

# LEVELLING THE PLAYING FIELD FOR CANADIAN FARMERS

## EXPORT SALES REPORTING FOR CANADA

IN PARTNERSHIP WITH

SASK  
CROPS



Canadian farmers compete on the world stage, but they operate without the timely market intelligence tools available to competitors in the U.S. and EU.

In partnership with SaskCrops, the Agricultural Producers Association of Saskatchewan (APAS) is calling for a **Canadian Export Sales Reporting Program** to provide transparent, timely grain sales data that helps farmers compete and grow.

Export sales reporting programs was passed during the Canadian Federation of Agriculture (CFA) annual AGM and supported by national farm organizations.

### THE CHALLENGES



#### INFORMATION DISADVANTAGE

Canadian producers lack access to current export sales data available in competing jurisdictions (U.S. & EU).



#### SUPPLY CHAIN INEFFICIENCIES

Limited visibility into demand reduces planning efficiency for exporters, processors, handlers and transportation providers.



#### DELAYED MARKET SIGNALS

Existing export movement data is historical and does not reflect current sales or demand.



#### MISSED MARKETING OPPORTUNITIES

Without timely data, farmers face weaker pricing signals and reduced ability to optimize grain sales.



### IMMEDIATE ACTION NEEDED

Global trade disruptions are reshaping agricultural markets. Competing exporters are moving quickly to fill new demand. Canada needs modern information infrastructure so farmers and exporters can respond in real time.

## A CANADIAN EXPORT SALES REPORTING PROGRAM WOULD HELP FARMERS:

- ✔ Optimize grain marketing strategies
- ✔ Improve cropping and storage decisions
- ✔ Better track local and global demand trends
- ✔ Respond faster to changing trade conditions
- ✔ Improve grain movement planning and supply chain efficiency



### ECONOMIC IMPACT

UP TO

**\$56.6  
MILLION  
ANNUALLY**

An independent study estimates that improved marketing decisions could generate up to \$56.6 million annually for Canadian farmers.

## BUILDING A STRONGER, MORE TRANSPARENT MARKET



### Better Data

Know what buyers are purchasing.



### Better Decisions

Market grain at the right time and maximize returns.



### Stronger Supply Chain

Improve planning and efficiency across the grain system.



### Stronger Canada

More competitive farmers, more resilient agriculture.

## ADD YOUR VOICE. JOIN APAS!

Join an organization that's all about farming – no distractions, no mixed agendas – and isn't swayed by government politics.

### WHAT YOU'LL GET BACK

- ✔ Invites to meetings and events
- ✔ Updates on APAS lobbying
- ✔ Give your input on the issues that matter
- ✔ A stronger voice for your ratepayers

## LET'S TALK!

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# APAS

Agricultural Producers Association of Saskatchewan

Learn more at [apas.ca](http://apas.ca)