



# CWB strategic direction Today's strengths, tomorrow's opportunities

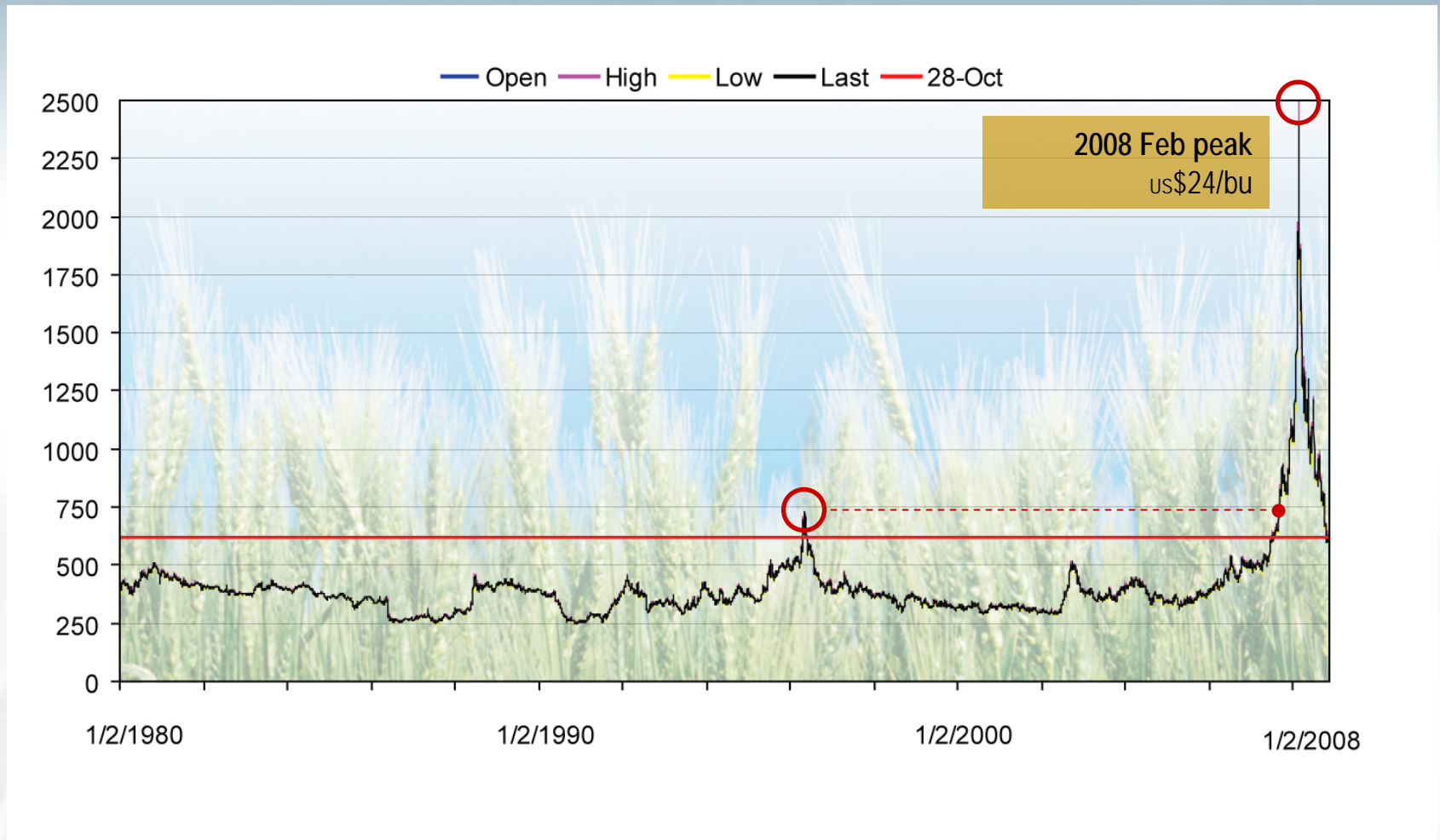
CWB Day, Crop Production Week

Ian White, CWB President & CEO



**Prairie strong, worldwide**

# Historic Minneapolis nearby wheat futures



CELEBRATING A DECADE OF FARMERS WORKING FOR FARMERS

# 10

1999-2009



# Farmers: In the driver's seat

12 - 14 million tonnes of milling wheat

3.5 - 4.5 million tonnes of durum wheat

2.5 - 3.5 million tonnes of barley

Total = 18 - 22 million tonnes of grain marketed annually

Sold to customers in 70 countries worldwide



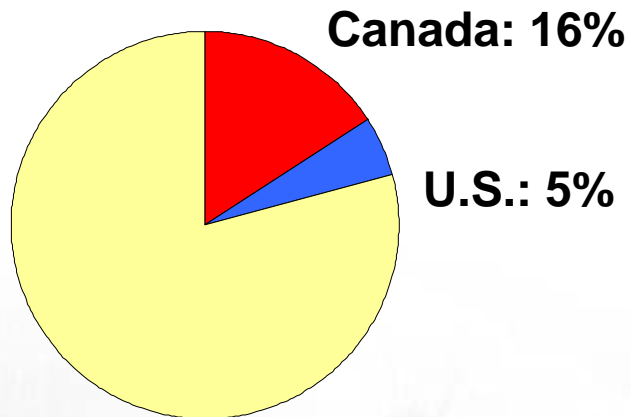
# From Prairie to port...

- Railcars CWB moves annually: 200,000
- Tonnage of average shipment: 37,000
- Longest distance (kms) one kernel of grain would travel: 20,000

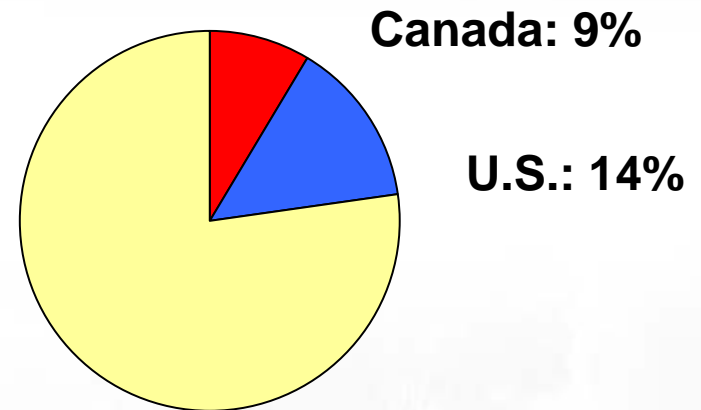


# Where does the wheat go?

## Wheat



## Durum



Overseas (50 countries): 79%

Overseas (20 countries): 77%

**2007-08 destinations**

# CWB export targets (2008-09)

## Wheat (ex-durum)

- 12.7 MT export target
- 20 MT production

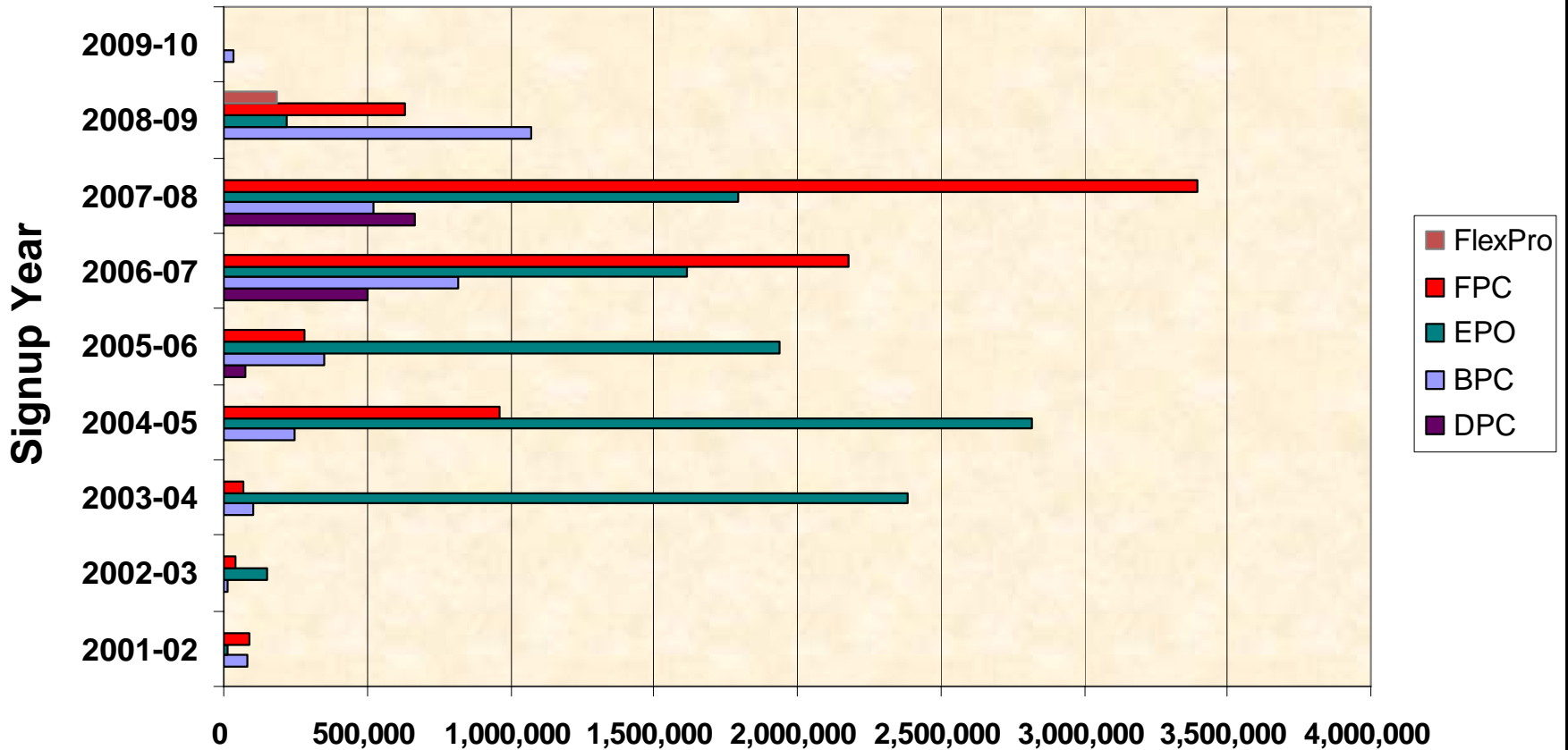
## Durum

- 3.3MT export target
- 5.5 MT production





## PPO Signup - Tonnages (updated to Dec. 29, 2008)



# New PPO: *CashPlus*



# The evolution of farmer service...



# CWB strategic direction

1. Focus on providing top-notch service to farmers
2. Maintain and strengthen our relationships with customers
3. Grow the business



# Farmer service



# Building on customer relationships



# Today's strengths...

## Focused customer service and product support



# Tomorrow's opportunities

## Improved competitive position built on reputation

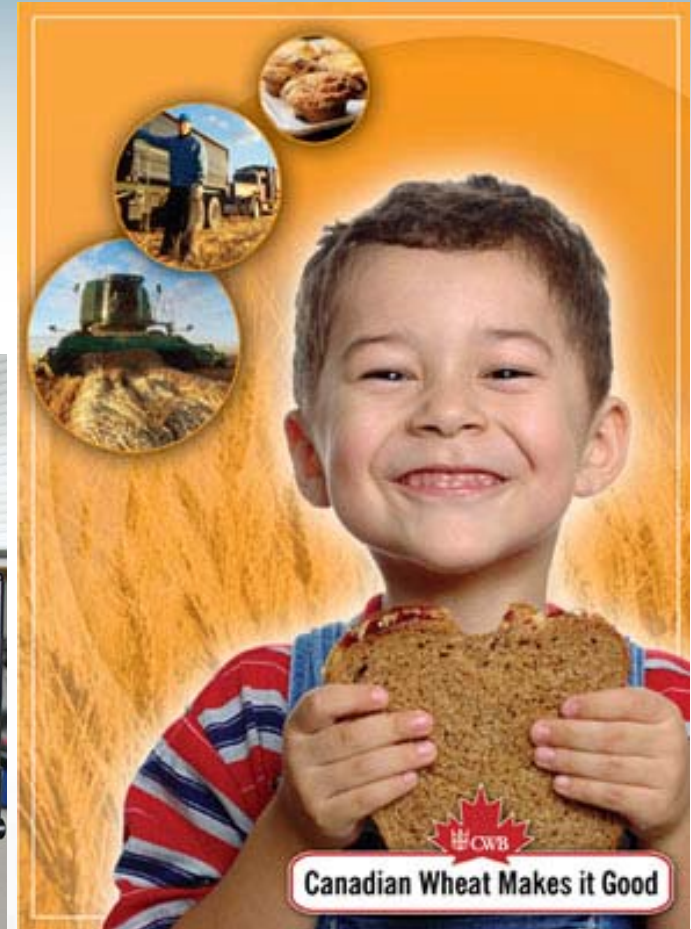
- Dedicated farmers
- Quality
- Reliability
- Service



◆ Advantages: structure + experience

# Growing the business through innovation

- Branding
- WeatherBug



# From push to pull...

## Why branding?

## Why now?

PARED PANADERIA



# WeatherBug

- Special project
- Adds value for farmers by providing up-to-the-minute weather information



# Our commitment:

- ❖ **Demonstrate value**
- ❖ **Build on strengths**
- ❖ **Maximize your returns**

