



# **Cigi Presentation to SWDC**

## **June 15, 2016**

Dean Dias, Director Value Chain  
Relations

June 15, 2016

*Cigi (Canadian International Grains Institute)*

[cigi.ca](http://cigi.ca)



# Presentation Overview

- Cigi Overview
- 2015-16 Strategy and Work Plan
- Funding



Vision – Global recognition of Canadian grain and field crops as the preferred choice for end-use product applications.



- Independent, not-for-profit institute
- Over 40 years experience working with the grain industry value chain in Canada and internationally
- Direction from CWB in the past but now working for the entire value chain



# Cigi – Serving the Wheat Value Chain

- **Independent** organization (1972)
- Approximately 40 staff in Winnipeg, Manitoba; have served over 42,000 program participants in 115 countries



MR. MURDOCH MACKAY, CHAIR Commissioner, Canadian Grain Commission	MR. HENRY VAN ANKUM VICE CHAIR Chair, Grain Farmers of Ontario
MR. BRENT WATCHORN SECRETARY Executive VP Marketing, Richardson International	MR. RANDY JOHNER DIRECTOR Saskatchewan Grower
MR. JIM WILSON DIRECTOR Manitoba Grower	MR. LAWRENCE YAKIELASHEK DIRECTOR General Manager, FarmLink
MR. RON NERLAND DIRECTOR Alberta Grower	<b>2 open positions</b>



**GROWER ORGANIZATIONS**

**Cereals Canada**

**EXPORTER ORGANIZATIONS**  
CGOEA  
ITAC, WGEA

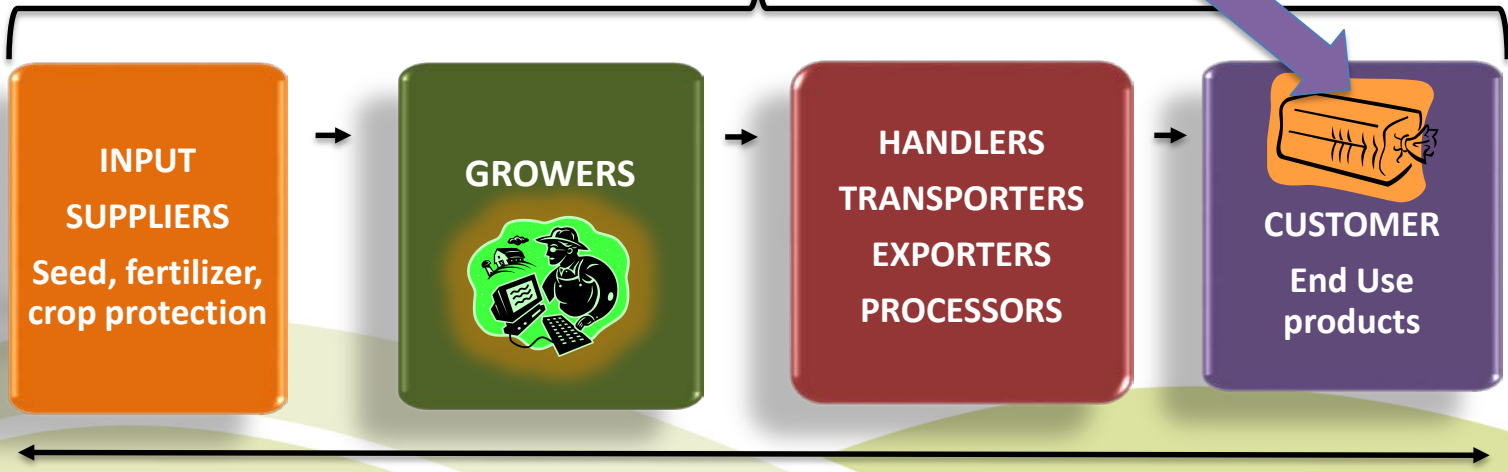
**Research**  
AAFC,  
WGRF, CDC,  
GRL Private

**Cigi**

**Crop Life Science/  
Seed/ Inputs**

**Regulatory**  
CFIA, CGC,  
Health Canada

AWC  
SWDC  
MB Wheat and Barley Growers Assoc'n







# Cigi – Serving the Wheat Value Chain





# 2015-16 Strategy & Work Plan

1. **Collaborate**: Working with commodity associations, grower commissions, governments, and industry to determine priority issues, regions and countries needing market development and technical support
  
2. **Technical Support**: Providing targeted technical support, exchanges and custom training for customers and commercial partners



# 2015-16 Strategy & Work Plan

**3. Innovate:** Creating innovative solutions through analysis of crop attributes and functionality, applied research on methods and products for commercial partners

**4. Inform:** Provide the Canadian value chain with information on customer needs for grain and field crop utilization

**5. Promote:** Enhance the understanding of Cigi's role in supporting the grain and field crop value chain.





# New Crop Missions

## Confidence in Canadian Brand

- Inform end use customers of the quality of the crop
- Inform customers of any changes in the industry
- Answer customer questions and concerns
- Bring customer feedback to Canadian value chain
- Maintain and build relationships

*If we are not present in these key markets our competitors will be speaking for us*



# **New Crop Missions Team Canada Approach**

**Cereals Canada**

**Canadian International Grains Institute**

**Canadian Grain Commission**

**Producers – brand support, responsible production, crop choices...**

**Grain Trade**

- Represents the entire Canadian value chain
- Includes independent science-based assessment
- Includes science based regulatory body
- Complete package for our customers



Europe  
Foggia, Italy  
Bologna, Italy  
London, England

CNMA  
Winnipeg, MB  
Toronto, ON

Latin America  
Lima, Peru  
Guayaquil, Ecuador  
Bogota, Colombia  
Mexico City, Mexico

Middle East /  
West & North Africa  
Casablanca, Morocco  
Algiers, Algeria  
Accra, Ghana  
Abidjan, Ivory Coast  
Dubai, UAE

South East Asia  
Tokyo, Japan  
Beijing, China  
Singapore, Singapore  
Manila, Philippines

Seoul, Korea  
Jakarta, Indonesia  
Kuala Lumpur, Malaysia  
Dhaka, Bangladesh

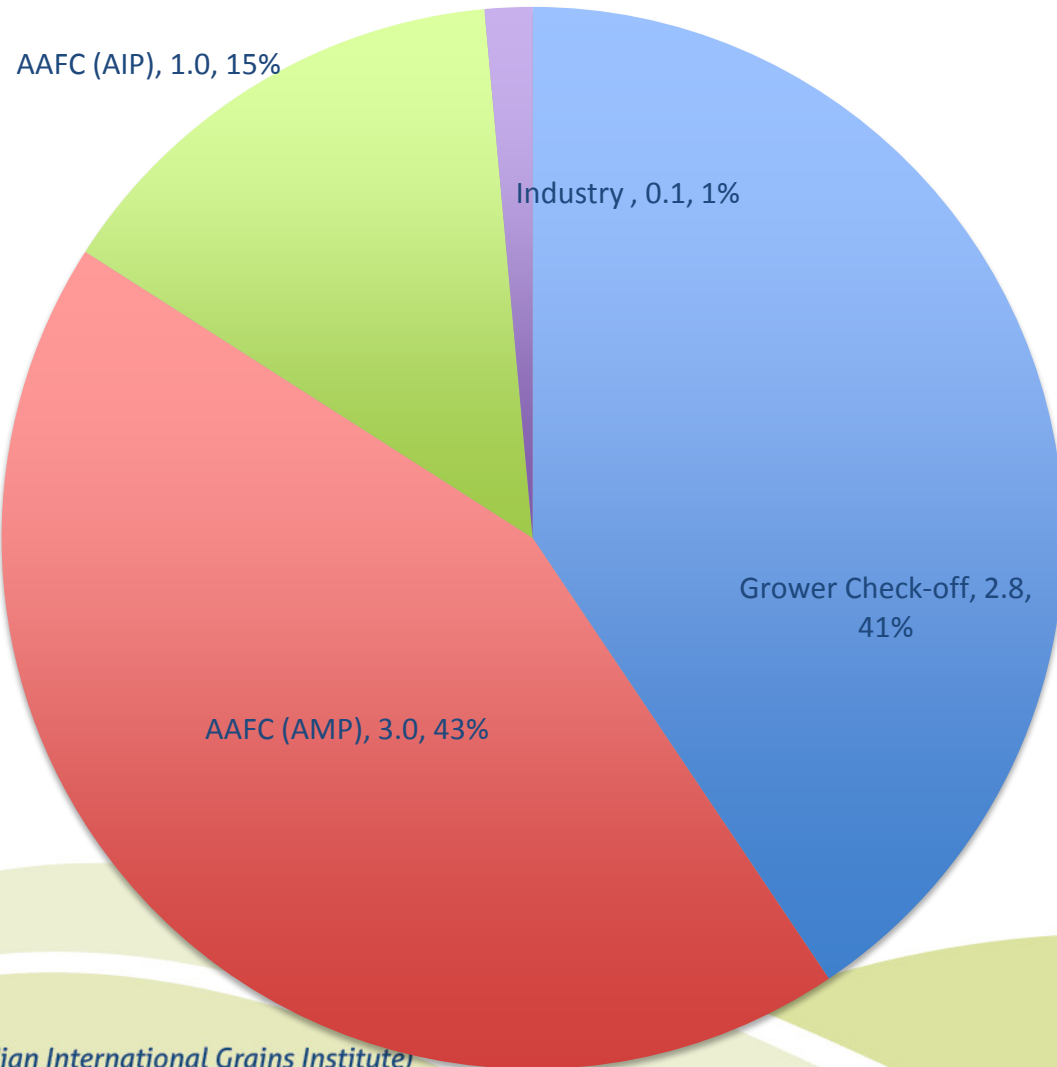


# US Wheat Associates – Competition

- 100 staff in 15 offices around the world
- Ahead or behind us on New Crop Missions;  
“Targeting Canadian Dominance in Latin America”
- Partners – American Institute of Baking, IGP Institute (Kansas), Northern Crops Institute (Fargo), Wheat Marketing Centre (Portland), Soft Red Winter Centre (Ohio)
- Growers invest 10-15c/tonne
- “U.S. wheat farmers received \$45 in net revenue for every \$1 they invested in export promotion between 2000 and 2007.”



# Cigi's Current Funding (Wheat 2014/15)



Total Funding:  
\$6.9 million

- Grower Check-off
- AAFC (AMP)
- AAFC (AIP)
- Industry

“Core” wheat – does not include fee for service or contracts

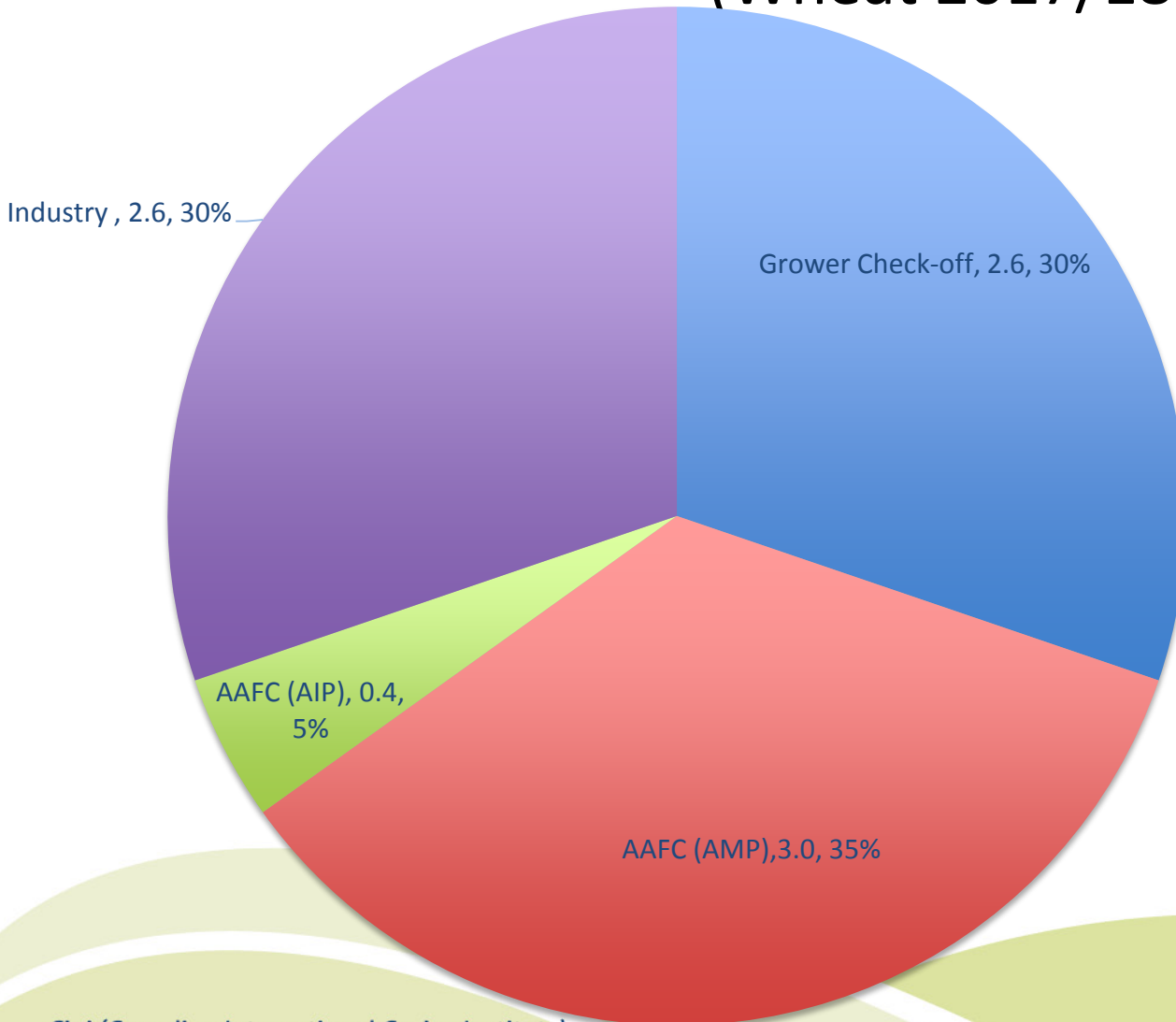




# Cigi's Projected Funding ?

(Wheat 2017/18)

Total Funding :  
\$8.6 million



- Grower Check-off
- AAFC (AMP)
- AAFC (AIP)
- Industry
- Other

“Core” wheat – does not include fee for service or contracts



# Benefits of Cigi to Producers

- Education and training for global customers on how to optimize the use of Canadian wheat in their products
- Working with the Canadian value chain to build and maintain Canada's reputation for high-quality wheat



# Benefits of Cigi to Producers

- Providing technical support and troubleshooting expertise to customers around the world
- Investigating innovative product applications through applied research
- Maintain and build relationships with customers around the world



# Upcoming Programs

- Grade School

July 20, 2016 – Yorkton

July 22, 2016 – Swift Current

- Combine to Customer Program

40 participants from Saskatchewan will be invited for the 4 programs offered this winter