

Title of Project: Marketing – Project

Report Title: Annual Report

Report Covering Period: April 1, 2001 to March 31, 2002

Organization(s): BC Grain Producers Association

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Objectives:

- To work on behalf of the producer to lift constraints in the grain system to obtain the best prices and markets for the producer.
- sponsor marketing or trade seminar &/or speakers.
- help identify new marketing choices or niches

Accomplishments:

- attended CWB information session in local area
- participated in various conference calls to the Grain Grower's of Canada in regards to the marketing choice proposal
- attended regular BCGPA meetings and give input from the Marketing committees stand point.

Tasks in progress:

- continue to give feedback to the Grain Grower's of Canada on details to Marketing choice proposal
- stay informed on Canola Grower's of Canada market development project

Extension and demonstration:

- reported at BCGPA directors meetings and various e-mails

Finances:

Total Budget	\$5,200.00
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Variances from original work plan, schedule or budget:

Actual expenditures of the committee have been low this year as the work was mainly limited to conference calls & computer time.

Summary comments, conclusions:

Affiliations with other associations representing the grains industry are important for market or marketing choice developments.

Attachments: detailed financial marketing project summary attached
Copy of draft marketing choice proposal available upon request

Marketing Committee

Chaired by Jim Collins, Fort St. John.

Marketing Project 2001-2002

The Marketing Committee generally is looking at whatever constraints there are in the grain system that restricts the ability of the grower to obtain the best price possible or other markets that might be available for their products.

The BC Grain Producer's have often sponsored speakers discussing the markets for grain. In 2001/2002 some time has been spent with discussions revolving around the concept of allowing prairie wheat & barley growers the option of marketing 20% of their product outside of the C.W.B. jurisdiction. The Grain Growers of Canada are spear heading this concept and are proposing to discuss with government and the C.W.B. the changes that are necessary to allow this idea to proceed.

In the coming months we expect to give feedback to the Grain Grower's of Canada as they are trying to flush out details of the Marketing Choice Proposal.

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Submitted by Jim Collins
Chair Marketing Committee