



2019 STRATEGIC PLAN

Who owns the Ontario Canola Growers Association?

Ontario canola producers

Vision

A successful and sustainable canola industry: constantly striving to improve and innovate.

Mission

To provide grower support that contributes to profitable, innovative and sustainable Ontario canola production.

Mandates

- Direct research efforts and communicate results.
- Communicate production information to agronomists and growers.
- Address canola production and profitability issues.
- Provide a communication link between growers, agronomists, suppliers and crushers.
- Provide a voice for the concerns of individual canola growers.
- Communicate a united voice concerning canola issues to government and industry
- Provide opportunities for canola producers to communicate on farm trial and production innovations to other Ontario canola growers.

Strengths

- Diverse and motivated board of experienced growers and agronomists.
- Strong national (CCGA, CCC) and provincial (GFO) organizations with which to align.
- Experienced agronomists network supporting canola production.
- Knowledge base of a diverse grower group across the province.
- Small size of organization makes it easier to reach decisions to react to issues.
- Crushers that want Ontario canola.

Challenges

- Frequent insect and disease issues creating:
 - historically weak grower confidence in canola and
 - low acreage that has not shown a capacity to consistently expand.
- High canola production costs contributing to grower perception of perceived high risk.
- Increasing canola production with current grower base will cause shortened rotations and greater risk of insect or disease issues.
- Small provincial acreage size inhibits leverage with suppliers and crushers.
- Location of provincial crushers and canola growing areas of the province results in high transport costs.
- Province faces diverse temperature and rainfall differences in various regions.
- OMAFRA not using canola in their field trials.

Goals — 2019 to 2021

Grower Communications

- Build presence on social media – Facebook and Twitter and encourage Board Member/District Reps participation.
- Establish stronger link with GFO to promote canola's benefits to winter wheat establishment, and potential winter canola benefits to increased rotation options and enhanced soil health.
- Continue work with Agricorp to establish winter canola insurance in currently uninsured areas and communicate to growers.
- Establish grower recommendations for winter canola production including planting dates, rotation, herbicide and pest management.
- Increase communication links to potential winter canola growers to share recommended production and seed access information.
- Work with Ontario Certified Crop Advisors to increase communication through their members.
- Meet with Ontario crushers annually to review mutual needs and communicate to members.
- Board to input and contribute newsletter topics and content.
- Continued strong recommendation on the importance of maintaining a 4 year rotation for successful canola production.
- Increase eastern Ontario canola production through local education and promotion.

Research

- Leverage OMAFRA researchers and funding programs more effectively.
- Focus research efforts on:
 - clubroot prevention and management,
 - swede midge management,
 - winter canola — optimal rotation recommendations, residue management, recommended planting dates, volunteer canola management and potential for inclusion in OMAFRA long term rotational trials to show winter canola's potential value in rotations.
- Continue trials for winter canola variety registration.
- Farm trials with singular planters to more efficiently place seed and reduce seed costs.
- Leverage appropriate research and production info from Western Canadian canola associations.

OCGA Board, District Reps and Staff Communications

- Circulate minutes of board meetings to District Representatives.
- Board members periodically circulate emails within their districts to increase and encourage communication.
- Encourage more board feedback and communications between board meetings.
- Review District designations and include representatives from Thunder Bay, Rainy River, eastern Ontario and south western Ontario.

Review Strategic Plan Progress Annually