

Media Release

For immediate release

Cereals Canada Applauds Minister Ritz, Embraces Proposed Agricultural Growth Act *New Federal agricultural legislation aptly named.*

WINNIPEG, December 10, 2013 – Yesterday's announcement by Federal Agriculture Minister, Gerry Ritz, introducing Bill C-18 in the House of Commons, was welcomed with enthusiasm and support by Cereals Canada.

"The new *Agricultural Growth Act* is aptly named," offers David Hansen, CEO of Canterra Seeds and Vice Chair of Cereals Canada. "The changes being introduced through the tabling of this omnibus bill in Parliament will truly enable Canada's agriculture industry to grow."

Across the country, producers are already benefiting from and capitalizing on the new open market. The changes being introduced through Bill C-18 will enhance this – fostering greater innovation and investment in agriculture by increasing access to new crop varieties, reducing the regulatory burden on the value chain and promoting economic growth through enhanced trade opportunities.

"Cereals Canada's objective is to ensure Canada's entire cereal grains industry remains competitive, profitable and innovative," adds Hansen. "Pair that with a supportive political environment and this new, proactive policy that supports and encourages research and investment in our cereals industry, and we have the opportunity to grow in a way that we haven't been able to do before."

"With the introduction of this legislation the future of Canada's agricultural sector looks even brighter," adds Greg Porozni, Chair of Cereals Canada. "Our industry must continue to innovate, to reduce or eliminate regulatory barriers and to seek out opportunities to collaborate with our value-chain partners in order to sustain the growth that we see will be provided by this new legislation."

Cereals Canada looks forward to working with its value-chain partners and collaborating with other industry stakeholders, including the recently formed *Partners in Innovation* group, in order to support the modernization of agricultural legislation that is needed to advance and grow the industry.

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Cereals Canada is a national, not-for-profit organization that brings a broad and diverse collaboration of partners from all sectors of the cereals value chain together to enhance the domestic and international competitiveness of Canadian cereals for the benefit of all Canadian members of the value chain.

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