

WGRF STRATEGIC PLAN

Vision

Profitable and sustainable western Canadian grain farmers

Mission

Producers directing investment in crop research to benefit western Canadian grain farmers

Goal #1: Fund crop research to benefit western Canadian grain farmers

Objectives

- Proactively respond to changing production and research funding challenges.
- Fund research that provides the greatest impact (short- and long-term profitability) to western Canadian grain farmers.
- Focus on public research.
- Collaborate with other funding agencies on research opportunities.
- Enhance Canadian crop research capacity.

Outputs

- WGRF research funding encompasses a broad range of crops (major, intermediate, and developing).
- Priority research areas are variety development (e.g. genetics, breeding methods, pre-breeding, breeding, pathology, quality, trialing) and production (e.g. cropping systems, fertility management, pest management, storage).
- WGRF is a leader and funder of initiatives on complex, whole farm issues using a multi-crop approach (e.g. sustainability, integrated pest management, soil health, cropping systems, fertilizer use efficiency, genomic tools).
- WGRF collaborates with producer commodity organizations and funding agencies on research calls, funding and administration of projects.
- New funding opportunities are leveraged.
- Remaining wheat and barley funds are invested in research consistent with the priorities of the wheat/barley commissions/associations.
- WGRF participates in policy discussions and provides funding relevant to crop research capacity, programming, research chairs, scholarships, and infrastructure.

Goal #2: Create awareness of WGRF research funding and facilitate knowledge transfer

Objectives

- Understand priorities of members and stakeholders.
- Describe WGRF accomplishments, priorities and initiatives to members and stakeholders.
- Communicate WGRF's research funding activities and their outcomes.
- Encourage extension/technology transfer of research results to agronomists and farmers.

Outputs

- Regular interaction occurs between WGRF and members/stakeholders to share information and identify research/technology transfer opportunities.
- Information on new project funding and outcomes of WGRF funded research is made available to stakeholders.
- Research results are provided to agronomists and farmers through support of extension/technology transfer tools and events.
- A positive WGRF “brand” is maintained.

Goal #3: Provide effective governance

Objectives

- Maintain effective board and committee decision making processes.
- Be a long-term sustainable research funder, with a sound strategic plan and highly respected for governance and decision-making processes.
- Create an environment for continued growth by being receptive to new ideas and opportunities within the parameters of the vision and mission.

Outputs

- Board meetings are conducted regularly (minimum 3 per year) and Committee meetings are conducted as required.
- Board decisions are effectively executed. Semi-annual program reports and quarterly financial reports are received from management.
- The strategic plan is reviewed regularly (every 3 years).
- WGRF internal policies and procedures are current, relevant and being adhered to.
- An annual external audit is conducted, with no significant concerns reported.
- Annual member meetings are conducted. Members receive semi-annual updates.
- Administrative costs to support programming are 10% or less.
- The Endowment fund is maintained at a sustainable level.
- A positive environment is maintained for Directors and staff, resulting in low turnover.