

Adrian Measner
Sent by: Linda Slinowsky

To: #All CWB Offices
cc:
Subject: Note to Staff

10/11/2006 09:41 AM

On October 6th the CWB received an order under s. 18 of the CWB Act related to the Conservative Government's ongoing efforts to undermine farmer control of the CWB. The relevant portions of the directive are:

"(a) [the CWB] shall not expend funds, directly or indirectly, on advocating the retention of its monopoly powers, including the expenditure of funds for advertising, publishing or market research; and

(b) [the CWB] shall not provide funds to any other person or entity to enable them to advocate the retention of the monopoly powers of the Canadian Wheat Board."

We are continuing to examine the implications of this order. In the meantime, however, so that you have a better understanding of what it means and how to react should you be asked about it:

- The directive applies only to expenditures made by the CWB.
- It applies only to expenditures related to "advocating the retention of [the CWB's] monopoly powers."
- It does NOT prevent the CWB from spending money to advocate that the decision as to whether to retain or abandon the single desk is one that farmers, not the federal government, must make.
- Similarly it does NOT prevent the CWB from spending money to ensure that in anticipation of their being called upon to make that decision, farmers are entitled to as complete and accurate an understanding of its consequences (be they positive or negative) as they can be given.
- The CWB will continue to pursue both of these points but, because we are now in the midst of a director election will continue to be mindful of the Election Code of Conduct and its obligation to ensure that the election process is fair and unbiased.
- What this directive DOES do is prevent the CWB from expressing the opinion that the single desk should (or should not) be maintained.
We CAN give people information and we CAN tell them that it's up to farmers to decide but we CAN'T tell them that one system is better than the other.
- More guidance will be forthcoming soon as to how you can deal with any questions you might have about whether the directive might impact a particular activity in which you are engaged. In the meantime if you have any questions please contact one of the leadership team members or your manager.
- In case you were wondering, this directive is unprecedented. Its use in this way, though likely technically lawful is entirely inconsistent with the spirit of the major revisions made to the CWB's structure in 1998 when farmers were given direct control of the organization. We are of course taking it seriously but, it is not entirely unexpected. It's just another step in what is likely to be a long process.
- In the meantime we must all continue to focus on the job at hand. It is very important that we do the best job we can for farmers. They are counting on us and we must NOT let them down.

Adrian C. Measner
President and Chief Executive Officer

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Adrian Measner
 Sent by: Linda Slinowsky
 10/20/2006 08:08 AM

To: HAI CWB Offices
 cc:
 Subject: Note to Staff

On October 11, 2006, I sent an e-mail to all staff advising of and outlining the scope of the Section 18 directive received from the Conservative government. I had promised at that time to give you further guidance regarding the directive.

On October 13th the board of directors passed a resolution at a conference call meeting, directing me as President and Chief Executive Officer to establish a mechanism to ensure that all officers and employees of the corporation comply with the directive to the CWB. That mechanism is set out below.

The following core principles will guide all of our actions with respect to the directive:

- The CWB will, as always, respect the Director Election Code of Conduct. The election period ends at midnight on December 1, 2006.
- The CWB can and will advocate in support of the rights of western Canadian farmers to decide whether the single desk should be retained.
- The CWB will not spend money to advocate retention of the single desk. [Note: If you are engaged in company business and the topic of advocating whether or not to retain the single desk is the focus of the activity, the fact that you are a salaried employee may be enough to mean that the CWB is "spending money"]
- The CWB can and will provide farmers and others with factual information related to the CWB and its operations. This information can include factual information related to the single desk and what consequences are likely to flow from its removal.
- Individuals are free to express their own opinions on the question of whether the single desk ought to be retained.
- Individuals are free to say whatever they like on the issue on their own time.

For most of you, this directive will not impact the work that you are doing for farmers. However, for those who are likely to be dealing with farmers or members of the public or industry you will have to be on your toes to make sure that the CWB doesn't accidentally step offside. Here are some ideas to help you manage that risk:

- The biggest areas of concern will be those where the CWB has some control over what is taking place. We have to deal appropriately with circumstances where we know in advance that the issue of advocating retention of the single desk will come up. In those circumstances you should make sure that you resolve any doubts you may have about what to say or not say, do or not do.

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- If the situation is one that comes up unexpectedly you should preface your remarks by saying, "There's an order in place from the federal government that says that the CWB can't spend money advocating retention of the single desk. So that means I have to be careful in what I say on behalf of the CWB. Speaking as an individual, however, it's my opinion that..."

If you are uncertain about whether what you were planning to say or do may contravene the directive then follow these steps:

- Tell your manager and make sure that the issue is brought to the attention of your leadership team member.
- If there is still uncertainty as to how best to proceed, your leadership team member will ensure that the matter is reviewed by at least two of Deanna Allen, Jim McLandress and myself.

I plan to discuss this briefly at the start of the October 20th recognition roll out discussion to staff and will be available to answer questions that you may have at that time.

Adrian C. Measner
 President and Chief Executive Officer

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