

# CONSULTATIONS AND PROPOSAL DEVELOPMENT PROCESS

## MANITOBA COMMODITY ORGANIZATION AMALGAMATION

The journey toward the amalgamation proposal included the following consultations, meetings and outreach activities:

|      |                        |   |
|------|------------------------|---|
| 2015 | April 2, 2015          | Common Challenges Meeting   |
| 2016 | February 1, 2016       | MB grower organizations discuss "Responding to the Common Operational Risks and Challenges" Phase 1   |
|      | March 1, 2016          | Phase 2 of the above project started  |
| 2017 | November 1, 2016       | Hired DobsonLead to determine "How can Manitoba commodity organizations work more effectively to maximize member value?"  |
|      | February 1, 2017       | Presentation at CropConnect "Strengthening member value of Manitoba's commodity organizations"  |
|      | May 1, 2017            | <b>MOU/NEWS RELEASE: A milestone Memorandum of Understanding (MOU) has been signed committing a group of five, like-minded commodity associations to work towards merging into one organization in order to increase efficiencies and maximize profitability and sustainability for Manitoba farmers.</b> |
|      | June 22, 2017          | <b>NEWS RELEASE: Working Group Hires Advisor to Explore Merger, Get Farmer Feedback</b>   |
|      | August 1, 2017         | Steering Committee Meeting  |
|      | August 25, 2017        | Information website created ( <a href="http://mbcrops.ca">mbcrops.ca</a> ); email address created for direct feedback ( <a href="mailto:feedback@mbcrops.ca">feedback@mbcrops.ca</a> )  |
|      | August 31, 2017        | <b>NEWS RELEASE: Exploration of potential commodity group merger taking shape</b>   |
|      | September 20, 2017     | Met with Minister Eichler to provide an update on activities to explore amalgamation  |
|      | October 4, 2017        | Steering Committee Meeting  |
|      | November 2, 2017       | <b>NEWS RELEASE: Commodity Groups Develop Amalgamation Roadmap</b>  |
| 2018 | November 10, 2017      | Manitoba Farm Products Marketing Council Meeting  |
|      | December 8, 2017       | Steering Committee Meeting  |
|      | December 14, 2017      | <b>NEWS RELEASE: Commodity Groups Release Amalgamation Report</b>   |
|      | January 8, 2018        | <b>NEWS RELEASE: Have your Say: Invitation to Attend Amalgamation Feedback Meetings</b>   |
|      | January 10, 2018       | In-person Consultation Meeting - St. Jean Farm Days   |
|      | January 11, 2018       | In-person Consultation Meeting - Dauphin, MB  |
|      | January 12, 2018       | In-person Consultation Meeting - Stonewall, MB  |
|      | January 16, 2018       | In-person Consultation Meeting - Brandon Ag Days  |
|      | February 2, 2018       | Steering Committee Meeting  |
|      | February 14 & 15, 2018 | Presentations at the five MB Commodity organization AGMs  |
| 2018 | April 6, 2018          | Steering Committee Meeting  |
|      | May 1, 2018            | Signed 2nd MOU to explore opportunities that will benefit members including models that don't include legal amalgamation  |
|      | May 1, 2018            | <b>NEWS RELEASE: Commodity Groups Renew Commitment to Explore Working Together</b>  |

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|------------------------|--|
| May-July 2018          | Analysis of service organization model and further developed amalgamation model  |
| July 30, 2018          | Steering committee reviews options, decides to proceed with amalgamation option  |
| July 30, 2018          | MPSG steps back from amalgamation talks  |
| August 14, 2018        | <b>NEWS RELEASE: Four Manitoba Commodity Groups Moving Forward Together to Explore Potential Amalgamation</b>                            |
| August 27, 2018        | Manitoba Farm Products Marketing Council Meeting   |
| November 22, 2018      | <b>NEWS RELEASE: Winter Cereals Manitoba Inc. Joins Amalgamation Talks</b>   |
| December 3, 2018       | Meeting with the five organizations boards - Brandon, MB   |
| December 12, 2018      | <b>NEWS RELEASE: Five Manitoba Commodity Groups Release Updated Amalgamation Proposal for Vote in 2020 and RELEASED REVISED PROPOSAL</b> |
| December 12, 2018      | Question and Answer document released  |
| January 15, 2019       | Online Webinar on Updated Proposal   |
| January 17, 2019       | Minister Meeting   |
| January 29, 2019       | Online Webinar on Updated Proposal   |
| February 13 & 14, 2019 | Annual General Meeting presentations   |
| April 3, 2019          | Steering Committee Meeting   |
| May 1, 2019            | MOU signed leading up to 2020 vote   |
| May 1, 2019            | Twitter account created (@mbcrops)   |
| May 16, 2019           | Manitoba Farm Products Marketing Council Meeting   |
| June 18, 2019          | Minister Meeting   |
| September 18, 2019     | <b>NEWS RELEASE: Amalgamation Talks Continue with Vote to Occur February 2020</b>  |
| October 1, 2019        | Draft By-laws and amalgamation agreement; 5-1 benefit document released  |
| November 25, 2019      | Twitter account was renamed to <a href="#">@mb_cropalliance</a>  |
| November 25, 2019      | <b>NEWS RELEASE: Preparations Continue for Amalgamation Vote in February 2020 with Name Chosen for Proposed Organization</b>             |
| November 26, 2019      | Webinar  |
| December 06, 2019      | Steering Committee Meeting   |
| December 12, 2019      | Webinar  |
| December 12, 2019      | Public Package of Disclosure released  |
| January 2, 2020        | AGM notices for 5 commodity organizations printed in Manitoba Cooperator   |
| January 6, 2020        | Minister's Meeting   |
| January 10, 2020       | Official Notice of AGSM mailed to members of 5 commodity organizations   |
| January 16, 2020       | Webinar  |
| January 30, 2020       | Webinar  |

## SUMMARY

- 12 News Releases
- 4 Meetings with Minister
- 3 Meeting with MFPMC
- 6 Webinars

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