

STATEMENT OF INTENT & REQUEST FOR SUPPORT IN 2020

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 through 2021.

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

- **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 and 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, with 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 today.

CAAR COMMITTEES

- Communications
- Business Intelligence
- Member Value
- Advocacy (Nutrients)
- Conference
- Executive Council

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 2020 and years to come.



2019 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 2019

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

PRODUCE



CONFERENCE

The 2019 CAAR Conference, hosted in Winnipeg, MB was a successful event with positive delegate feedback. The theme, Strengthening the Business of Ag Retail, focused on leading trends and disruptors impacting your business and offered excellent opportunities for growth and professional development. 2019 CAAR Conference highlights included:

14+	HOURS OF DEDICATED NETWORKING	45	EXHIBITORS
300+	ATTENDEES	151	REPRESENTED COMPANIES

COMMUNICATIONS

CAAR communication services equip ag retailers with news and information from industry and retailer peers. In 2019 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 2019, 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

1,714 TRAINING PARTICIPANTS

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.



VOICE REPRESENTING AND SUPPORTING CANADIAN AG RETAILERS



ADVOCACY AND REGULATORY ISSUES



INDUSTRY INITIATIVES

INDUSTRY INITIATIVES

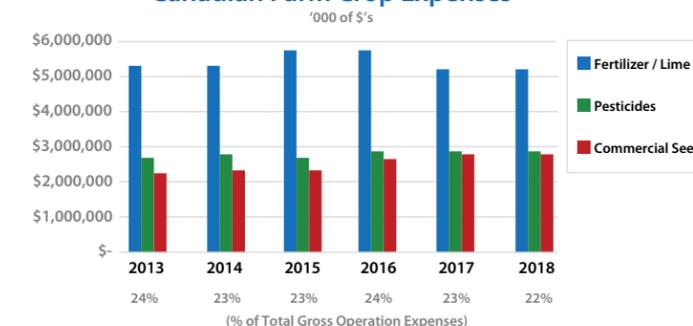
- 4R Nutrient Stewardship
- Agriculture More Than Ever
- Agricultural Retailers Association
- Canada Grains Council
- Canadian Association of Agriculture Marketers
- Canadian Food Inspection Agency
- Canadian Roundtable for Sustainable Crops: Seed Sector Roundtable
- Canadian Seed Trade Association
- CleanFarms
- CropLife Canada
- Fertilizer Canada
- Keep It Clean!
- Pest Management Review Agency
- Prairie Certified Crop Advisor Board
- Transport Canada
- University of Guelph
- 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

VALUE OF CANADIAN AG RETAIL

Canadian Farm Crop Expenses



Annual Canadian farm purchases (fertilizer/lime, pesticides, commercial seed) for commercial crop production. Percent total crop input expenses (fertilizer/lime, pesticides, commercial seed) of total gross operating expenses.

Source: Statistics Canada

PROUD



MEMBERSHIP

In FY 2019 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, AED Advantage Sales Ltd.

WELCOME NEW CAAR MEMBERS IN FY 2019

RETAILER	SUPPLIER
<ul style="list-style-type: none"> • PEMBINA CONSUMER CO-OPERATIVES LTD. GLENBORO, MANITOU, MB 	<ul style="list-style-type: none"> • CALCIUM PRODUCTS INC., • ROTAM NORTH AMERICA, • TIGERSUL CANADA, • INVERCAULD AGRICULTURE LTD., • AGWORLD, • AED ADVANTAGE SALES LTD.
AFFILIATE	
<ul style="list-style-type: none"> • AGLINK CANADA 	

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.

2018 CAAR'S CHOICE AWARDS WINNERS

- **Agronomist of the Year** – sponsored by Simplot
Taralea Simpson, Shur-Gro Farm Services Ltd., Manitoba
- **Retailer of the Year** – sponsored by Bayer CropScience Inc.
South Country Co-Op, Alberta
- **4R Nutrient Stewardship Agri-Retailer** – sponsored by Fertilizer Canada
Nutrien Ag Solutions (Canada) Inc.
- **Retailer Hall of Fame** – sponsored by Univar Canada
Wayne Deschouwer, Manitoba
- **Chairman's Award** – Grant Larocque, Orchard Transport Ltd., Saskatchewan

CAAR PRO-AG INVESTMENTS

Thanks to the generous support of CAAR members at the 2019 CAAR Pro-Ag Investments Auction, CAAR was able to raise \$97,125. Funds raised assist in the operations of CAAR.

CAAR PRO-AG INVESTMENTS SUPPORTS:

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