

Title of Project: Marketing – WTO Project

Report Title: Annual Report

Report Covering Period: April 1, 2000 to March 31, 2001

Organization(s): BC Grain Producers Association

Contact Person: Jim Collins

Address: Box 6004 Fort St. John, BC, V1J 4H6

Tel: 250-785-5505

Fax: 250-785-5505

Email: bcgpa -c@pris.bc.ca

Objectives:

- attend grain marketing meetings ie: CWB, Grain Growers of Canada, World Trade Organization and industry planning.
- sponsor marketing or trade seminar &/or speakers.
- help identify new marketing niches

Accomplishments:

- co-hosted Field Crop Industry Planning meeting Nov. 27-28, 2001
- attended Canadian Grain Commission meetings in Grande Prairie in Feb, 2001
- There were no provincial meetings held in 2000. Trade issues at an international level are progressing very slowly.

Tasks in progress:

- some growers are taking an active role in looking at identity preserved products on an individual or small group basis.

Extension and demonstration:

- reported at BCGPA directors meetings

Finances:

Total Budget	\$1725.00
Total Revenue	\$1587.00
Total Expenses	\$ 355.94
Net Surplus	\$1231.06

Variances from original work plan, schedule or budget:

Directors participated in less meetings than anticipated and there was less activity since focus was on other committees this year, such as Safety Nets and Transportation Adjustment Fund.

Summary comments, conclusions: none

Attachments: none; detail of finances available on request.