

# STATEMENT OF INTENT & REQUEST FOR SUPPORT IN 2019

CAAR's board of directors and staff underwent a strategic planning session in 2018 to create a three-year strategy for the association, providing clear, constructive direction to shape the goals, focus and member value of CAAR from 2019-2022.

Four critical areas for development were identified during this strategic planning session which the organization will focus its resources over the next three years:

- **Advocacy:** It is essential CAAR strengthen its voice and have a seat at the regulation development table. By working together with partner associations representing all aspects of agriculture production, CAAR will provide retail insights, perspectives, and leverage resources for the betterment of the industry.
- **Business intelligence:** Ag retailing is a complex, cyclical operation, with numerous considerations surrounding regulatory compliance. CAAR's strategy has identified the need to provide members with ongoing ag retail metrics focusing on the agriculture industry, farm customers, technology trends and developing opportunities.
- **Member and membership value:** Building membership representation across Canada is paramount to CAAR's position as "the voice of the ag retail industry."
- **Sustainability of the business:** CAAR, ag retailers and stakeholders across the industry must continue to evolve and investigate sustainable business models generating new revenue streams of valued products and services.

Membership engagement is more important now than ever. Through planned long-term focus areas, CAAR will grow its operations to benefit all members.

Consolidation continues to sweep across the ag retail industry. At the same time, all aspects of agriculture production are becoming scrutinized by a general public that is removed from agriculture, and all areas of agriculture production becoming increasingly regulated.

The most effective way to communicate with regulators is through associations, delivering strong, unified, consistent messaging. CAAR's strength is your strength. We urge you to not sit on the sidelines while others speak for your industry. Lend your voice to CAAR and help build a stronger ag retail association, representing the interests of all Canadian ag retailers.

Get involved by joining one of CAAR's committees. To join or learn more about a committee, contact the CAAR office at [info@caar.org](mailto:info@caar.org) today.

## CAAR COMMITTEES

- Communications
- Training
- Membership
- Advocacy
- Conference

CAAR staff and board of directors will continue to identify opportunities to support our members' ability to operate sustainable and successful businesses wherever possible. We look forward to working with you in 2019 and years to come.



## 2018 ANNUAL REPORT

**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 2018

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 2018 CAAR Conference, hosted in Saskatoon, SK, was a successful event, with positive delegate feedback. The theme – Insight. Focus. Growth. – delivered insight into customer expectations, focused on the factors impacting your business and offered excellent opportunities for growth and professional development. 2018 CAAR Conference highlights included:

|             |                               |            |                       |
|-------------|-------------------------------|------------|-----------------------|
| <b>14+</b>  | HOURS OF DEDICATED NETWORKING | <b>42</b>  | EXHIBITORS            |
| <b>300+</b> | ATTENDEES                     | <b>163</b> | REPRESENTED COMPANIES |

## COMMUNICATIONS

CAAR communication services equip ag retailers with news and information from industry and retailer peers. In 2018 CAAR used the following channels to communicate with members:

- **The Communicator** allows CAAR members to share their stories on agronomics, technology and human resources, while delivering essential news.
- **caar.org** is the hub for all things ag retail, providing detailed information on CAAR services, the CAAR Conference, membership news, and regulatory news.
- **The CAAR Network** e-newsletter, delivered bi-weekly, is carefully curated to highlight the most important items from caar.org including CAAR conference announcements, industry news and regulatory updates as they develop.
- **Member Alerts** communicate time sensitive items, requests for industry feedback, regulation updates and important CAAR news.

## TRAINING

CAAR is committed to safety training and regulatory compliance assistance. CAAR has several resources dedicated to helping members stay up-to-date on critical knowledge and certification. In 2018, CAAR was proud to offer members the following training programs and opportunities:

- 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

PROTECT



## GROWING TOGETHER

CAAR continued to work closely with industry partners on issues impacting the agriculture value chain, ensuring ag retailer interests were represented in important discussions.

|           |   |
|-----------|---|
| <b>1</b>  | VOICE REPRESENTING AND SUPPORTING CANADIAN AG RETAILERS |
| <b>21</b> | INDUSTRY INITIATIVES AND REGULATORY ISSUES              |



## INDUSTRY INVOLVEMENT

- 4R Nutrient Stewardship
- Agriculture More Than Ever
- Agricultural Retailers Association
- Canadian Ag Safety Week
- Canadian Fertilizer Products Forum
- Canadian Roundtable for Sustainable Crops: Seed Sector Roundtable
- Clean Farms
- 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
- Western Equipment Dealers Association

## ADVOCACY AND REGULATORY ISSUES

- Anhydrous Ammonia Code of Practice
- Transportation of Dangerous Goods
  - CSA B620 / B622 – 14
- Emergency Response Assistance Plan (ERAP)
- Environmental Emergency Plan
- Manitoba Winter Nutrient Restrictions
- Retail Site Security
- PMRA Reviews & EBDC Fungicide Reviews



PROUD



## MEMBERSHIP

In FY 2018 CAAR continued to emphasize member value and services. CAAR was pleased to welcome several new members to the association, and welcome a new CAAR Perk\$ partner, TwoGreySuits, providing valuable HR services to members.

### NUMBER OF NEW CAAR MEMBERS IN FY 2018 BY CATEGORY

|   |          |  |          |  |            |
|---|----------|--|----------|--|------------|
|  <b>17</b> | RETAILER |  <b>8</b> | SUPPLIER |  <b>3</b> | CONSULTANT |
|---|----------|--|----------|--|------------|

## CAAR'S CHOICE AWARDS

CAAR supports the use of industry best practices and sustainability amongst its members. We are proud to highlight the success of five CAAR members through the CAAR's Choice Awards program. Award winners received \$1,000 cash prize, trip to the CAAR Conference and media coverage.

### 2017 CAAR'S CHOICE AWARDS WINNERS

- **Agronomist of the Year** – sponsored by J.R. Simplot AgriBusiness  
Barry Mankewich, GJ Chemical, MB
- **Retailer of the Year** – sponsored by Bayer CropScience Inc.  
Redfern Farm Services, Virden, MB
- **4R Nutrient Stewardship Agri-Retailer** – sponsored by Fertilizer Canada  
Co-operative Retailing System, SK
- **Retailer Hall of Fame** – sponsored by Univar Canada  
Pattie Ganske, AB
- **Chairman's Award** – Bob McNaughton, Sylvite Agri Services, ON

## CAAR PRO-AG INVESTMENTS

Thanks to the generous support of CAAR members at the 2018 CAAR Pro-Ag Investments Auction, CAAR was able to raise \$102,000. Funds raised assist in the operations of CAAR.

### CAAR PRO-AG INVESTMENTS SUPPORTS

- Membership
- Conference
- Training
- Lobbying, advocacy, regulatory compliance
- Programs and service development
- Agronomy scholarships
- Publications

