

CWB Communications and Publications Costs

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- Costs are trending higher, while tonnes of grain marketed are trending lower.
- In 1994, the CWB did not report spending any money from the pool accounts on communications, only money on publications such as Grain Matters and the CWB Annual Report.
- By 2000/01, spending on communications, such as radio and television advertising amounted to more than \$1 million, all coming from money in the pool accounts.
- Beginning in 2002/03, the costs for communications and publications are recorded differently in the annual report. There is no longer any mention of CWB publication costs. This makes it difficult to track.
- Note that communications and publications cost are part of administration expenses, not in addition to them.

Source: CWB Annual Report

Year	Communications (Millions of Dollars)	Publications	Tonnes (Millions)
1993/94	-	0.19	30.1
1994/95	0.07	0.25	25.4
1995/96	0.26	0.29	22.1
1996/97	0.2	0.73	28.5
1997/98	0.51	0.84	21.7
1998/99	0.66	0.64	19.6
1999/00	0.72	0.77	23.6
2000/01	1.06	0.78	20.4
2001/02	1.71	0.82	18.8
2002/03	0.81	Not Available	13.4
2003/04	1.31	Not Available	18.4

