



MESSAGE FROM THE CWB ALLIANCE COUNCIL

Our first newsletter comes to you at a time when the Canadian Wheat Board meets the greatest challenge in its history.

What happens in the next couple months will determine whether we still have a marketing model that's the envy of farmers around the world. That's because when the House sits again this fall, the Conservative government has pledged to introduce legislation that will result in the demise of the CWB.

Recently, a friend of mine was talking to an Australian farmer who said that we'd be crazy to let this happen. It's no secret that since Aussie farmers lost the Australian Wheat Board (AWB), their logistics, pricing, and customer relationships have been thrown into complete turmoil.

Minister of Agriculture Gerry Ritz wants you to believe that it is all over, that the decision is made. This is clearly intended to cause us farmers to give up. Well, I guess they don't know that determination is built into our DNA. If it wasn't, none of us would have survived this long farming!

So, this newsletter will tell you how the CWB Alliance and its allies are fighting the government's plans to bring in legislation that kills the CWB. We'll share our plans and how you can help.

Right now, job one is to ensure that we all vote in the Canadian Wheat Board plebiscite. You can help by encouraging your friends and neighbours to vote. We are all really busy right now but it only takes a few



Bill Gehl, CWB Alliance chair

minutes to mark your ballot and get it in the mail. Even if you have to go to your neighbour's farm and stand there while they fill out their ballot and then take it to the post office for them, I say it's worth doing!

The ballots must be POSTMARKED NO LATER THAN AUGUST 24.

With only 39.6 per cent of the popular vote across Canada, the Harper government says it has a mandate to dismantle the CWB. Something's pretty fishy about that so let's make sure our voices are heard on this issue.

This isn't about politics, it's about our bottom line.

Bill Gehl,

on behalf of the CWB ALLIANCE

CWB PLEBISCITE

WHY IT'S IMPORTANT

Once the single-desk marketing system is gone, it will be gone forever. Its removal will affect market premiums and prices, producer cars, delivery access, branding, transportation advocacy, and more.

This plebiscite is your chance to have your say. Come this fall, the federal government plans to introduce legislation that will lead to an open market for wheat and barley by August 2012.

HOW YOU CAN VOTE

You should have your ballot by now. If you do not, please go to cwbvote.ca for information on how to get a ballot.

You can also call:

1-877-780-VOTE (8683)

IMPORTANT DATES

Monday, August 8:

Last day to apply for a ballot

Wednesday, August 24:

Deadline to vote. Ballots must be postmarked and returned no later than midnight CST.

Thursday Sept 8 &

Friday September 9:

Ballots counted. Results Announced.

Myths & Realities

Myth 1: The CWB can add value in an open market

There is no open market, only a private market dominated by five giant companies. Since the CWB has no port facilities or capital base, it would be forced to go cap in hand to these companies asking for their help to deliver on CWB sales. Why would they help a competitor? How could the CWB hope to get a premium price when they have no assured supply of grain, no real knowledge of what grades are available and no idea of the volume of grain they have to sell? Without the single desk, there is little value that the CWB could add to farmers' grain.

Myth 2: Producer cars will survive

Farmers have a right to order a producer car, but to ship it they need to have a sale for the grain and space in a port terminal to store it. Why would those terminal owners undercut their own handlings to accommodate producer cars? The answer is they won't! (and, they don't right now!) That is why more than 95 per cent of producer cars carry Wheat Board grain. The CWB has the commercial muscle to access space in port terminals.

Myth 3: We'll get better returns in an open market

Under the Canadian Wheat Board Act, our Board is not allowed to have any "retained earnings." In plain English, this means our Board must return all its sales revenue, minus operating costs, back to farmers. According to both the Auditor General of Canada and the annual Deloitte and Touche audited statements, that is just what happens: more than 98% of sales revenue goes back to farmers.

With all their bankers, shareholders and expensive executive bonuses, no private corporation can possibly match the CWB's return to farmers.

And what about premium prices? Fourteen International Trade Tribunal Investigations and numerous peer reviewed academic studies have all concluded that the Wheat Board does get premium prices for farmers. Even U.S. farm leaders, like Robert Carlson of the North Dakota Farmers Union are convinced that the CWB earns Canadian farmers big premiums compared to U.S. Prices. Too bad our own Agriculture Minister is not paying attention.

Myth 4: An open market will lead to transparent pricing

When you settle on a price to sell your canola, do you know where it goes or what it is used for? Nope! That is all a (sales) secret which the brokers keep to themselves. Some canola goes for oil, some for meal and, some for highly specialized industrial applications. It all sells for different prices, but the farmer only sees one price. That's what happens with do-it-yourself marketing.

The difference between a marketer and a price taker is huge. A marketer, like the CWB, develops relationships with customers. The private trade only makes an offer to sell to end use customers. Then, private traders go to farmers and offer them a lower price to source the commodity they have already sold. This is called margin trading. As a price taker, the farmer always loses and often the customer is not entirely satisfied either. That is why western farmers chose to cut out the middle man by establishing their own sales department, the CWB, to market their own grain. It works so well the private trade has been howling for its blood ever since.

CWB Directors plan meetings across prairies Aug 8-11

CWB elected directors are hosting six meetings to answer your questions and hear your views. No registration is required. Admission is free. Refreshments will be served.

CITY	DATE	TIME	LOCATION
Regina, SK	Aug. 8	7 p.m.	Travelodge, 4177 Albert St.
Saskatoon, SK	Aug. 9	7 p.m.	Saskatoon Inn, 2002 Airport Dr.
Oak Bluff, MB	Aug. 10	7 p.m.	Oak Bluff Recreation Centre, 101 MacDonald Rd.
Dauphin, MB	Aug. 11	7 p.m.	Ukrainian Orthodox Auditorium, (8th Ave. Hall), 304 Whitmore Ave.
Medicine Hat, AB	Aug. 15	7 p.m.	Medicine Hat Exhibition & Stampede (Higdon Hall), 2055-21st Ave. SE
Camrose, AB	Aug. 16	7 p.m.	Camrose Regional Exhibition (CRE)-Gold Room, 4250 Exhibition Dr.

DID YOU KNOW...

The government is ignoring the legislation that governs the CWB?

Section 47.1 of the *Canadian Wheat Board Act* guarantees your right to vote on changes to the CWB's marketing structure. Even so, Harper and his gang are ploughing full steam ahead. They're not shy about saying they'll remove the single desk on wheat and barley by August 1, 2012, **WITHOUT GIVING YOU YOUR SAY.**

YOU pay for the CWB, **YOU** run it through your elected board of directors. Don't you think **YOU** should decide its future?

TAKE ACTION: 5 THINGS YOU CAN DO NOW

1. Vote in the plebiscite.
2. Attend the director meeting in your area (for dates and locations see above). Make a sign. Take your friends. Drive a tractor there. Or do whatever else you can think of that might get some attention (that's legal of course!).
3. Write a letter to your MP. Their names and addresses can be found at: <http://www.parl.gc.ca/SenatorsMembers.aspx?Language=E> or phone 1-866-599-4999 to get contact information for your MP
4. Write a letter to the editor of your local paper or any of the larger city or farm papers. You might also consider writing an open letter to your MP and submitting it to the paper. You can also register your opinion on phone-in radio shows.
5. Ask your cousins in the city to get involved. Explain how their food supply could be affected.

TIPS ON WRITING A GOOD LETTER

Try to keep your letter to a few strong key points. Start by introducing yourself and why you are writing. And remember: you are an expert! No one knows better than you how the loss of the single desk will affect your farm operation.

Don't resort to personal attacks. Stay focused on what the loss of the CWB means to you, your farm and your community.

Send a copy of your letter to the Canadian Wheat Board Alliance and/or send a copy to an opposition party as well.

SUPPORT THE FIGHT

Standing up for the interests of western Canadian farmers takes resources. Help us ensure YOUR voice is heard before it's too late. **Donate NOW.**

I would like to make a donation of: _____

Go to www.cwbafacts.ca to make a donation by Paypal (starting August 5) or to set up a repeating, monthly donation.

Mail this form and your cheque to:

Canadian Wheat Board Alliance
Box 125 | Hussar, AB | T0J 1S0

Please check the box if you would like to be mailed a formal receipt.

CWB ALLIANCE COUNCIL

Do you have something you would like to talk to a CWB Alliance council member about?
Feel free to contact your local representative.

CWB DISTRICT 1

Peter Eggers
levke@gpnet.ca
 780-568-3805
La Glace, AB

CWB DISTRICT 2

Darrell Stokes
folks@magtech.ca
 403-787-3776
Hussar, AB
 CWB Alliance Treasurer

CWB DISTRICT 3

Paul Harmon
pharmon@sasktel.net
 306-299-4555
Consul, SK
 CWB Alliance's Secretary

CWB DISTRICT 4

James Deleff
jhdeleff@hotmail.com
 403-577-3793
Consort, AB

CWB DISTRICT 5

Leigh Stuart
leighstuart@littleloon.ca
 306-342-4663
Glaslyn, SK

DISTRICT 6 : VACANT

CWB DISTRICT t 7

Gilbert Ferre
ffequip@sasktel.net
 306-767-2735
Zennon Park, SK
 CWB Alliance Vice Chair

CWB DISTRICT 8

Bill Gehl
wfgehl@hotmail.com
 306-543-5090
Regina, rural SK
 CWB Alliance Chair

CWB DISTRICT 9

Rob Cowan
rcowan@xplornet.ca
 204-734-3377
Swan River, MB

CWB DISTRICT 10

Norbert Van Deynze
n.vandeynze@prspirit.ca
 204-744-2843
Somerset, MB