



NEWS RELEASE

Winter Cereals Manitoba Inc. Joins Amalgamation Talks

FOR IMMEDIATE RELEASE

Carman, MB – November 22, 2018 – Winter Cereals Manitoba Inc. (WCMI) has joined with four other like-minded grower organizations to explore a potential amalgamation with the commitment to consultation and allowing membership to make the decision.

“As the WCMI board of directors looked to the future of winter cereals in Manitoba, the time was right to join the discussion with fellow commodity groups to explore a potential amalgamation with the understanding that membership will make the decision,” said Doug Martin, chair of WCMI.

WCMI directors Doug Martin and Allan Olinyk will join the steering committee consisting of directors and staff from the Manitoba Corn Growers Association (MCGA), Manitoba Flax Growers Association (MFGA), National Sunflower Association of Canada (NSAC) and the Manitoba Wheat and Barley Growers Association (MWBGA).

The groups are already working closely together. In February 2018, Winter Cereals Manitoba contracted NSAC and MWBGA to lead their day to day operations, research activities, and communications with membership and stakeholders. “We wanted to build upon the success of our collaborative relationship with NSAC and MWBGA,” Martin adds.

“We are excited to have Winter Cereals Manitoba join the steering committee,” shares Eric Fridfinnson, chair of the Manitoba Flax Growers. “The steering committee members were always willing to work with other commodity groups, who shared the goals of delivering value to farmers through an administratively efficient organization that focused on research, market development and service to its farmer members.”

The steering committee continues to incorporate feedback heard at regional meetings held in January and the annual general meetings in February 2018. An amended proposal exploring legal amalgamation into one organization will be released in December 2018. It will include revised board and governance structures, an organizational chart, budget allocations, timelines, and the legal process to legally amalgamate. The farmer-led steering committee is also determining the next steps to ensure an adequate consultation period for members to review the proposal, including providing details when and how a membership vote would occur.

The five grower organizations remain committed to seek out and engage in collaborative opportunities with fellow Manitoba grower organizations, with the objective to better serve Manitoba farmers who grow multiple crops on their farm.



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