



For Immediate Release

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Industry Gearing up for Marketing Choice

The Western Canadian Wheat Growers Association is pleased with yesterday's announcement by the Winnipeg Commodity Exchange that it is ready to offer risk management solutions and price discovery vehicles once marketing choice for wheat and barley is implemented by the Canadian government.

"We're delighted the Exchange will be providing made-in-Canada risk management and pricing solutions for western farmers," says Cheryl Jolly-Nagel, President of the Wheat Growers. "In fact, in our discussions with the trade, we are pleased to see that most grain companies are gearing up and will be ready for the end of the CWB monopoly as soon as it is announced."

The Wheat Growers are looking for the Conservative government to honour its campaign commitment to implement marketing choice as quickly as possible, and no later than August 1, 2006.

"Our members are eagerly anticipating the opportunity to forward price wheat this spring and to restore profitability to wheat farming on the prairies," continues Jolly-Nagel. "The CWB's recently announced low price projections and its non-acceptance of durum wheat offered by prairie farmers makes the need for choice more apparent than ever before."

The Wheat Growers will be releasing a position paper next week at its annual convention, outlining the steps needed to implement marketing choice and its proposal on how the CWB can remain an effective marketing tool in a free choice environment.

"We applaud the Exchange and those companies who are preparing for the exciting opportunities that will come with marketing choice", says Jolly-Nagel. "While we recognize there are those who have a vested interest in fear-mongering, we are convinced this policy change offers the Canadian government the best and fastest way to improve farm incomes and prosperity in the western Canadian agricultural sector."

The WCWGA, an independent producer organization, has spent over 35 years bringing forth innovative farmer-driven solutions and will continue to lobby on behalf of forward thinking, progressive producers in an effort to make farming sustainable and profitable.

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Innovative, farmer-driven solutions.