

# THE FIRST SIX YEARS

## 1967-1973



by James McAnish

RAPESEED ASSOCIATION  
OF CANADA

## Chapter I

### THE RAC IS BORN

Launched at a Conference held in Winnipeg on March 14-15, 1967, and granted a Federal charter as the “Rapeseed Association of Canada”, the new organization set out its main objectives as follows:

1. Trade development programs, world-wide and on a long-range basis, to ensure that Canadian rapeseed growers will have an expanding market for their crops.
2. Encourage research work in the field of plant breeding and animal feeding, and become involved in programs relating to continued improvement in the quality of rapeseed, rapeseed oil and rapeseed meal.
3. Disseminate information on production, marketing and all other aspects of the rapeseed industry; keep abreast of changes in regulations, trading practices and other matters pertinent to world markets.
4. Maintain close contact with growers so that they may be kept informed on market conditions and made aware of the role they must play in market development.
5. Conduct market surveys and studies, and strive to keep consumers and potential buyers of Canadian rapeseed and rapeseed products, fully informed on the results of research and quality control programs being carried out in Canada.

A surge in rapeseed production in Western Canada in 1965 had given rise to the need for co-ordinated market promotion, dissemination of market information to producers, and the establishment of research projects for quality improvement. The acreage seeded in 1965 was 1,435,000 acres compared to 791,000 acres in 1964. Production rose from 13.2 million bushels in 1964 to 22.8 million bushels in 1965.

In 1963, a futures market for rapeseed had been established in the Winnipeg Grain Exchange (now known as the Winnipeg Commodity Exchange) as an instrument of market development, but more was needed. The challenge reached out to the industry as a whole, and the concept of a national association was accepted in 1967.

A campaign to get the RAC established had been waged through the latter part of 1966 and early 1967. Eventually, the Canadian Barley & Oil Seeds Committee, an existing organization, undertook the organization of the Conference that would determine the desire for a national Rapeseed Association.

The three Wheat Pools, the United Grain Growers Ltd. and the private trade provided the necessary funds and James McAnsh was named "Conference Co-ordinator". Every segment of the rapeseed industry participated in the discussions that led to the unanimous decision on March 14, 1967, to establish the RAC.

Generous assistance was given the new Canadian organization by the Soybean Council of America Inc. whose President, Mr. Glenn H. Pogeler, was the keynote speaker at the March Conference. The RAC was able to draw on the experience of the Soybean Council which had been formed in 1956, and had established a record of phenomenal success.

The RAC was doubly fortunate in obtaining the services of Mr. A. M. (Mac) Runciman, President of United Grain Growers Ltd. as Chairman of the March conference and later as President of the Rapeseed Association of Canada in the first four years of its existence. His leadership through these formative years was invaluable and upon his retirement as Chief Executive Officer of the RAC in 1971, the Association presented him with a Life Membership.

In developing the structure of the RAC, an effort was made to include every facet of the industry. To this end, the Board of Directors (authorized at 25) now stands as follows:

<u>Organizations</u>	<u>Number of Directors</u>
Rapeseed Producers (one from each of the three Prairie Provinces)	3
Growers' Handling Organizations	4
Rapeseed Crushers (2 West, 1 East)	3
Margarine, Shortening Manufacturers	1
Exporters and Shippers (Vancouver – Winnipeg)	3
Feed Manufacturers (1 West, 1 East)	2
Grain Exchanges (Vancouver – Winnipeg)	2
Terminal Elevators (West and East)	2
Line Elevators	1
Canadian Seed Growers Association	1
Canadian Seed Trade Association	1
Provincial Departments of Agriculture (rotating, Alberta, Manitoba and Saskatchewan)	1
Director-at-Large	1

Organization representatives are appointed for 2-year terms and the Director-at-Large subject to annual election.

Officers of the Association comprise the following and are elected annually:

President	Secretary
Vice-President	Treasurer
Executive Director	Chairman, Executive Committee

The President, Vice-President and Chairman of the Executive Committee must be Directors of the Association.

The Board of Directors appoints from amongst its members, an Executive Committee of seven Directors. From amongst its members, this Committee elects a Chairman. As the working arm of the Board, the Executive Committee functions between meetings of the Board of Directors, the latter holding only two regular meetings in each year.

Six "Standing Committees" are appointed by the Board of Directors but members of these committees may be appointed outside of Association membership. The following are the "Standing Committees":

- Finance
- Trade Development
- Traffic & Tariffs
- Research
- Technical
- Public Relations

To finance the operations of the RAC, a small levy is collected against every bushel of rapeseed exported from Canada and on every bushel processed in a Canadian crushing plant.

The Head Office of the Association is located in Winnipeg, Manitoba, at 501, 191 Lombard Avenue, while the office of the Executive Director and his staff is located at 1015, 837 West Hastings Street, Vancouver 1, B.C.