



For Immediate Release

December 20, 2006

Wheat Growers Support Appointment of New CWB President

The Western Canadian Wheat Growers Association is pleased to see new leadership at the helm of the Canadian Wheat Board. The Wheat Growers believe the appointment of Greg Arason as interim CEO will get the CWB focussed back on the business of selling grain and will help smooth the path toward a voluntary CWB.

“We’re hopeful this appointment signals a new direction and attitude at the Board,” says Cheryl Jolly-Nagel, President of the Wheat Growers. “We need a leader who is focussed on managing the business and getting the best returns for farmers.”

The Wheat Growers believe Mr. Arason has the skills to help bridge the gap between those farmers who want to market their grain collectively and those who want to market their grain on their own. The Wheat Growers want to see the CWB transformed into an effective voluntary marketing tool for farmers along the lines recommended in the CWB Task Force report.

“Mr. Arason’s background as the leader of a major voluntary co-operative organization should serve him well as he charts a new course for the CWB,” says Jolly-Nagel. “He knows what it takes to earn a farmer’s business in the marketplace.”

The Wheat Growers are optimistic the appointment of Mr. Arason will bring about an end to the CWB’s political activism and reduce the temperature in a heated debate.

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