



**Sask**  **Wheat**  
DEVELOPMENT COMMISSION

2012 - 2013 Annual Report

# Historical Timeline

## **Saskatchewan Wheat Development Commission (SWDC) and Saskatchewan Barley Development Commission (SBDC)**

---

June 22, 2012	Saskatchewan Ministry of Agriculture calls meeting of all check-off groups in the province and affiliates to set general parameters of SWDC and SBDC and to determine structure  Decisions made that commissions will be two separate boards with joint work plan and mandatory but refundable levies
June – October 2012	Ministry formulates policy and selects volunteers to serve on Steering Committee
August 1, 2012	Bill C-18, the Marketing Freedom for Grain Farmers Act, becomes law
October 3, 2012	Initial meeting of SWDC and SBDC Steering Committees in Regina with Carman Read hired by the Ministry to coordinate establishment of the commissions
June 1, 2013	Steering Committees become Interim Boards of Directors
June 7, 2013	Legislation passed establishing Saskatchewan Wheat Development Commission (SWDC) and Saskatchewan Barley Development Commission (SBDC)
June 20, 2013	Establishment of SWDC and SBDC announced by Minister Lyle Stewart
August 1, 2013	Levies for wheat and barley take effect
October 1, 2013	SWDC and SBDC appoint Tom Steve as General Manager
October 18, 2013	Nominations close for SWDC and SBDC Boards of Directors
November 13, 2013	Ballots mailed to Saskatchewan wheat and barley producers
December 6, 2013	Deadline for return of voting ballots by producers
January 13, 2014	First Annual General Meetings of SWDC and SBDC First elected Boards of Directors introduced

The Saskatchewan  
Wheat Development Commission  
is a producer-led organization  
established to grow the province's  
wheat industry.

**MISSION:**

*To strategically invest growers' check-off dollars  
in research and market development initiatives  
that contribute to profitable and sustainable  
wheat production in Saskatchewan.*

**[saskwheatcommission.com](http://saskwheatcommission.com)**

# Interim Board and Staff

Cherilyn Nagel, Interim Chair  
Nagel Farms  
Box 52  
Mossbank, SK S0H 3G0  
Tel: 306-354-2517  
F: 306-354-2599  
E: mossbankedo@yahoo.ca

Gerrid Gust  
Gust Holdings Ltd.  
Box 692  
Davidson, SK S0G 1A0  
T: 306-567-2152  
F: 306-567-2152  
E: ggust@wheatgrowers.ca

Norm Hall  
Box 1296  
Wynyard, SK S0A 4T0  
T: 306-554-3122  
E: president@apas.ca

Joan Heath  
Box 370  
Radisson, SK S0K 3L0  
T: 306-827-2289  
F: 306-827-8064  
E: aidrafarms@yourlink.ca

David Marit  
PO Box 1  
Fife Lake, SK S0H 1N0  
T: 306-476-2600  
F: 306-476-2719  
E: dmarit@sasktel.net

## **SWDC Staff and Offices:**

Tom Steve  
General Manager  
The Atrium  
Suite 360 – 111 Research Drive  
Saskatoon, SK S7N 3R2  
T: 306-653-7934  
E: tom.steve@saskwheatcommission.com

## **Finance Office:**

Adele Buettner  
Operations Manager  
AgriBiz Communications Corp.  
Bay 6A – 3602 Taylor Street East  
Saskatoon, SK S7H 5H9  
T: 306-653-7932  
F: 306-244-4497  
E: info@saskwheatcommission.com





# Saskatchewan Wheat Development Commission Annual General Meeting

Monday January 13, 2014

Gallery D, TCU Place

2:00 – 2:45 p.m.

## Agenda

1. Call to Order and Opening Remarks  
Cherilyn Nagel, Interim Board Chair
  2. Greetings from Saskatchewan's Minister of Agriculture  
Honourable Lyle Stewart
  3. Approval of Agenda
  4. Interim Chair's Report/State of the Industry
  5. General Manager's Report  
(Includes Financial Overview and Programs & Activities for the Current Year)  
Tom Steve
  6. Call for Resolutions
  7. New Business
  8. Introduction of Elected Board of Directors
  9. Adjournment
- 

# Motions to be Presented

## **Saskatchewan Wheat Development Commission Annual General Meeting**

**January 13, 2014 – TCU Place**  
Saskatchewan

That the Agenda be approved as presented.

The appointment of an auditor for the year ending July 31, 2014.

That the Chair's Report/State of the Industry be approved as presented.

That the General Manager's report be accepted as presented.

To adjourn the January 13, 2014 Annual General Meeting.



# Interim Chair's Report/ State of the Industry

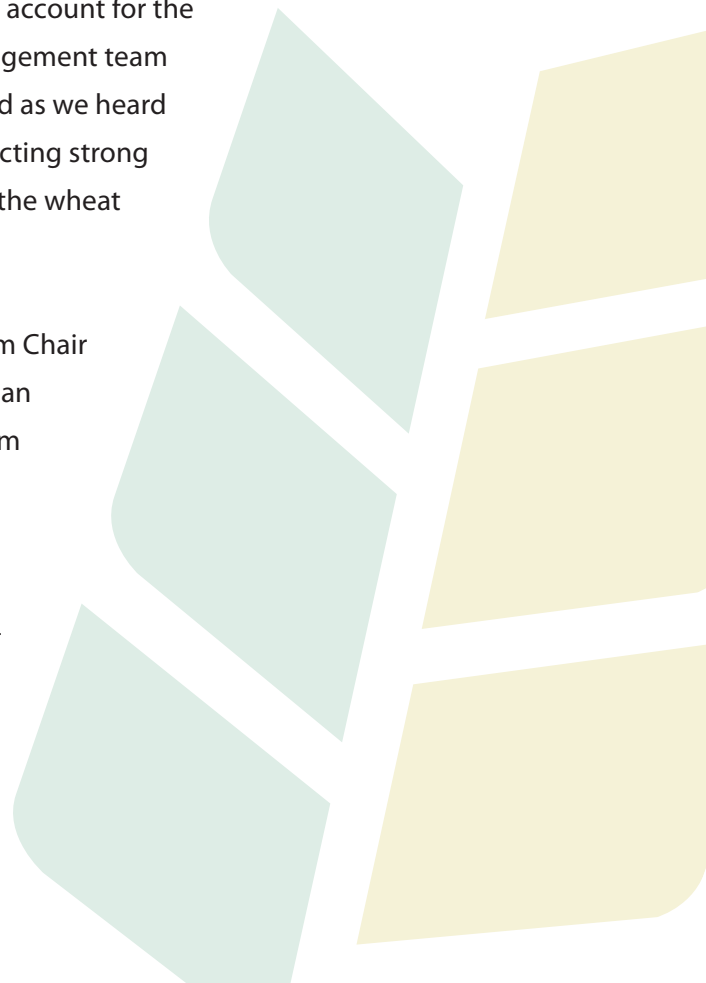
Cherilyn Nagel

As we welcome a new calendar year, so too can we welcome new opportunities for Saskatchewan wheat growers! I feel very fortunate to have taken part in the start-up process to establish a new farmer-driven organization to provide leadership and allocate funds for the research and market promotion of my favorite cereal crop. After many months of consultation with farmers and industry, August 1, 2013 marked the first day of levy collection on deliveries of wheat and durum.

The goals of the commission are ambitious and necessary in order to ensure that those of us growing this important crop have improved agronomics, access to new varieties and a voice at industry tables that seek to determine the future of the wheat industry. It will be the responsibility of the elected board members to strategically invest check-off dollars in research and market development initiatives that contribute to profitable and sustainable wheat production.

We anticipate research will be the main focus of the Saskatchewan Wheat Development Commission's (SWDC's) yearly activities and will account for the majority of the annual budget. It will be prudent for the management team to aggressively control administrative costs and overhead. And as we heard through our province-wide consultation, levy payers are expecting strong collaboration with other commissions and all stakeholders in the wheat industry.

As part of the recruitment team, along with Bill Cooper, Interim Chair of the Saskatchewan Barley Development Commission and Joan Heath, Interim Board Director for SWDC, I wish to welcome Tom Steve as the first General Manager for the newly-established wheat commission. Tom's experience in the agriculture sector will be a valuable asset to both the Saskatchewan wheat and barley commissions. Tom has worked extensively with farmer-elected boards and began his working career as a broadcast journalist and later held senior communications roles in government. On a personal level, Tom Steve is truly one of my favorite people in the agriculture arena and I know he will work hard on behalf of levy payers.



*Interim Chair's Report/State of the Industry*

SWDC is proud to co-host CropSphere, a brand new agricultural conference taking place in Saskatoon on January 14 and 15, 2014, during Crop Production Week. I look forward to meeting and speaking to other wheat commission levy payers at our inaugural Annual General Meeting on Monday January 13 in conjunction with CropSphere.

Respectfully submitted,

A handwritten signature in black ink, reading "Cherilyn Nagel". The signature is written in a cursive style with a large initial "C".

Cherilyn Nagel  
Interim Board Chair





# Financial Overview

Given that the Saskatchewan Wheat Development Commission (SWDC) commenced operations in June of 2013 and levy collection began on August 1, 2013, there were limited financial transactions during the 2012-13 financial year. Accordingly, there are no audited financial statements included in this report. The commission will present audited financial statements for a 14-month period in the 2013-14 Annual Report.

A detailed financial plan and budget will be developed in consultation with the first elected board in 2014. Management, in consultation with the Interim Board of Directors, has discussed a general framework for its budget priorities that will be shared with the first elected board.

Among the key priorities identified by the Interim Board of Directors was a strong desire to control administrative costs. This was the rationale behind the recruitment of one General Manager to serve both SWDC and the Saskatchewan Barley Development Commission (SBDC). Collaboration and sharing of administrative resources will be utilized wherever practical to ensure the greatest use of levy dollars for research and market development.

The interim board identified research as the largest single area of focus for the commission, accounting for 50 percent or more of the total budget. A more detailed recommendation of key funding priorities is contained in the 'Strategic Foundations' document that will be presented to the first elected board as advice from the interim board. The interim board also recommends that administrative costs be targeted in the range of 10 percent and no greater than 15 percent.



# Programs & Activities for the Current Year

Activities for the balance of fiscal 2013-14 are expected to focus on completing the start-up phase of the commission. This will include orientation and strategic planning sessions with the newly-elected boards, budgeting and personnel recruitment.

Extensive dialogue with levy payers and other industry stakeholders will take place during the formative stages of the commission, including involvement in discussions aimed at a strategy for the Canadian wheat industry that involves all players in the value chain.

It is expected that major funding priorities in the areas of research and market development will be determined before the end of fiscal 2013-14, although the actual timing of initial funding commitments will be determined by the newly-elected board.

It is anticipated that grower outreach efforts will be undertaken in early 2014 to introduce the commission, its team and its vision to levy payers.



# Saskatchewan Wheat Development Commission Management Report

Tom Steve, General Manager

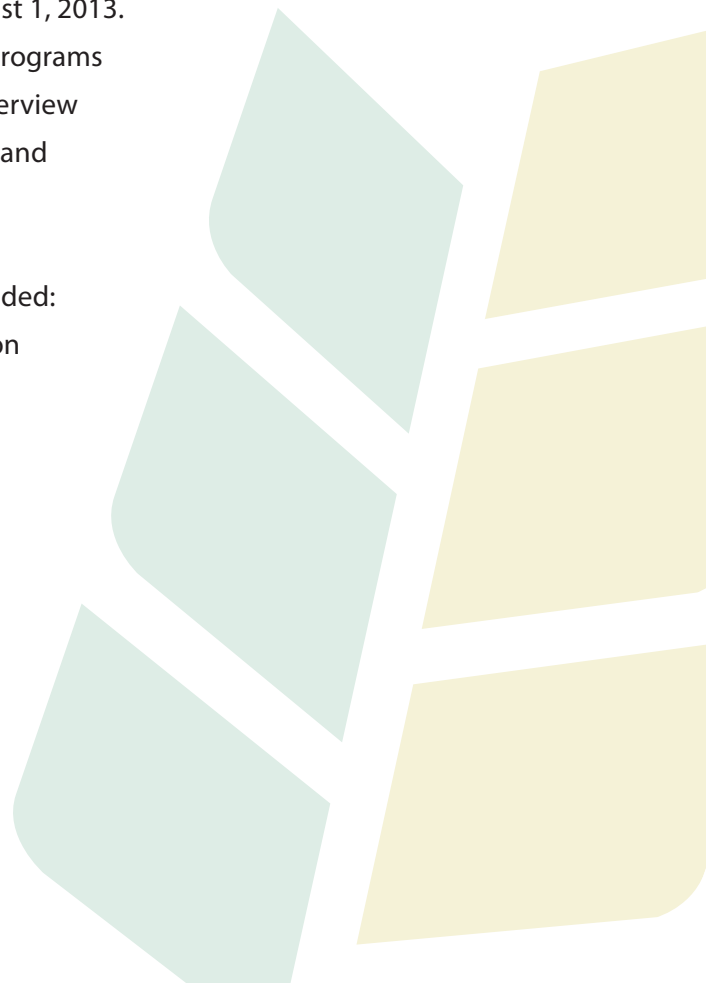
It is a privilege to present the first Annual Report of the Saskatchewan Wheat Development Commission (SWDC).

I joined the commission on October 1, 2013 and am proud to serve as your first General Manager. I view this role as a once-in-a-lifetime opportunity to contribute to a new era in the Saskatchewan wheat industry. I also serve as General Manager of the Saskatchewan Barley Development Commission (SBDC).

Producers will now have a direct say in how their levy dollars are spent through our elected boards. We have seen how well this model has worked in other crops and wheat is now taking its rightful place in the spotlight. Saskatchewan producers – who grow over half the wheat in Canada – will play a pivotal role in shaping the future of wheat research and market development.

SWDC officially commenced operations in June of 2013 and began collecting the levy of \$.052 per tonne on wheat sales on August 1, 2013. While this report would normally focus on our activities and programs in the 2012-13 crop year, we instead have provided you an overview of how the commission was formed and events leading up to and including the election of our first board of directors.

My key areas of focus since joining the commission have included: the director election process, strategic planning in consultation with our Interim Board of Directors, establishing an office presence at Innovation Place in Saskatoon and preparing for the Annual General Meeting (AGM). I have been fortunate to have the ongoing support of my Interim Board Chair Cheryl Nagel along with Adele Buettner and her team at AgriBiz Communications Corp. in Saskatoon. Adele served as Interim General Manager of SWDC until I was hired.



## *SWDC Management Report*

My vision for the Saskatchewan Wheat Development Commission is to make wheat a strong competitive option for farmers at a time when they have a growing list of cropping options. We will leverage your levy dollars to make a strong economic and agronomic case for wheat in your rotations. In competing for acres, we will strive to provide value and enhance your profitability.

At this year's AGM we welcome our first elected board and immediately begin to build on the work that has been done to date in establishing the commission. Among the first items I will be sharing with the new board is a 'Strategic Foundations' document developed in consultation with our interim board members in late 2013. The document will serve as advice to the new board on a number of items including our mission, guiding principles, risks and key strategic priorities.

Since joining the commission I have had the privilege of attending various forums where the key players in wheat research and market development have come together to collaborate on an industry-wide strategy. All agree on the need for a unified Canadian approach which I believe bodes well for the future success of our industry.

Respectfully submitted,



Tom Steve  
General Manager











