winter Cereals Manitoba Inc.:**

Winter Cereals Manitoba represents approximately 1150 winter cereal farmers in Manitoba. WCMI uses check-off dollars to grow the potential of winter cereals as profitable and sustainable crop choices for Manitoba through investments in research and market development. For more information visit [wcmi.info/ca](http://wcmi.info/ca).

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