



# The Canadian National Wheat Cluster

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CAP and Beyond



# Who is the CWRC?

The Canadian Wheat Research Coalition (CWRC) is a collaboration between:  
the Alberta Wheat Commission, the Saskatchewan Wheat Development  
Commission and the Manitoba Crop Alliance.





# Formed in 2017

## End of the Western Canadian Deduction

- Recognition of the upcoming gap in funding of varietal development
- All provinces wanted to assume responsibility of varietal development funding

A need for greater coordination and collaboration in wheat research



“The CWRC will facilitate a collaborative approach to producer funding of regional and national research projects in variety development and agronomy”



# Current Projects



## Core Breeding Agreements

- Successors of Western Grain Research Foundation Core Agreements
- All public breeding programs in Western Canada
- 5 year agreements
- Covers program costs, including human resources
  - Does not cover specific projects

**Program gets:** reliable and consistent support, link to industry and producer feedback

**Producers get:** field-ready varieties with traits of importance to producers, a share of royalties to be reinvested into the program, a say in the direction of the program



# Current Projects



## Canadian National Wheat Cluster



# Current Projects



## Canadian National Wheat Cluster

- Collaboration between Universities and Agriculture and Agri-Food Canada (AAFC) Research Centres
- Funded by producers, private industry and AAFC
  - Worth nearly \$25 million
  - Runs from 2018-2023 (3 years in)
  - 45:55 industry : government

**Purpose:** ensuring profitability for producers and long-term sustainability of wheat in the cropping rotation

4 themes:

***Theme 1: Cultivar development to enhance competitiveness and sustainability***

***Theme 2: Pre-breeding for future resistance to disease and insects***

***Theme 3: Insect resistance to protect grain yield and quality***

***Theme 4: Crop management to capture the genetic potential and minimize environmental footprint***

20 total projects across Canada



# Upcoming



## 2.0?

What will the priorities be for 2023-2028?

How much funding will be available?

How do we best leverage government funds?



# What is our strategy?

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## What do we assume?

- Priorities unlikely to change drastically from current CAP (climate change/environment, sustainable growth, resiliency and inclusivity of sector and food system, economic recovery, clear outcomes and measurable results)
- Emphasis placed on linkages to industry, markets, consumers
- Limited resources and high demand for the program



# What is our strategy?





# Emerging Cluster Priorities

1. Climate stress resilience
2. Sustainable control of insect pests and disease
3. Nutrient use efficiency
4. Wheat Quality



# Connection to End-user



The National Wheat Research Priorities state an overall wheat yield improvement goal:

*Minimum of 130 kg/Ha (2 bushels/acre) yield increase every 5 years while maintaining or improving pest resistance, climate change resilience, sustainable use of inputs, and defined end-use quality for each market class in the relevant regions.*



# Involvement

## PRIVATE SECTOR



## PUBLIC SECTOR

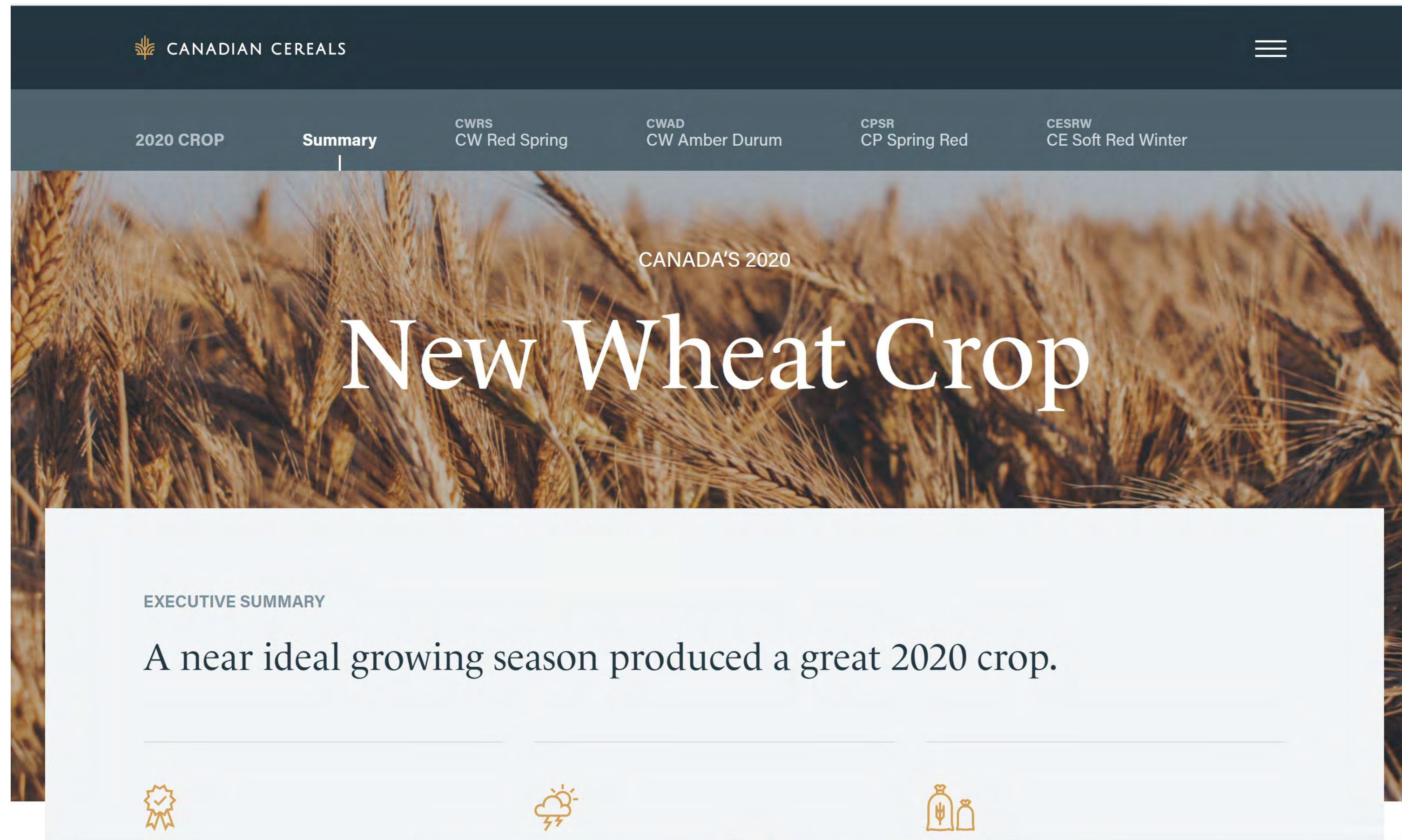


## INDUSTRY






# International Customer Outreach



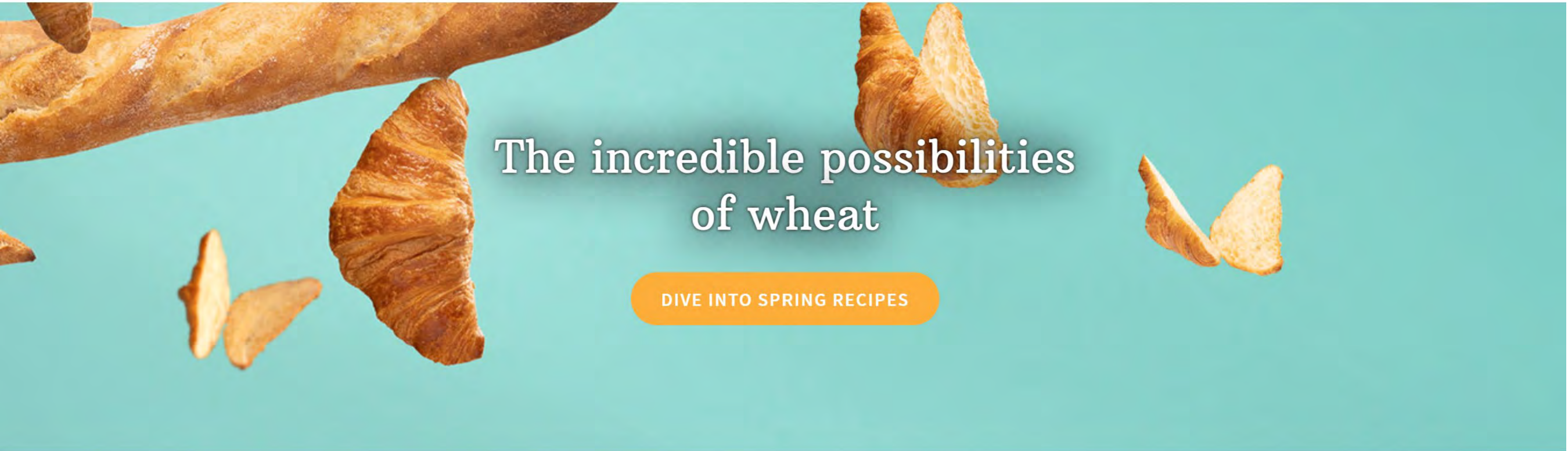
- Trade missions
- Producer participation
- Informing buyers and receiving feedback



# Domestic Consumer Marketing

 What would you like to find?

Lifes Simpleingredient



The incredible possibilities of wheat


DIVE INTO SPRING RECIPES


FEATURES


FACTS AND NUTRITION


RECIPES

COMMUNITY















# Challenges

- National in scope: wheat plays a different role in the east vs. west, system is different
- Value-added processing: wheat is a commodity and ingredient, markets well defined
- Connection with broader industry: majority of funding comes from producers
- The unknowns: priorities, funding envelope, matching levels...



For more information:

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