

STATEMENT OF INTENT & REQUEST FOR SUPPORT IN 2018

CAAR's staff and board of directors, along with the guidance of the membership value committee, are focused on guiding the association with a clear understanding of what CAAR members need, and how CAAR can best serve those needs into the coming years. CAAR recognizes the hard work you do every day ensuring your customers recognize you as a valued resource for their business – the same level of commitment to your success is CAAR's focus every day. CAAR appreciates every member, and looks to continue to build value for you and your business in 2018 and beyond. Thank you for your ongoing support of CAAR.

CAAR's focus for 2018 is its continued commitment to the membership and, in return, CAAR would like to ask for your commitment to the association. This association is strong because of its members. CAAR needs your continued feedback, guidance and new ideas to shape the future of the association.

CAAR's mission to represent the interests, needs and positions of the agri-retail industry is obtained by consensus. We require your participation through membership, event presence and ongoing feedback, particularly at the committee level. CAAR has several active committees where your voice and expertise are welcomed. If you are interested in joining one of the committees below, please contact the CAAR office at info@caar.org today.

CAAR COMMITTEES

- Advocacy Committee
- Ammonia Advocacy and Regulatory Subcommittee
- Conference Committee
- Membership Value Committee
- Training Committee
- Ammonia Training and Technical Subcommittee

The need for strong, consistent representation of the agri-retail sector has never been more prevalent as the industry faces a litany of pressures from regulators and the general public. As new and emerging issues are identified, CAAR is committed to allocating resources to best serve the needs of the membership. CAAR's role as the national agri-retail advocate is unwavering, with the vision of enhancing the business of agri-retail across Canada. The future is bright for agriculture and for CAAR as your association through membership, strength and commitment.

CAAR's staff and board of directors look forward to your support and continuing to serve the membership in the coming year.



MEMBERSHIP MATTERS. Your **membership** matters. CAAR's **purpose** as a representative organization is only possible with your **ongoing support** through membership. The **strength** of this association is measured by the quantity, engagement and commitment of its members. With your support, CAAR presents a unified and cohesive **voice** dedicated to the **continuous improvement** of the business landscape for all of Canada's agri-retailers. There is strength in numbers, and your **commitment** to the agri-retail industry is **magnified** when channeled through CAAR.

CAAR'S MEMBER VALUE IN 2017

CAAR's values can be summarized in three words: produce, protect, proud. As the only Canadian national agri-retail association, we **PRODUCE** programs and services, **PROTECT** members' rights and interests and are a **PROUD**, active supporter of the agriculture industry.

PRODUCE



CONFERENCE

The 2017 CAAR Conference, hosted in Banff, AB was a successful event boasting phenomenal feedback and high praise from attendees. The theme – Enhancing Expertise. Building Trust. – focused on empowering retailers to be better, to achieve and know more, so they could cement their status as the farmers' trusted expert. Highlights from the event included:

8 QUALITY SPEAKER SESSIONS	41 EXHIBITORS
15 HOURS OF DEDICATED NETWORKING	28 SPONSOR COMPANIES
265 ATTENDEES	133 REPRESENTED COMPANIES

COMMUNICATIONS

CAAR's communications services are a critical conduit connecting agri-retailers directly to information sources from industry and regulators that would otherwise be limited. In 2017, CAAR shared relevant and timely information through:

- *The Communicator*, CAAR's flagship publication, combines insightful news and detailed reporting, providing the agri-retail sector the stories only we can tell;
- CAAR Network e-newsletter, delivered bi-weekly, carefully curated to share essential association news and industry updates;
- caar.org, the association website, for up-to-the-minute essential information and services for agri-retailers; and
- Member Alert, periodic email service featuring timely and relevant updates on critical issues as they develop.

TRAINING

CAAR is committed to safety training and regulatory compliance assistance, and has several resources dedicated to helping members stay up-to-date on critical knowledge. In FY 2017, CAAR launched a comprehensive review of all programs, including content updates and the introduction of new, more user-friendly training platforms. CAAR produces the following training programs:

- Anhydrous Ammonia: Retailer Safe Handling and TDG Certification
- Anhydrous Ammonia: Safety & the Farmer – TDG Certification
- TDG Fundamentals: Retailer TDG Certification
- WHMIS 2015 Complete
- Nurse Tank Safety Program
- Investing in Certified Seed
- CCA Examiner
- Crop Management Forum

PROTECT



CAAR continued to work closely with industry partners on issues impacting the agriculture value chain, ensuring agri-retailer interests were represented and protected.

1 ONE VOICE REPRESENTING AND DEFENDING AGRI-RETAILERS
18 CRITICAL ISSUES AND INITIATIVES



INDUSTRY INVOLVEMENT

- 4R Nutrient Stewardship
- Agriculture More Than Ever
- Anhydrous Ammonia Code of Practice
- Canadian Ag Safety Week
- Canadian Field Print Initiative
- Canadian Fertilizer Products Forum
- Canadian Roundtable for Sustainable Crops
- Fertilizer Canada Safety, Training and TDG committee
- Fertilizer Safety and Security Council and Ammonia subcommittee
- Journey to Public Trust
- Keep It Clean
- Maximum Residue Limits Steering committee and Communication subcommittee
- Prairie Certified Crop Advisor Board
- Seed Sector Roundtable

ADVOCACY AND REGULATORY ISSUES

- Transportation of Dangerous Goods
- Environmental Emergency
- CSA B620 / B622 – 14
- Manitoba Winter Nutrient Restrictions



PROUD



MEMBERSHIP

In FY 2017 CAAR's emphasis on member value and service resulted in an increase in member engagement, despite industry consolidation. CAAR was pleased to welcome several new members to the association.

NUMBER OF NEW CAAR MEMBERS IN FY 2017 BY CATEGORY

RETAILER 22	SUPPLIER 19	CONSULTANT 6
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CAAR'S CHOICE AWARDS

CAAR supports the use of industry best practices and sustainability amongst its members and was proud to highlight the success of five CAAR members through the CAAR's Choice Awards program. Winners were presented with a plaque, a trip to the CAAR Conference, media coverage locally and through CAAR as well as a cash prize.

2016 CAAR'S CHOICE AWARDS WINNERS

- J.R. SIMPLOT AGRONOMIST OF THE YEAR AWARD: Laurie Manshreck of Paterson Grain
- BAYER CROPS SCIENCE RETAILER OF THE YEAR AWARD: Top Gro Agro
- RETAILER HALL OF FAME AWARD: in remembrance of Art Funk of Rolla Ag
- FERTILIZER CANADA 4R NUTRIENT STEWARDSHIP AGRI-RETAILER AWARD: Agris Co-operative
- CHAIRMAN'S AWARD: David Thompson

CAAR PRO-AG INVESTMENTS

Thanks to the generous support of CAAR's members at the CAAR Pro-Ag Investments Auction, CAAR was able to raise \$89,000 in 2017. These funds are necessary to support CAAR's lobbying, advocacy and regulatory compliance initiatives in addition to numerous programs that benefit the agri-retail industry.

CAAR PRO-AG INVESTMENTS SUPPORTS

- Agronomy scholarships of \$1,000 awarded to students in agriculture programs;
- Research initiatives to support CAAR's lobbying positions;
- Upgrades to CAAR's training and regulatory compliance assistance programs;
- Upgrades to the caar.org website and online CAAR Mart system; and
- Awareness of industry initiatives that CAAR is tracking or actively participating in.

