

MEDIA RELEASE

Western Canadian Wheat Growers Association Appoints Senior Advisor

September 3, 2002: Western Canada's largest voluntary farm organization today announced the appointment of Charlie Mayer to the key strategic position of Senior Advisor to the Board of Directors.

Canadian agriculture, and specifically western Canadian agriculture, is going through major change and the Wheat Growers have always been at the forefront of dealing with change. In his role as Senior Advisor, Mayer will provide advice and challenge to the WCWGA Board of Directors in addressing the challenges faced by the industry.

Mayer will work with the WCWGA in the development of a renewed vision, strategy and direction for the farmer-based organization. He will focus on issues and policy that influence Canadian producers, while providing input into the development of communications strategies and initiatives. His extensive knowledge of the grain industry and agricultural policy will help maintain the WCWGA as a premier voluntary producer organization working toward long-term sustainability and increased economic viability for Prairie farmers.

A former Minister of Agriculture, Mayer's efforts in bringing about reform in grain marketing policy, reduction in trade barriers and expanding the mandate of the Farm Credit Corporation to include funding for diversification and value-added processing represent several of his accomplishments.

"Charlie brings a depth of knowledge and experience that will help to lead and challenge us proactively into the future," says Art Enns, WCWGA President. "We're looking forward to renewed vision and purpose with Charlie's guidance, allowing us to maintain and expand our role as a credible, professional voice for agriculture on the Prairies."

The Western Canadian Wheat Growers Association is a not-for-profit, voluntary farm organization that represents the interests of its members to government and other sectors of agriculture. Its mandate is to advance the development of a profitable and sustainable agriculture industry.

- 30 -

For more information contact:
Western Canadian Wheat Growers Association, 306-586-5866