



For Immediate Release

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Wheat Growers Look Forward to a New Era at the CWB

The Western Canadian Wheat Growers Association welcomes the appointment of a new CEO and the election of a new Chair at the Canadian Wheat Board.

“We hope the changing of the guard will bring about a change in culture at the CWB – one that respects and accommodates the wishes of all farmers,” says Cherilyn Jolly-Nagel, President of the Wheat Growers.

The CWB announced yesterday that Ian White has taken office as the new President and CEO and that Larry Hill had been elected Chair of the Board.

The Wheat Growers look forward to working with Mr. White, who was at the helm of Queensland Sugar Limited in Australia when it made a successful transition two years ago from a single desk seller to a voluntary marketing company.

“The Australian sugar case is one of many examples where a pooling system can operate successfully within an open market,” says Mike Bast, Chair of the Wheat Growers. “We believe the skills of Mr. White will prove valuable in transforming the Canadian Wheat Board into a voluntary marketing company.”

Australia is on track to remove the compulsory marketing provisions of the Australian Wheat Board, effective July 1, 2008. After this date, Canada will remain the only country in the free world in which it is illegal for farmers to directly sell their own grain to a miller, maltster or export customer.

“We need a marketing system that respects the diverse needs of farmers and buyers,” says Jolly-Nagel. “Gaining marketing freedom will grow our economy and give each farmer the opportunity to choose the marketing options that are right for their farm operation.”

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