







Canola Growers Canola Growers

March 2017

A DROP IN GLOBAL PALM OIL OUTPUT HELPED OILSEED PRICES OVER THE PAST YEAR. PALM OIL PRODUCTION SHOULD RECOVER IN 2017.

INSIDE:

5 steps to better sclerotinia management **INFOGRAPHIC**

THE HISTORY OF CA NOLA

Farmer panel: Building leaders



You might think that when nitrogen fertilizer is in the ground, it's safe.

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CANOLA OUTLOOK

World vegetable oil demand continues to rise but supply slipped in 2016 due to a drought in palm production zones. This provides support to prices, but palm output should rebound and resume growth projections by 2018.

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Keep it Clean

Keep the customer top of mind with each decision on the farm. Keep it Clean reminds canola farmers to follow pesticide guidelines and blackleg management steps this growing season.

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Infographic: The history of canola

As we celebrate 50 years since the first industry association formed, this infographic shows highlights from the history of rapeseed and canola production in Canada. Explore more at CanolaHistory.ca

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Ultimate Canola Challenge trials in 2016 compared checks against a 25 per cent increase in nitrogen rates. With only six successful sites, nitrogen trials will repeat in 2017. Want to participate?

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The Canola Performance Trials website provides third-party variety data with useful tools to customize searches, compare varieties head to head and look beyond yield results.

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Toronto food influencers Bake with Canola

Canola grower organizations invest in personal, high-quality and hands-on canola oil promotions events in Ontario to improve canola oil's share of Canada's biggest market. 46

Ag Museum's canola exhibit begins national tour

The Canadian Agriculture and Food Museum's exhibit "Canola: A Canadian Story of Innovation" has its first stop at the CCC Convention in Winnipeg.

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Cover photo courtesy Sandy Black

DEPARTMENTS

5 steps to better...

Sclerotinia management

Keith Gabert looks at management of sclerotinia stem rot following high infestation levels in many fields in 2016.

76 Farmer panel **Building leaders**

Growers benefit from commodity boards that build markets, invest in research, influence policy and share best practices. But these boards need directors and leaders. These five growers share highlights from recent leadership conferences.

Canola Research Hub Plant establishment

> This article is based on the query "What are some of the factors that impact canola emergence?" with data drawn from a number of canola agronomic studies.

Agronomist Abroad Down Under differences and similarities

> Canola production in Australia is a lot like Canada's in many ways, but Dan Orchard was inspired by some distinct differences.

Business management Position versus interest

> In conflict, ask 'Why do you hold that position?' or 'What do you need?' to move toward a resolution that benefits the long-term relationship.

PROVINCIAL BULLETINS

ALBERTA CANOLA

Alberta Canola welcomes five new board members after the AGM at FarmTech. Research tax credits are now available for Alberta canola producers.

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SaskCanola will release five License to Farm extended interviews in 2017. Levy contributions qualify for research tax credit. See who received Keith Downey Undergraduate Scholarships for 2016-17.

Manitoba **Canola Growers**

Canola is the key ingredient in Tiber River products. MCGA director Jack Froese brings a valuable farmer perspective to China mission.

CALENDAR

CANOLAB MANITOBA —

March 15 or 16. Credit Union Place, Dauphin canolagrowers.com/events

CANOLAPALOOZA SASKATCHEWAN — June 20, AAFC Saskatoon

CANOLAPALOOZA MANITOBA —

June 22, AAFC Portage la Prairie

CANOLAPALOOZA ALBERTA —

June 27, AAFC Lacombe. Find out more at albertacanola.com/event/canolapalooza

Celebrating 50 years!

As Canada's canola industry celebrates 50 years since the formation of the first association, we look back at milestones. Below is a prediction of 1980s production from a 1967 Rapeseed Digest, as well as a 1981 report that gives Statistics Canada production estimates for 1980. For more history, see page 24.

YEARS canola

RAPESEED DIGEST

GOOD AS

DECEMBER 1943

PROJECTED TRADE IN RAPESEED

One of the very interesting papers given to the "Grain Transportation Workshop" held recently was the address by Dr. H.F. Bjarnason, Economist, Canadian Wheat Board. It dealt among other things with the long term prospects for rapeseed production and exports. It was Dr. Sjarnason's opinion that rapeseed has potentially an excellent future in foreign markets, notwithstanding the myriad of possible substitutes for both the oil and the meal,

In his concluding remarks, Dr. Bjarnason had the following to say:

"It would appear that rapeseed acreage will grow steadily in the future, from the 1966 level of 1.4 million acres to as much as 5 million acres by 1980. This means that production could be expected to increase from 25.5 million bushels in 1966 to around 100 million bushels in 1980."

* Stats Canada very slightly upped the satimate on the production of rapeseed/
canola in the nation this past season. November estimates are 2,506,100 tonnes of
seed. That is a more 76,000 tonnes were than forecasted in September before such of
the crop was harvested. In 1979, the country produced 3,411,100 tonnes.

I will be a trailblazer by recognizing opportunity and embracing the future. I will meet challenges head-on, adapt and overcome. I will continually challenge the status quo and place my trust where it is deserved.





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THE EDITOR'S DESK



On Caring

t dawned on me recently that I had a warped view of "connection to the land". I thought most people would feel a strong family connection to their farm. But really, most land a farmer owns or

rents these days does not have a strong connection to family history. And lots of farm families are relatively new to Canada or to a district. So very little land actually carries that "land of my forefathers" baggage.

When a farmer doesn't have a strong connection to the neighbours or doesn't think of land 10 miles from home as home, it becomes easier to care less for neighbouring fields or shelter belts or wetlands or wildlife. That land is business land,

Posed as a question, do farmers pay more attention to their "social license to farm" when they have a stronger historical or proximal connection to the land? In my own mind, I would answer "yes" for the same reason I tend to care more about (ethically wrongly probably) Canada and Canadians than what happens half way around the world.

The thing is, as farms get bigger and more spread out, care for the land remains as important as ever. Probably more-so because customers are paying more attention. Even with the customer removed (a dangerous business exercise), it still makes sense for economic and social sustainability to maintain soil health, provide a habitat for pollinators and beneficial insects and to follow regionally-agreed water management practices. So how do we make sure every acre gets the same care and every neighbour is given the same respect?

Make it part of the farm's vision statement. Gather the partners and write it down. Put up a plaque in the office and put stickers in every cab.

A few young farmers I interviewed for this issue's panel were inspired by Bob Treadway, who spoke at recent canola leadership conferences. Treadway, a futurist, asked attendees to imagine where they want to be in 10 or 20 years. He encouraged people to consider "seemingly unattainable long-term goals" - triple the profits for the same land base, farm three times more land with the same hours worked, be the first farmer on Mars - then work back year by year to the present, organizing the second-last step, the third-last step, and so on, to reach that goal. As Alberta farmer Ingrid Badry says, "the first step is often the hardest to figure out."

In setting farm goals, I would include rules to maintain or enhance soil health, engage constructively with new neighbours, and manage water and habitat. Follow these rules for current and added land. If homework suggests certain parcels of land present more challenges than normal, then don't take on that land or be the farmer who can pick out the profitable areas within challenging topography, grass the rest and price the land accordingly.

Consumers want to know farmers care about all land equally. I used to assume that connection came naturally, but with bigger farms taking on land farther and farther from home, that can't always be true. So caring, to some degree, has to be programmed and planned for. 🙁





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ALBERTA BULLETIN





Alberta Canola director Kevin Serfas (centre) participates in a FarmTech cooking demo. making coldpressed canola oil mayonnaise for an all-local potato salad with Chef Dave Omar (left) of ZINC Restaurant.



FarmTech 2017: Another Great Success

Thank you to the hardworking FarmTech committee for putting together yet another great event. We enjoy working with our fellow crop commissions to offer this dynamic event to our producers. From weather to agronomy to management to nutrition information, the diversity of information presented was vast and everyone

walked away having learned many new things. Thanks to our Canola Council of Canada agronomists for helping attendees learn as much as possible about canola agronomy at our shared booth over the three-day event.

Reflections from Some Outgoing Directors



KELLY MCINTYRE - Fairview, ALTA.

The one memory that has stuck with me over my six-year term is from an early Canola Discovery Forum. I was attending a meeting involving producers from each provincial board, CCC (including industry representatives), and a host of ag researchers and scientists. At one point we had small

group discussions directly with the scientists and they were very eager to hear my thoughts on different agricultural challenges from a grassroots perspective. While I had only been on the Alberta Canola board for a short time, I remember feeling that even a farmer such as myself could have a direct impact on what kind of research might get done. That was a very exciting and powerful moment for me.



TERRY YOUNG - Lacombe, ALTA.

I am proud to have been on the board as we have seen such a significant increase in effective collaboration. Especially with other crop commissions with projects like Team Alberta for government relations, Alberta Crop Extension and many other valuable collaborations. Alberta Canola is now better than ever at extension and informing our membership of what we are working on, and we are better at communicating this information to growers, government and the entire value chain.



Welcome to 5 New Directors



Alberta Canola's 27th Annual General Meeting was held January 31st at the FarmTech Conference in Edmonton.

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The Board of Directors would like to welcome:

- Mike Ammeter of Sylvan Lake replaces Terry Young in Region 7
- Dan Doll of Fairview replaces Kelly McIntyre in Region 1
- John Mayko of Mundare replaces Daryl Tuck in Region 4
- Cale Staden of Vermilion replaces Stuart Holmen in Region 10
- Region 12 welcomes Brian Hildebrand of Foremost

Greg Sears was re-elected as Chair and Renn Breitkreuz was re-elected as Vice -Chair.

We would like to thank Stuart Holmen, Daryl Tuck, Terry Young and Kelly McIntyre for their dedication during their time as directors.

Back L-R: Cale Staden. Vermilion

Dale Uglem, Bawlf

John Guelly, Westlock

Kevin Serfas.

Brian Hildebrand. Foremost

Steve Marshman, Strathmore

Front L-R: Renn Breitkreuz. Onoway

Greg Sears, Sexsmith

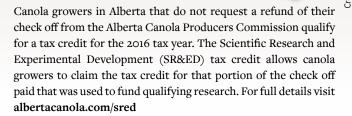
Mike Ammeter. Sylvan Lake

Dan Doll. Fairview

John Mayko, Mundare

Denis Guindon. Falher

Tax Credit for the 2016 Tax Year Open to Alberta Canola Producers



Save the Date!

CANOLAPALOOZA RETURNS TO LACOMBE JUNE 27TH, 2017.

What is canolaPALOOZA you ask? It's a day that brings the best research and agronomy extension experts from across the country into one field in Alberta, for a day of interactive, hands-on, in-field learning where you move through learning stations and demos at your own pace. There's also a big top tent, movies, games, a dunk tank and, of course, food trucks to round out this learning and networking extravaganza!









What's your Next Move?

Chances are, you have something exciting on the drawing board right now. Maybe it's more land, new equipment, higher-value crops or other ways to grow.

Our agriculture banking specialists have expertise and financial products to help you carry out your plans today and build the farm business you want for tomorrow.

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Growing your growing business

When most people think about shrewd business strategy and bold entrepreneurial spirit, an urban skyline is more likely to spring to mind than a rural sunset. And yet, we know that some of today's most enterprising business people are the hard-working producers who are also working hard to grow their businesses.

"Growing a farm business requires innovation and creativity," says Gwen Paddock, national director of agriculture at RBC, where a dedicated team of agriculture specialists help producers capture opportunities, plan for the future and mitigate risk.

The agriculture industry is evolving and continues to face environmental, economic, demographic and social issues, such as an aging farm population, climate change, food safety, and international competition—just to name a few.

"For your business to progress, you may need to incur debt to invest in cutting-edge technologies or adopt more modern business practices that will attract younger farm talent," says Paddock, who also offers the following advice for growing your farm business.

DO YOUR RESEARCH: Check the demand for a specific product to be sure there is a solid market for it, and if there are any distribution issues, such as a high rate of spoilage.

EMBRACE TECHNOLOGY: Modernizing operations with new technology can increase efficiency and productivity for greater yields with less waste and help farms of all sizes to meet growing demands.

DEVELOP YOUR HUMAN RESOURCES: When expanding, you can't do it alone. Hiring requires training and guidance, but the right staff can free up your time. Also, working with other farmers through business partnerships and collectives can help everyone succeed.

ACCEPT GOOD DEBT: Review your business to understand how much debt you can manage and explore the different financial options such as term loans, leasing or farm mortgages to finance expansion.

Visit rbc.com/expandandgrow to find the agriculture banking specialist nearest you.



SASKATCHEWAN BULLETIN





In 2016, SaskCanola launched the 30-minute documentary License to Farm, to highlight the facts behind common misconceptions about agriculture production in Canada. The goal of this documentary is to inspire producers to engage in more conversations about food, build trust with their urban neighbours, and protect their social license to farm.

Since the film launched, it's been viewed over 80,000 times in over 165 countries,

and has garnered over 2 million social media impressions. Last fall, SaskCanola was the recipient of seven Best of CAMA awards from the Canadian Agri-Marketing Association as well as the Food & Farming Champion Award, for producing the successful film project.

This year, SaskCanola will launch five extended interviews of unseen footage from the License to Farm yault.



Above: Farm & Food Care Saskatchewan's Executive Director Clinton Monchuk awards SaskCanola with the Food & Farming Champion Award. There to receive the award were SaskCanola's Executive Director Janice Tranberg (centre) and SaskCanola's Communications Manager Ellen Grueter (right).

Left: Val and Doyle Wiebe appear in both the full documentary and an extended interview from the License to Farm series. Garry Berteig (centre), of Berteig Imaging, is one of the film producers.



Visit licensetofarm.com to view the full documentary and extended interviews. Join the conversation on social media by following @licensetofarm on Twitter and Instagram, License to Farm on Facebook.



License to Farm



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Research Tax Credits for Saskatchewan Canola Producers

The Scientific Research and Experimental Development (SR&ED) Program is a federal government program that encourages research and development by providing tax-based incentives. By using levy contributions to finance research and development work that benefits Saskatchewan canola producers, SaskCanola is able to participate in this program and distribute these tax-based incentives back to producers. For complete details on how you can apply for these tax credits, visit www.saskcanola.com or contact the SaskCanola office at 1-877-241-7044.



SaskCanola Awards Dr. Keith Downey Undergraduate Scholarships to University of Saskatchewan Students



SaskCanola is pleased to announce that we have awarded the Dr. Keith Downey Undergraduate Scholarships, total value of \$10,000, to four undergraduate students from the University of Saskatchewan's College of Agriculture and Bioresources at the annual Bean Feed event, which took place in November at TCU Place in Saskatoon.

"SaskCanola is proud to contribute to the next generation of agricultural leaders. This investment will ultimately benefit Saskatchewan farmers when these students become top-notch producers, researchers, and industry professionals."

-Janice Tranberg, SaskCanola Executive Director

Four deserving recipients received a \$2,500 SaskCanola scholarship to go towards their agricultural studies, including:

- Andrew Reddekopp -4th year, BSA in Agronomy
- Jaqueline Toews -4th year, BSA in Crop Science
- Hayley Down -3rd year, BSA in Animal Bioscience
- Michelle Ross -3rd year, BSA in Agronomy

Save the Date

Visit SaskCanola board & staff and Canola Council of Canada agronomy specialists this summer at:

CANOLAPALOOZA

June 20, 2017 AAFC Saskatoon Research Station

AG IN MOTION

July 18-20, 2017 near Langham, Saskatoon



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It's time to get seeding – starting with the 9RX Tractor. The 4-track design puts more power to the ground, allowing for improved flotation and traction with less berming and compaction. Superior cab suspension keeps you running comfortably when conditions say otherwise. Add to that the 470 to 620 hp range and an industry-leading hydraulic capacity of up to 115 gpm to make easy towing of larger implements.

Like the 23.2 m 1870. Added size alone, we've raised productivity – 36% more than our previous 1870. But that's only

half the tale. RelativeFlow™ provides instant recognition of flow rate so you know if your desired rate is not flowing. No more surprises when you go to check emergence. There's also TruSet™ to hydraulically adjust pressure and depth from the cab to ensure better seed-to-soil contact and improved germination.

Meet the all-new C850. Our higher capacity cart offers 850 bu of total product, with a 50 bu mini-hopper especially designed for finer material, such as canola. And it delivers 249.5 kg of product per acre at 8.9 km/h. The C850 features new Air Power 2.







Twice the fans than the previous system, they're independently controlled, meaning no baffle splits airflow. And convenient valve handles let you fine-tune tank pressure for improved row-to-row accuracy. Need more accuracy? Try SectionCommand™ for an even higher level. You get a 4 to 6% savings on canola seed and fertilizer costs thanks to fewer skips and overlaps.

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However you harvest, we have your back. The W155 Windrower cuts more crop in less time with speeds up to 19 km/h. Trust us, more crop is never too much thanks to the optional reverser to clear your platform of any plugs that may occur.

Or if all you do is combine, our S-Series are ready to run. The Dyna-Flo™ Plus cleaning system raises total combine capacity by 13%. That means 1.5 acres per hour of added time. What's more, Active Terrain Adjustment™ is a surefire way to get more performance over rolling terrain as it automatically adjusts shoe settings on inclines or declines. Then there's our tough crops package with Active Concave Isolation. With it you get 20% more throughput in tough threshing conditions. It also provides 10% increase in capacity while maintaining loss level.





MANITOBA BULLETIN





Farmer Show and Tell

Canola a key ingredient in body care products

When Adriana De Luca launched her line of all-natural body products in 1999, she did it armed with the soap-making skills she learned from her Nonna. Today, Tiber River Naturals, with nearly 400 home-based consultants, 60 employees and legions of raving fans across the country, continues to grow, recently being named in Profit Magazine's 2016 Top 500. That success comes in part from one constant pillar of their business mantra. "We like exploring, testing, adapting and changing. We never stand still."

So when offered the chance to learn a little bit more about one of the key ingredients in so many Tiber River products, De Luca jumped at the opportunity.

"I believe the main reason our products are so effective is the canola oil we use," De Luca said. "I wanted to understand more so I could pass on this information when I talk about why we use canola oil."

The opportunity to share information came in typical Prairie style-someone knows someone. That someone was Karen Holyk, one of Tiber River's long-time home-based consultants. Her father, Bruce Dalgarno, is a Manitoba canola grower and



champion of the industry, having served as chairman of the Canola Council of Canada and president of both Manitoba Canola Growers and Canadian Canola Growers. With the help of Manitoba Canola Growers, all the players came together for an information learning session at Tiber River's new production facility in Winnipeg.

De Luca was getting some questions from consultants about the use of canola oil and GMOs (genetically modified organisms), which often get negative attention

Bruce Dalgarno shows farming then (20 years ago) and now.

in the public spotlight. To shed some light on the benefits of canola as a GMO product, Dalgarno set up a simple display comparing a typical planting year today and 20 years ago. With the advent of GMOs that perform much better, the soil is worked far less and fewer pesticides are needed to produce better yields in today's modern farming practices. This kind of evidence fits in nicely with Tiber River's commitment to sustainability and eco-friendliness.

"I think it's phenomenal to be able to do this," Dalgarno said. "To be able to show a customer what we do and why we do it. It's a fantastic opportunity to tell our story to someone who is asking the questions."

Members of the Manitoba Canola Growers also shared some insight into sustainability. They demonstrated the amount of surface area available on the planet to grow crops. If the earth were an apple, only the skin of a slice measuring 1/32 of the entire fruit would be farmland. It shows just how important it is to coax maximum, yet sustainable yields from the earth's resources.

"I so loved learning new things, gaining a better understanding of farming in general and canola in particular, as well as meeting Bruce and hearing his stories," De Luca said. "I could see his love and passion for this."

About Tiber River Naturals:

The all-natural line up includes soaps, lotions, scrubs, shampoos, lip balms, essential oils and products for the home. The company has two spas in Winnipeg that offer manicures, pedicures and facials. Products are available at select retail locations, online and through a network of home-based consultants. In 2005, Michelle Lalonde joined the company as a partner and together the pair continues to explore new avenues of expansion. There are plans to move into the US, launch a line of pet care products and see the network of home consultants grow to nearly 1,000 this year. tiberriver



Do farmers bring value to trade missions?

BY SANDI KNIGHT



MCGA director and treasurer Jack Froese pictured in a wheat field at a research farm in Northern Germany.

Canola is Canada's top agricultural export to China, accounting for 40 per cent of canola seed exports. Maintaining this market is essential for the canola industry and the 43,000 Canadian farmers who grow it.

Jack Froese, a farmer from Winkler. director and treasurer of the Manitoba

Canola Growers Association, and now Chair of the Canadian Canola Growers Association, visited China last November. He was part of the Team Canada Trade Mission led by the Honourable Lawrence MacAulay, Minister of Agriculture and Agri-Food Canada.

Producers attending trade missions are seen as a trusted, credible source of reliable, accurate information. When exporters have questions about agronomy and specific farm practices, such as crop rotation or pesticide use, farmers can address those queries. This helps build relationships and confidence in crop quality.

Froese states it is also an opportunity to find out what competitors are doing. You see the intricacies of the whole system in getting our crop from the bin to the plate. You find out how easily a market can disappear with changes in governments, their food policies, legislation, currency, transportation or stance on biotechnology. When we export 90 per cent of our canola, awareness of the challenges in the global marketplace at the producer level is crucial in adapting and being prepared to comply with changes as they happen.

Whether it be trade missions, meetings at home or abroad, Froese has found his involvement with the MCGA, CCGA and other farm organizations to be very rewarding: seeing firsthand the ripple effects of what happens beyond the farm gate, gaining a better understanding of trade, policy and transportation, being part of a team responsible for getting Canadian products to customers around the globe. It has broadened his awareness of safety net programs, sustainability, marketing, food integrity, storage, environmental and social sciences issues that impact his farm and those of farmers in Manitoba.

However, without his son running the day-to-day operations of their family farm, along with a nephew and three other employees, Froese knows he wouldn't have the time or flexibility to contribute. He encourages producers to take on active roles – at whatever level their operation allows. He admits while it does take time away from the farm, "If I didn't have a passion for it, I wouldn't be there."

MCGA Presents the Canola Award of Excellence

BY ALISON INGLIS

The Manitoba Canola Growers Association has awarded Dr. Carla Taylor with the 2017 Canola Award of Excellence for her contributions to the canola industry. Dr. Taylor, and her collaborator Dr. Peter Zahradka and their team of trainees and staff at the Canadian Centre for Agri-food Research in Health and Medicine, have been researching the health benefits of canola oil for more than a decade.

Dr. Taylor grew up on a family farm near Oak Lake, Manitoba and from an early age showed an interest in the connection between the foods we grow and our health. She began her education in foods and nutrition at the University of Manitoba where she learned from Drs. Bruce McDonald and Vivian Bruce - researchers who are interna-

tionally recognized for their research on the nutritional properties of canola oil. Next, she pursued her PhD at the University of Guelph. Subsequent to that, she studied at the University of Michigan and the University of Washington.



"When I was looking for employment, there happened to be an open position at the University of Manitoba. It wasn't until I got back here and developed my own research program that my work evolved into studying canola oil. It's kind of neat that I've come back to work in the same department where I learned from some of the pioneers of canola oil research in my early years of education," said Taylor.

Dr. Taylor alongside Dr. Zahradka and their team have been working on the connections between obesity, cardiovascular health and diabetes and the food we produce, like canola oil.

Their research with canola oil looks at what can be done from a nutrition standpoint at the early stages of diseases (metabolic syndrome) to help prevent cardiovascular disease or diabetes from developing further. They have been able to show how diet can make a difference.

The Manitoba Canola Growers are proud to recognize Dr. Taylor for her contributions to the canola industry through her extensive research with canola oil and its connection to our health and nutrition. Visit CanolaGrowers.com for more information.

Canola Award of Excellence winner Dr. Carla Taylor, principal investigator, metabolic nutrition, Canadian Centre for Agri-Food Research in Health and Medicine, St. Boniface Hospital Albrechtsen Research Centre; professor, Department of Human Nutritional Sciences, University of Manitoba.



VEGETABLE OIL AND OILSEEDS OUTLOOK

BY THOMAS MIELKE

anola prices should be considered very attractive at \$500-525 per tonne, especially after Western Canadian farmers produced a record crop. But how long can these high prices last? We all know it cannot be forever.

Current prices are supported mainly by delayed impacts of the 2015-16 severe drought in Southeast Asia that reduced palm oil production. Secondary factors are global tightness in rapeseed and canola, and recent flooding in Argentina that disrupted traders' perspectives on soybean production in that country for 2017.

While we don't know yet this year's actual soybean production in Argentina, the drop in palm supply is real. And because palm oil is the biggest oil crop in the world, it has had an unprecedented impact on global vegetable oil prices. The ongoing tightness and relatively high prices of most vegetable oils in January-March 2017 are spilling over to canola and rapeseed. But that pendulum will swing back.

Over the next 12 to 15 months, the world will move away from tightness in the supply of oils and fats. This will start sometime in mid-2017, initiating a price decline that will accelerate. Under the lead of palm oil, world vegetable oil supplies will have a large increase in 2018. With "normal" weather, this should induce a considerable bearish trend in January to June 2018.

PALM OIL

Palm oil is the biggest player in world vegetable oil markets. Oil palm plantations in Indonesia and Malaysia are the single biggest suppliers of vegetable oils and, despite the drought-induced drop in palm oil output in 2016, productivity continues to leap well ahead of second-place soybeans even though both have seen fairly

steep production increases over the past few decades.

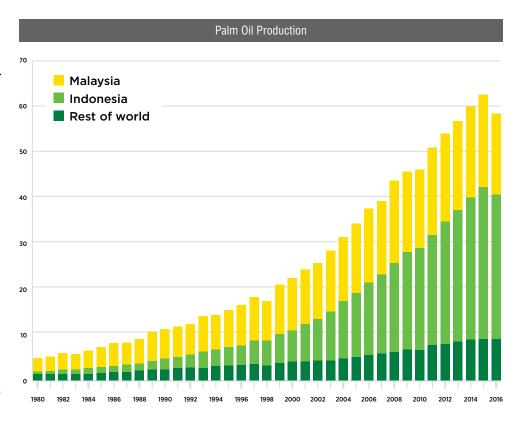
Palm trees, once established, produce oil-rich fruit bunches all year long. Workers harvest the trees every two or three weeks, and well-managed plantations produce six to seven tonnes of oil per hectare per year. Palm trees react sensitively to disturbances, like drought, but the effects on actual production are shown with a time lag.

In 2015 and early 2016, Indonesia and Malaysia experienced one of the worst drought and heat conditions in the past 40 years. This created the biggest global production deficit ever experienced and a corresponding reduction of stocks. In fact, a yearon-year decline in palm oil is unusual. Since the 1970s, world production of palm oil doubled every 10 years. The steep drop in 2016 by a combined 4.2 million tonnes for Indonesia and Malaysia significantly reduced supplies and turned out to be the biggest price mover during most of last year. Production will start coming back in 2017, but the full recovery in palm oil yields and production will happen only in 2018. When stocks recover, prices will decline - probably sharply.

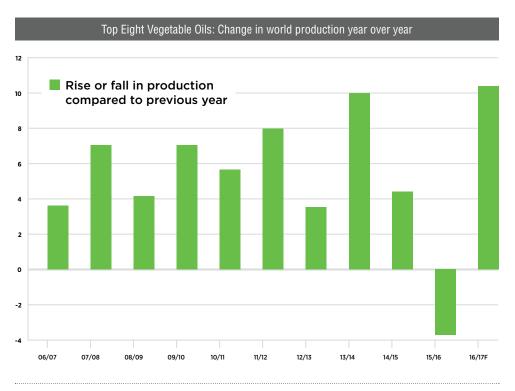
SOYBEANS

The U.S. registered both record soybean yields and production in 2016. Over the past four years, U.S. production jumped by 34 million tonnes. In my opinion, such a growth in production is unlikely to continue as it would be unusual to see another increase in U.S. soybean yields in 2017. South America will also see slower increases in soybean production, despite a record crop in Brazil. Argentine soybean output will decline in 2017 due to another reduction in the area and damage from heavy flooding in January. Also, the growth in Brazilian acreage is slowing down.

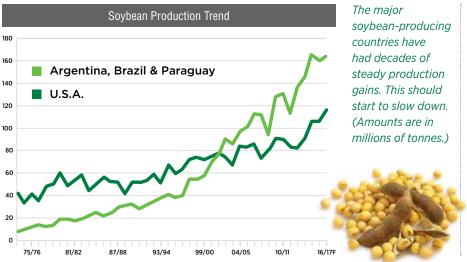
The world is becoming increasingly dependent on soybeans, but an oil supply tightness cannot be solved by crushing more soybeans without creating a surplus in meal. Soybeans are 79 per cent meal. A meal surplus is already influencing prices. In 2016-17, meal prices have come under



Global palm oil production (in millions of tonnes) accounts for about 30 per cent of all global vegetable oil supplies. When palm production falls, it has a big effect on vegetable oil prices.



Production (in millions of tonnes) of the top eight vegetable oils had a steep fall in 2015-16 due in most part to a drought in palm-producing regions of Indonesia and Malaysia. Strong recovery is expected.



pressure as price concessions have to be made to stimulate demand. Oil has to finance a larger share of the crush value. A rising oil share is an advantage for high-oil crops like canola and contributed to the price increase in early 2017. However, Canadian crushers of canola might not crush more canola if they can't move the meal.

EXPORT LOGISTICS

Canadian canola exports represent 72 per cent of the total global canola and rapeseed exports. The share could be higher. The world, especially Asia, needs more canola oil and meal, but logistics are not in place in Canada to deliver it. Without capacity to export more canola oil and meal through Vancouver, the Canadian crush volume could be capped and Canadian canola growers will lose the opportunity to make more money. This is a challenge growers and the industry have to take on. To take advantage of the growing world market, Canada needs to boost inland transportation, storage and export capacities for canola, canola oil and meal as well as for other oilseeds and grains in a timely manner.

GLOBAL CANOLA AND RAPESEED PRODUCTION DROPPING

Vegetable oil demand continues to increase, but farmers are running away from canola and rapeseed in other parts of the world. Ukraine is shifting to sunflowers, giving up winter rapeseed after two or three years of heavy winter kill. Europe and China are also reducing production. In 2016-17, China has produced only about six million tonnes, no longer the 12 million tonnes or more that it used to. World production of rapeseed and canola is thus seen declining in 2016-17

for the fourth consecutive year. Farmers in Canada and Australia are benefitting and are expanding canola production and exports.

BIODIESEL

The European Union is considering a new biodiesel policy to stop using first-generation feedstock (like rapeseed oil, palm oil and soya oil) beyond 2020. It is proposed to allow only used recycled fats (say from food fryers) or other second- or third-generation feedstock. If passed, this policy would eliminate about 10 million tonnes of vegetable oil consumption in a short period of time, creating shockwaves across world vegetable oil markets.

The resulting bearish price trend in Europe would spill over to the world market and would have the greatest effect on marginal producers, particularly those in China and India, who can barely cover production costs at current prices. Farmers in Canada and other countries would be affected, too. Production would decline in the high-cost regions and increasingly shift to the most

productive regions, primarily to Southeast Asian palm oil and the South American soybean growing regions, thus threatening further acreage expansion in environmentally sensitive regions.

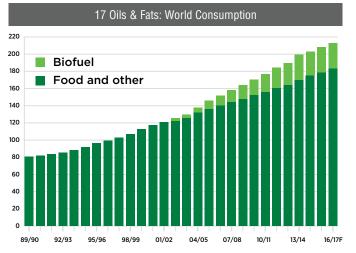
I think at the end of the day the E.U. will not implement such a policy. It may instead slightly reduce or just freeze biodiesel production from first-generation feedstock.

TRADE BETWEEN THE U.S. AND CHINA

What would happen if the U.S. government increased import taxes on Chinese consumer products and China retaliates by raising the import tax on U.S. soybeans? Will it reduce soybean production in the U.S. and reduce soybean trade? I don't think so. With domestic production insufficient, Chinese soybean import needs will continue to grow. Thus, implementation of an import tax on U.S. soybeans would just change trade flows. China would buy more from South America. In response, Europe and other Asian countries would buy more from the U.S.

At the end of the day, this would only make soybean imports more expensive for the Chinese, so I don't think they will raise import taxes. Either way, it probably won't affect Canadian canola much. But as China is becoming more and more dependent on oilseed imports, it may buy more canola from Canada and Australia anyway. Canada should improve logistics to be able to satisfy this increased foreign demand. **

— Thomas Mielke is the editor and executive director of ISTA Mielke GmbH (Oil World Publications) in Hamburg, Germany. The company website is www.oilworld.de. He presented this outlook at Ag Days in Brandon in January.



This graph shows total global vegetable oils and fats consumption (in million of tonnes), with the portion used for biodiesel highlighted in light green. Changes in policy could threaten consumption for biodiesel. Source for all graphs:

UPDATES



TRANSPORTATION BILL COMING SOON

To follow up on his article in the November 2016 Canola Digest, CCGA policy manager Steve Pratte said in January that a railway reform bill could be introduced in "spring 2017". As of January, the federal department of transportation was still consulting on technical details. "To get a legislative package through the house by end of sitting in June, it will likely need to be ready to go in early February to start the procedural process," Pratte says. "Based on Minister Marc Garneau's Transportation 2030 vision, the elements being discussed are going in the right direction." Pratte outlined what reforms are needed for the good of producers and the grains-export industry in his article "Fundamental transportation issues remain" in the November 2016 Canola Digest. Read that issue online at canoladigest.ca.

SIGN UP FOR CANOLA WATCH

Growers, agronomists and anyone else involved in canola production will like the season-long updates and decision-making help in Canola Watch. The email comes out each week during the growing season. Content is based on information gathered from across the Prairies by CCC agronomy specialists, provincial government extension staff and many others. Sign up for free, timely and science-based email at canolawatch.org. You can also subscribe to the Canola Watch podcast on iTunes or Google Play and follow @CanolaWatch on Twitter.



MILLER MOVES ON

Patti Miller, president of the Canola Council of Canada for almost five years, has taken on a new challenge as chief commissioner of the Canadian Grain Commission. The new job began mid-February. Canola Digest thanks Patti for her contributions to the magazine over her term with the CCC and wishes her all the best in her new job!

SU-TOLERANT CANOLA

Cibus sells its canola seed with resistance to sulfonylurea herbicide in the U.S. and, pending registration, could have a limited amount available in Canada in 2017. For U.S. growers of "SU Canola", Cibus has a new grower program that includes a partnership with Cargill to offer premium grain contracts. SU Canola is non-GMO, developed through Cibus's gene-editing technique mentioned in the "9 technologies that will change agriculture" feature in the January 2016 Canola Digest. Read that issue online at canoladigest.ca. Visit cibuscanola.com to learn more about SU Canola and the company.





TOP YIELD FOR CANOLA 100 AGRI-PRIZE IS 81.43 BU./AC.

Mike Nelson's 81.43 bu./ac. was the top yield in 2016 for Agri-Trend's Canola 100 Agri-Prize. The Wetaskiwin, Alta. farmer was the only one to crack the 80 bu./ac. plateau. The contest will continue for two more growing seasons, with the goal to see who can reach 100 bu./ac. first. Rob Saik, former Agri-Trend CEO, started the contest in response to the Canola Council of Canada's strategic plan to achieve a Canadian average yield of 52 bu./ac. by 2025. "Agri-Trend was already achieving 52 bu./ac. with a lot of our growers," Saik says, so he started Canola 100 Agri-Prize to motivate a new yield benchmark. To enter, growers pay \$100 to register a field. Then, if the field has potential, they pay another \$1,000 at harvest to have the yield verified. Canola 100 Agri-Prize was mentioned in the feature, "Unlocking canola's genetic potential for yield," in the January 2017 Canola Digest. Read that issue online at canoladigest.ca.

The customer has to be top of mind with each decision on the farm. Keep it Clean reminds canola farmers to continue to keep pesticide residues and blackleg management a priority in the growing season ahead.

KEEP IT CLEAN

Season ahead.

he "Keep it Clean" program emphasizes important on-farm decisions to produce export quality products that meet market requirements. It outlines particular risk areas and potential trade barriers that can stem from these decisions.

"Unacceptable pesticide residues and blackleg management remain a focus for 2017," says Brian Innes, Canola Council of Canada (CCC) vice president of government relations. The CCC, as part of its market access efforts, pays close attention to products and pests that may become issues and informs growers of best practices to mitigate potential risks through Keep it Clean.

ACCEPTABLE PESTICIDES

"The first tip in our Keep it Clean program is to use acceptable pesticides only," says Innes. This means only applying pesticides that are registered for use on canola in Canada and won't cause trade concerns.

"A product may be registered in Canada, but if an important buyer has a potential concern this can create a market risk," says Innes. "It's important to talk to your grain buyer to ensure that the pesticides you're using are acceptable."

Pesticides on the canola "do not use" list are Accord, Clever and Masterline Quinclorac (active ingredient quinclorac), Venture L and Fusion (active ingredient fluazifop-p-butyl) and Ronilan (active ingredient vinclozolin). Also, growers will want to consult their grain buyer before using Quash (active ingredient metconazole).

Using pesticides correctly is also critical. This includes following labels for rates and

timing, especially pre-harvest intervals. Growers can check out provincial Guides to Crop Protection and visit spraytoswath.ca for more info.

Meeting export standards on delivered grain is a concern for all crops exported from Western Canada. Canola growers may have noticed that Cereals Canada, Pulse Canada and the Canola Council are working together to bring information to growers in a simple and coordinated way. For details, see www.keepingitclean.ca.

Export customers are becoming increasingly sensitive to unacceptable residues. Recent news that EU importers are no longer buying flax from the Black Sea region because of unacceptable residues is a reminder of the consequences of not meeting customer requirements. In this case, the pesticide is not used on flax in Canada. The Canola Council monitors pesticide use and customer requirements to ensure that our canola exports continue to meet the requirements of our major markets.

BLACKLEG

Vigilance with regard to blackleg management sends a valuable and respectful message to China, a top-two market for Canadian canola.

China is concerned that blackleg residue on Canadian canola imports could bring the blackleg pathogen *Leptosphaeria maculans* into their canola growing regions, and had announced plans in 2016 to impose a severe dockage limit on canola seed imports. The agreement signed in September guarantees that we can continue to export canola to China under the same terms that were in

place before this dispute began. But that agreement expires in 2020.

In the meantime, the CCC is continuing to work toward a long-term solution of stable trade and science-based policies supported by research to deepen understanding of blackleg in both countries.

For the growing season ahead, canola growers can help by following these Keep it Clean steps to help control blackleg:

- Plant only canola varieties rated
 R (resistant) or MR (moderately
 resistant). Rotate varieties to bring a
 mix of blackleg resistance genes to the
 field over time.
- Plant certified treated seed.
- Scout canola fields regularly for blackleg symptoms and prevalence to help determine the effectiveness of your blackleg management plan.
- Maintain a break between canola crops to allow time for crop residue to decompose. If blackleg becomes established, a minimum break of two to three years is recommended.
- Consider applying a fungicide if you identify the disease early in the season.
- Control volunteer canola and other Brassica weeds (stinkweed, shepherd's purse, wild mustard, flixweed) to prevent blackleg build up during noncanola years.



For more on Keep It Clean, please visit the website at **keepingitclean.ca**



FIVE SIMPLE TIPS TO

GET YOUR CANOLA READY FOR EXPORT











Learn more at www.keepingitclean.ca/canola





Sclerotinia management

For this new series, Canola Council of Canada agronomy specialists take a particular agronomy challenge and provide solutions, with consideration for risks and costs. In this case, **Keith Gabert** looks at management of sclerotinia stem rot in light of high infestation levels seen in many Prairie fields in 2016.

1. THE CHALLENGE

Sclerotinia stem rot remains the most widespread and consistent - yet unpredictable - yield robber of canola on the Prairies. With hundreds of suitable hosts (most broadleaf plants), sclerotinia finds its way into almost any area. Sclerotinia is particularly effective in canola due to the abundance of dropped flower petals that satisfy the fungus's need for dying plant tissue as a quick and easy first energy source.

2. THE RISKS

Canola provides a near-perfect host for sclerotinia stem rot. Frequency of canola (or other broadleaf crop and weeds) in rotation and a sclerotium's lifespan of several years in the soil means that the "seed" for this disease is almost always waiting and ready to germinate and release spores. With the right weather conditions prior to and during flowering, apothecia can release millions of ascospores within a canola field or in nearby fields and start the disease cycle with a vengeance. Dropped canola petals with a bit of moisture provide for disease development - if spores are present.

Drought and a number of management strategies could decrease a canola crop's susceptibility to sclerotinia. These strategies include low seeding rate, minimal use of nitrogen and wider row spacings that discourage crop canopy closure and allow air circulation to dry the canopy - essentially anything that would lead to a thin, low-yielding crop. In contrast, a crop that is well fertilized and has a thick canopy to effectively capture sunlight and cover the ground - essentially any field with high yield potential - is at higher risk for sclerotinia stem rot infection.

3. THE SOLUTION

Since targeting a thin low-yielding crop isn't really a preferred strategy, fungicides remain a common and important management tool for sclerotinia stem rot. But whether to apply and when to apply a fungicide is often an educated guess based on previous moisture conditions. The "wet pants" test - scouting your field to see if the crop canopy has free moisture - remains the only reliable technique to check for leaf wetness. This combined with finding apothecia or assuming moisture conditions mean they'll be there (apothecia are difficult to find) is enough to justify the investment in fungicide. Application timing is recommended to occur between 20 and 50 per cent flower - before significant petal drop.

Sclerotinia-tolerant varieties have been on the market for a number of years, and can help reduce sclerotinia infection. Under high pressure, sclerotinia-tolerant varieties will also benefit from Fill out the checklist for each field shortly after first flower. Circle points associated with a field's particular risk for each category. Add them up. A score of 30 to 35 would be the point at which growers may want to consider an application. The higher the risk score, the higher the probability of a positive economic return from a fungicide application.

Sclerotinia Stem Rot Checklist

(For each risk factor, circle the risk points that apply to your field).

that apply to your held).		
RISK FACTOR	POSSIBLE ANSWERS	RISK POINTS
Number of years since last canola crop	More than six years	0
	Three to six years	5
	One to two years	10
Disease incidence in last host crop	None	0
	Low (1 to 10%)	5
	Moderate (11 to 30%)	10
	High (31 to 100%)	15
Crop density	Low	0
	Normal	5
	High	10
Rain in the last two weeks	Less than 10 mm (0.4")	0
	10 to 30 mm (0.4 - 1.2")	5
	More than 30 mm (1.2"+)	10
Weather forecast	High pressure	0
	Variable pressure	10
	Low pressure	15
Regional risk for apothecia development	None found	0
	Low numbers	10
	High numbers	15
Total risk points for a		

a fungicide application. Using this trait moves some of the decision making for managing sclerotinia back to the time of seed purchase.

4. IMPROVEMENTS ON THE "WET PANTS" SCOUTING METHOD

Using the Sclerotinia Checklist allows the producer to assign risk from factors like:

- Number of years since last canola crop
- Severity of sclerotinia stem rot in last host crop
- · Crop density
- Amount of rain in the last two weeks
- Weather forecast
- Regional risk of apothecia development

The wet pants test tends to work because it's measuring moisture - the key driver for sclerotinia. Moisture prompts sclerotia to germinate and produce apothecia that produce spores, then drives disease establishment on canola plants. A DNA petal test for the presence of spores has become available commercially, but remains a relatively new tool for growers. Spore sensors that might actually text you when a specific field reaches a threshold number are currently being researched and will see some field validation in 2017.

5. COSTS AND ROI

The return on investment (ROI) for a sclerotinia fungicide application is as difficult to predict as the weather. Growers who experienced significant yield loss in the past from sclerotinia stem rot are comfortable applying a fungicide between 20 to 50 per cent flower as a preventative or insurance application. When averaged over a number of years, ROI should be positive as a well-timed fungicide application should prevent disease development during that critical early flowering period.

While a fungicide application in low-pressure years might not save more than the two or so bu./ac. required to break even, in higher-pressure years where significant disease reduction results as expected, the fungicide application really pays well. Leaving a well-placed check strip or two is really the only way to learn over time how well you are managing this disease. With high pressure from sclerotinia stem rot, as experienced in 2016, two applications of fungicide would likely have provided a profitable return - but that's easier to predict in hindsight. 😕

 Keith Gabert is the Canola Council of Canada agronomy specialist for Central Alberta South.



This petalshaped lesion shows how rotting petals provide the avenue for sclerotinia stem rot infection.



The history of canola



he Canola Council of Canada celebrates 50 years since the formation of the first industry association. Here are some highlights from the history of rapeseed and canola production in Canada. Explore more at CanolaHistory.ca

1936

Polish immigrants grow rapeseed in Canada for the first time.

After emigrating from Poland, the Solvoniuk family starts growing a *Brassica* rapa rapeseed in the garden of their Shellbrook, Saskatchewan home.

1958

New discoveries accelerate breeders' progress.

Two innovations greatly accelerate the progress of plant breeders. The first is a gas-liquid chromatography (GLC) technique that makes it possible to analyse the oil in a single seed. The second is a new half-seed technique that allows scientists to grow plants from a seed after the oil composition has been analyzed.

1967

Rapeseed Association of Canada is established.

This forerunner of the Canola Council of Canada is the first industry association in the country to encompass all links of the value chain.

1978

Canola officially gets its name.

The term "canola" is trademarked for double-low varieties (those with low erucic acid and low glucosinolate levels).

1985

GRAS status opens the door to the U.S. market.

Nutritional and functional research on canola oil leads to Generally Recognized As Safe (GRAS) status in the U.S., opening the door to one of the world's biggest markets.

1995

First GM canola varieties are registered.

The first transgenic herbicide-tolerant varieties — Quest, Innovator and Independence — enter the marketplace.

2007

Canola earns a USDA qualified health claim.

Canola's healthy attributes receive an important validation when a qualified health claim is authorized by the United States Department of Agriculture.

2013

Production reaches 18 MMT.

The industry surpasses its target of 15 million metric tonnes three years ahead of schedule, leading to our current goal of 26 MMT by 2025.



First Prairie crushing facility opens. 1945 The number of acres devoted to rapeseed grows, prompting construction of the Prairie Vegetable Oils crushing facility in Moose Jaw, Saskatchewan. Scientists identify the low-erucic acid trait and 1960 begin transferring to B. napus. Cooperation between Baldur Stefansson and Keith Downey leads to the development of the first low-erucic B. napus variety Oro, introduced in 1968. First "double-low" variety is registered. 1974 Tower, the first rapeseed with zero erucic acid and low glucosinolates, is registered. The plant we know today as "canola" has arrived. 1980 The Canola Council of Canada arrives. The Rapeseed Association of Canada becomes the Canola Council of Canada (CCC) to acknowledge the development and acceptance of canola varieties. Canola options traded. 1991 The world's first options trading market opens, creating the major price discovery mechanism for worldwide canola trade. First high-oleic, high stability canola introduced. 2004 With long shelf life and abundant omega-9 fatty acids, these varieties provide new marketing opportunities. 2010 Industry and government embark on market access partnership. The industry launches the Canola Market Access Plan (CMAP) to avoid trade disruptions in important export markets. Yields reach a record high. 2016 Despite disease and moisture challenges and a very difficult harvest, Canadian growers achieve an average canola yield of 42.3 bu/ac, moving us closer to our goal of 52 bu/ac by 2025.

FARMER PANEL



Grower-run boards promote commodities, invest in research, influence policy and provide information to improve farm management. Growers benefit from these boards, but these boards need directors and leaders. These five growers attended canola leadership conferences. What did they learn?

BY JAY WHETTER



LEE AND JENAYA CROSSON WELWYN, SASK.

ee and Jenaya Crosson are a young farming couple who, along with Lee's brother, are slowly taking over the Crosson family farm. Succession planning is in full swing,

which was one topic that attracted them to SaskCanola's two-day leadership conference in 2016.

"One thing I learned at the conference is to ask what family and staff in the operation like to do," Jenaya says. Rather than focus on what has to be done and what people are currently doing, find out if certain people prefer field work, livestock, agronomy, marketing or maintenance, for example. Then give them responsibilities in those areas. "Everyone gives and takes a little, but this can help get things started on the right foot."

Lee liked the advice on getting involved in committees and boards earlier in a farming career. "By being involved, you get outside perspective to see what others are doing," he says.

"Being involved is time consuming, and I had the impression it was something you did when you're my dad's age. At that age, your experiences can be a help to the industry, but by waiting that long, you probably miss out on the benefits this knowledge brings to vourself."

-Lee Crosson

"Being involved is time consuming, and I had the impression it was something you did when you're my dad's age. At that age, your experiences can be a help to the industry," Lee says, "but by waiting that long, you probably miss out on the benefits this knowledge brings to yourself."

Lee and Jenaya haven't joined any boards yet, but they probably will sooner rather than later. When the writer interviewed them in early January for this article, they were on their way to Saskatchewan Young Ag-Entrepreneurs Conference in Saskatoon.



BROOKS WHITE PIERSON, MAN.

rooks White runs Borderland Agriculture, a bison ranch and grain farm, with his wife Jen and his father. He's also involved in three offfarm boards: Manitoba Bison Associ-

ation, Westman Agricultural Diversification Organization and Northern Prairies Ag Innovation Alliance (formerly Manitoba North Dakota Zero Till Farmers Association).



"The great thing about my position is that my grandpa. dad and uncle have always been open to trying new ideas and using new technology. This is important because doing what everyone else does or sticking with what we've done in the past personally doesn't engage me."

-Cale Staden

He's currently a director on these boards, "but I see the day coming when I represent these organizations with leadership roles." Which is why he accepted the invite to attend Manitoba Canola Growers Association's leadership conference.

The agenda touched on organizational governance, which he feels could be enhanced in some of the boards he's involved with.

He was also "taken out of his comfort zone" by having to make a pitch to a journalist with a hot topic that was important to him and that he felt needed some exposure. "My pitch for this was regarding promoting a website to collect donations for a project educating the importance of farm safety."

In one session, conference attendees had to think about where they wanted to be in 20 years. From that end goal, White had to "backcast" every step along the way, creating a timeline of steps to get to that end goal. "We used that exercise to provide direction to the farm and to complete a proper business plan that we can use to try growing our business," he says.

White did a similar exercise with Canadian Total Excellence in Agricultural Management (CTEAM), a farm management course. The course offers a balance of financial management along with succession and human resources training. "Through this program, I have also seen a lot of value from the networking with 20 other farmers from across Canada who are involved in many different aspects of agriculture."

Growing his network has been a big side benefit from the leadership conference and CTEAM. "After networking with other like-minded farmers, I leave energized and with new ideas to try."



CALE STADEN VERMILION, ALTA.

ale Staden, brand new director of Alberta Canola, is also in a community of young like-minded farmers who attended Alberta Canola's Leaders Conference. "We stay en-

gaged with each other through a Facebook group where we can ask each other about farm business," he says. "It helps that many of us are going through the same challenges."

Staden came back to the family farm two years ago after a stint in the corporate world. He and his family run a mixed farm with cattle, bison and grains. "The great thing about my position is that my grandpa, dad and uncle have always been open to trying new ideas and using new technology," he says. "This is important because doing what everyone else does or sticking with what we've done in the past personally doesn't engage me."

For this reason, he really liked Bob Treadway's message at the conference. "Anyone who has sat across the table from Warren Buffet has my attention," Staden says of Treadway, a futurist and strategy advisor.

Treadway encouraged young leaders to plan for the future and be proactive instead of reactionary. He told about Oscar Koch, brigadier general in the U.S. Army, who worked with General George Patton during WWII. Koch noticed the Germans stockpiling equipment and men in one particular location but thought it may have been a ploy to bait the Allies into focusing on the wrong flank. He advised Patton to consider other possibilities. Patton took the advice and devised a contingency plan and was ready when the Germans attacked.

Staden compared that to Walter Gretzky's now-famous advice to his son Wayne: "Skate to where the puck is going, not where it has been."

Staden tries to be proactive on his farm when deciding which types of canola to grow (they have been growing specialty oils) and how to choose crops that build upon the livestock side of the business. "Wheat prices aren't that hot, so what should we do? We could put more acres into hayland for a few years, providing feed for the animals and a nice yield bounce for annual crops that follow."

Through Facebook and other means, Staden wants to keep the contacts and the momentum of the Leaders Conference. "I don't want it to end here. We should have a young farmers group, maybe even take it national."





SPENCER MAXWELL NIPAWIN, SASK.

pencer Maxwell, who lives in Nipawin and farms with his dad north of Carrot River, just started making the decisions on his own fields. As for joining a board, "I have

been nervous to stick my neck out and be more involved without having a lot of farming and boardroom experience," he says. But at SaskCanola's leadership conference, former SaskCanola director Stan Jeeves inspired him, saying: "When you believe in your own opinions and are ready for them to be heard, then you're ready to get involved."

As Jeeves and others added, the best way to get experience is to get involved.

One message that came through for Maxwell was the importance of asking questions. Presenter Vern Bachiu said good board chairs lead by asking questions rather than trying to provide all the answers. Questions broaden the discussion, get more people engaged, bring out more ideas and help the whole board understand more.

"I learned to ask questions all the time, whether around the farm, in business or on a board," Maxwell says.

Presenter Rachelle Brockman got attendees to talk among themselves, and ask different questions to learn more about each other. Maxwell remembers one of her suggestions: While networking, instead of asking the common "What do you do?" ask "Why do you do what you do?"

This question might also inspire people to learn more about themselves. "To be a good leader you have to know yourself," Maxwell says. "A good leader is inner-reflecting and self aware, and part of getting to that point is to ask yourself questions you wouldn't normally think about."

One question she had was: "What is your biggest fear?" Maxwell's is that his dad would suddenly pass away. "I have a lot to learn from him yet."

Brockman also reminded attendees that perfection isn't possible. "She told us to embrace our flaws," Maxwell says. "She called herself 'flawesome'."

"A good leader is inner-reflecting and self aware. and part of aettina to that point is to ask yourself auestions you wouldn't normally think about."

-Spencer Maxwell

The Badrys -Matt, Maria, Ingrid and Dylan



INGRID BADRY HEISLER, ALTA.

ngrid Badry was inspired by Bob Treadway after hearing him at Alberta Canola's

Leaders Conference.

Treadway encouraged his audience to set what seem like unreachable goals and then use "back-casting" to map out a way to achieve them. He compared it to NASA putting a man on the moon. Instead of listening to those who said it was impossible, the space administration set the "unreachable" goal and then worked back through all the steps that would be needed to reach it.

One way the Badrys could use this technique is for yard planning. The Badrys have a vision for their yard, but when seen as one big task it is too daunting to begin. They plan to set a 10-year goal and then work backwards to determine steps for year eight, year six, and so on. This year, as step one, the Badrys moved a few bins to accommodate the increasing size of equipment. "Once you have your goal, you can come up with the second-last step and the third-last step," she says. "But the first step is often the hardest to figure out."

She says back-casting can also help solve bigger issues such as sustainability and soil health that are buzzing around the ag community. The worry for farmers, she says, is how to make big changes without sacrificing income. "We're so used to farming the way we know how," she says. "Back-casting will be a useful tool to improving the way we farm."

The idea that we can set goals to address major challenges is "a positive powerful attitude," she says. 🔀

Jay Whetter is the editor of Canola Digest.



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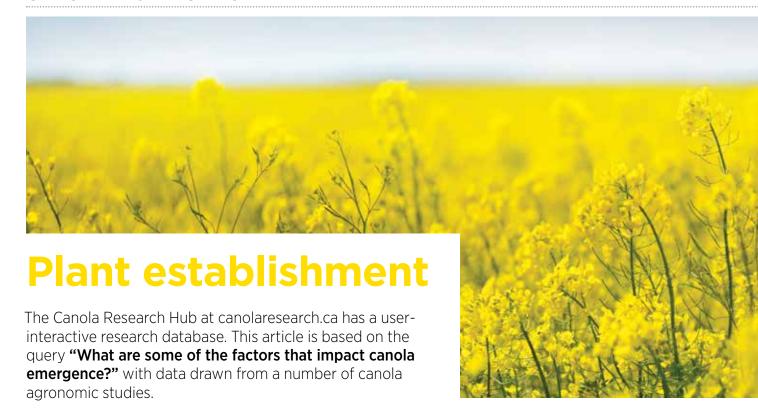
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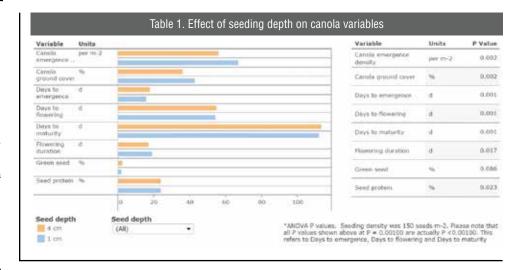
BY BARBARA CHABIH

anola's yield potential is typically reduced when plant population drops below five per square foot. Aiming for a stand of at least seven healthy, surviving plants per square foot allows for some plant mortality due to post-seeding stresses while maintaining yield potential. Rapid emergence of a dense, uniform stand produces a crop that will compete better with weeds, yield higher, and mature earlier and more evenly.

Recent findings confirm previous studies which indicate that canola emergence is highly variable, often in the range of 50 to 70 per cent. Seeding depth, seeding speed and uniform planting are among the factors affecting the rate of seed survival.

SEEDING DEPTH

Canola emergence and seedling survival tend to be higher and more uniform with shallow seeding depths. Canola seed sown 1/2" to 1" deep into a firm, moist, warm seedbed germinates rapidly with a high emergence percentage.



Neil Harker, research scientist with Agriculture and Agri-Food Canada (AAFC), led a three-year project to study factors affecting canola emergence and quality, including seed type, seeding speed and seeding depth. In this study, the researchers found that emergence density was greater for canola seeded at a depth of one centimetre (about 1/2") compared to four centimetres (1-1/2"), with the differences between depths becoming significant with ample moisture.

Shallower seeding also comparatively decreased days to emergence, increased canola ground cover, decreased days to flowering and days to maturity, and tended to decrease green seed levels. (See Table 1.)

The higher stand densities that result from shallower seeding depth also create more competitive crop canopies, which can reduce the need for additional herbicide applications, reduce herbicide input costs and reduce selection pressure for herbicide resistance. Relatively high canola stand densities can also improve the ability of canola to successfully tolerate and accommodate biotic and abiotic stress.



STAND DENSITY AND YIELD

Another AAFC study, "Improving Canola Establishment and Uniformity Across Various Soil-Climatic Zones of Western Canada", led by research scientist Yantai Gan, found that uniform and dense plant stands are also important in terms of resulting seed yield.

This experiment compared uniform and non-uniform plant establishment for stands of 100, 80, 60, 40 and 20 plants per square meter (roughly 10, 8, 6, 4 and 2 plants per square foot). Plants were hand-thinned at the threeleaf stage to create uniform and non-uniform stands.

Overall, uniform planting produced 14 per cent greater seed yield than non-uniform planting at low- to average-yielding sites when plant density was at or below 80 plants per square meter. At high yielding sites, uniform and non-uniform plantings resulted in similar seed yield - as long as plant density was greater than 60 plants per square meter. (See Figure 1.)

Canola yield increases as plant population increases, according to Gan's study. As plant population went from 20 plants per square meter up to 100 per square meter, yield also increased at all site years.

SEEDING SPEED

Increasing seeding speed will reduce the precision of canola seed placement and thereby reduce the percentage of canola seeds that emerge - no matter which opener type you use - according to a two-year study led by AAFC research scientist Bob Blackshaw.

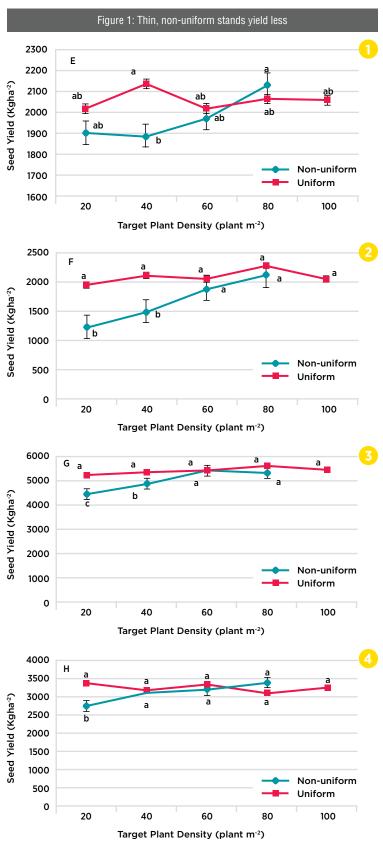
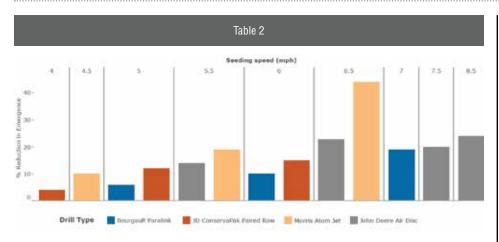


Figure 1. Seed yield of canola grown under uniform versus non-uniform planting configuration in Western Canada. Average-yielding sites: (1) Carman 2011, (2) Indian Head 2011; High-yielding sites: (3) Lacombe 2011, (4) Lacombe 2012. Points with the same letter are statistically similar.



Canola emergence response to increasing seeding speeds when using field-scale equipment. This graph is based on Saskatchewan results. Using the customizable tool at the Research Hub site, users can click "AB" under province to get Alberta results.

The objective of "Management Practices for Optimum Canola Emergence" was to see how opener systems influenced canola seed emergence and how speed influenced seed placement. The study compared six different openers in small-plot replicated trials across different soil types in Western Canada. Additionally, a field-scale study using farmers' seeding equipment examined the effect of various seeding speeds on canola emergence.

Across all opener types, an increase in seeding speed from four to six mph in the small-plot study resulted in

reduced canola emergence in 20 per cent of comparisons in the first year and 33 per cent of comparisons the following year. The results showed little difference in performance between the six openers with all openers usually performing well.

The field-scale study observed seeding tools and emergence results at farms across the Prairies. These trials also indicated a general trend of reduced plant stands with higher seeding speeds. In several cases in Alberta, canola stand was reduced by greater than 20 per cent at higher

speeds with expected reductions in yield and quality.

In Saskatchewan, canola emergence over all first-year sites ranged from a low of 23 per cent to a high of 68 per cent, indicating how variable canola emergence can be at the farm level. (See Table 2.)

More details on these findings, and an expanding library of many more, can be found at the Canola Research Hub online at canolaresearch.ca. ∺

— Barbara Chabih is communications program coordinator with the Canola Council of Canada. She manages the Canola Research Hub.





Inside the Canola Research Hub

Looking for canola research and best practices in canola production? Find it at the Canola Research Hub - canolaresearch.ca

- Navigate a library of research summaries
- View and filter research data
- Watch video interviews and clips
- Access published resources
- Download multimedia materials
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The Canola Research Hub has been made possible by the canola industry's investment in agronomic research through the CCC and grower check-off dollars administered by their provincial organizations. It is supported by a \$15 million Agriculture and Agri-Food Canada canola research cluster investment under Growing Forward 2 (GF2).

The Hub's library currently houses over 100 reports from programs including AAFC's Growing Forward (GF), the Canola Agronomic Research Program (CARP), studies funded by the provincial grower groups and the Ultimate Canola Challenge (UCC). This database and the site's functionality will continue to expand with the latest in canola agronomic research as findings become available.



For more information on navigating the Hub,

view a guided-tour tutorial available from the landing page.

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Ultimate Canola Challenge trials in 2016 tested a 25 per cent increase in nitrogen rates, but with only six successful sites, nitrogen trials will repeat in 2017.

UCC TO CONTINUE **NITROGEN** TRIALS

BY RICHARD KAMCHEN



"Unfortunately, we only had six successful sites," says Nicole Philp, Canola Council of Canada (CCC) agronomy specialist and coordinator of the Ultimate Canola Challenge (UCC) program. "We had 14 planted at the beginning of the year, but many sites were unable to be harvested due to crop conditions."

UCC trials intended to identify optimal nitrogen rates for canola in Western Canada. CCC has a goal of farmers reaching an average yield of 52 bushels per acre by 2025, and the trial objective was to discover if producers were applying enough fertility to reach that average.

Trial plots were to have a 25 per cent increase in nitrogen above a farmer's base rate. A wide range of nitrogen rates were applied.

"It was about seeing how just increasing the nitrogen rate would affect people's yields and profitability," says Philp. "I went into it thinking that we'd have people applying 70 pounds of nitrogen - and we did - but we also had people applying a base rate of 200 pounds per acre."

Only three out of the six successful sites had a statistically significant yield response to the increased nitrogen, she adds. One of the three



sites had a base rate of 90 pounds per acre, and the other two 142 and 200 pounds per acre, respectively.

While the other sites may have shown yield differences, they weren't statistically significant, meaning the changes might have reflected inherent variability in the field or other site factors.

"Overall, when we look at all sites combined, we did see a statistically significant yield response," Philp says, but adds there were too few successful sites to reach a definitive conclusion. "We're a lot more confident in making recommendations when we have multiple sites in multiple years."

Jordan Sawchuk, who farms near Mountain Road, Man., grew strips on a field with different nitrogen rates and his was one of the three sites that demonstrated a statistically significant yield response to higher nitrogen rates.

He says he already pushes his crop production and is fairly aggressive with crop management. Although more nitrogen did produce some gains, phosphate proved to be a limiting factor.

"We're pushing the 60-plus bushel an acre range on canola," Sawchuk says of his annual canola yield goal. "To get higher on the field we were on, I think we ran into a wall on phosphorous. We did see an increase in bushels, but to get to 70-, 80-bushel canola,



Jordan Sawchuk ran a UCC nitrogen trial on his farm in 2016. He saw a statistically significant increase in yield from the higher nitrogen rate, but to really push yields economically, he says it will require attention to other nutrients as well, including phosphorus.

"We're a lot more confident in making recommendations when we have multiple sites in multiple years."

-Nicole Philp

we've got to pay attention to some other nutrients, not just nitrogen."

There's probably a formula to increase yield on every field, but it'll vary on every piece of land, he adds.

The Ultimate Canola Challenge program was developed to encourage canola growers to push for higher yields and profitability by testing products and techniques for themselves, on their own farms, says Philp. By having access to protocols and data collection sheets, canola growers can put almost anything to the test on their farm to determine if there's a financial benefit.

"The added benefit of participating in a coordinated trial effort such as the nitrogen trials is we can apply stats to each individual site, as well as the sites overall, to see if the yield difference actually comes from product performance differences," Philp says.

UCC will repeat the nitrogen objective in 2017. To sign up, farmers can email Philp at philpn@canolacouncil.org or call 306-551-4597.

— Richard Kamchen is an agricultural freelance writer based in Winnipeg.



For more on the program and its on-farm testing protocols, visit canolacouncil.org/links/ucc





The Canola Performance Trials website provides third-party variety comparison data from small and large plots, with useful tools to customize searches, compare varieties head to head and look beyond yield results.

CPT: AN EXCELLENT TOOL FOR THE GROWER TOOLBOX

BY TARYN DICKSON

rowers are often very independent people. They run their own businesses and make many important decisions along the way using the best resources they have. Their success also depends on the outcome of a combination of the factors they can control (management and marketing strategies, for examples) and the factors they can't control (weather, prices, topography, daylight hours). So when growers have to make a big decision, like selecting a variety to grow, they want reliable data available to them. One of these reliable sources can be the Canola Performance Trials (CPTs).

A recent survey on CPTs found that 90 per cent of farmers agreed that performance data is very important (52 per cent) or somewhat important (38 per cent) in making their variety purchase decision. As well, 90 per cent of respondents stated that having data come from an independent third party is very (59 per cent) or somewhat (31 per cent) important. While many survey respondents also stated that past experience is one of the top contributors to their decision making, farmers can test only a limited number of varieties on their own farms.

"The impartial comparison of each variety by an independent third party is a very valuable part of the CPT program," says John Guelly, Region 5 Director with Alberta Canola and agronomic research chair candidate "Plus it allows all the seed companies to see how their varieties measure up (against each other) and where they sit."

So it's no surprise that the concept for independent trials like the CPTs has always been heavily supported by the grower groups. Prior to 2003, canola variety testing was coordinated by provincial governments and put into the provincial seed guides. However budget cutbacks from the government pushed industry to fill the gap – and it did with a cost-recovery model based on Western Canada Canola/Rapeseed Recommending Committee (WCC/RRC) public co-op trials.

Grower-funded trials started with the Prairie Canola Variety Trials (PVCTs), which morphed into the CPTs after a gap year in 2010. They provided small-plot canola variety data to the Manitoba, Saskatchewan and Alberta provincial seed guides for distribution to growers and industry (the small-plot data has also been featured in an annual insert in the Western Producer for the past few years). Since then, the program has continually evolved, adding a website with an interactive database, producing online and printed annual CPT booklet summaries, among other improvements.



"Alberta Canola continues to support this program because it provides one place to go and get good quality seed information," Guelly noted. "It is an effective use of grower dollars."

The three Western Canadian canola grower groups also put a significant portion of their dollars toward agronomic research, which shows the importance growers put on scientific experimentation, quality data and constant improvement. Just as growers continue to find new solutions to production challenges and incorporate more technologies into their operations, the CPT program aims to continually provide high-quality data to growers while constantly working on improvements to the user's experience. For instance, last year a head-to-head comparison tool was added to the online database which

"I like to start a bit more general, checking results in my season zone, and then looking into the results in my province and finally my region, weighing out the results at each level."

-John Guelly

can either compare all data points for any two varieties or compare two varieties grown at the same site in the same growing season.

In 2017, the CPT program is looking into doing more data analysis and presenting it to growers in a format that is more useful to them. The program is also investigating both the addition of fertility data to the available smallplot site information and the inclusion of straight-cut trials for some varieties.

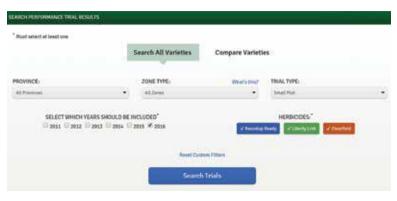
Guelly was really interested in seeing the fertility packages that sites used to reach specific yield targets. "Farmers often wonder what their neighbour or other people across Western Canada are doing to produce the yields they are reporting. As well as curiosity and for the farmers with lots of questions, this info would be especially good for the new farmers out there," he says.

The website (canolaperformancetrials.ca) can be an excellent tool, but it may take a bit of playing around to figure which options are most beneficial to you.

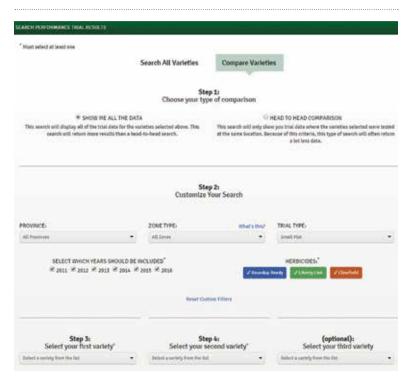
"I like to start a bit more general, checking results in my season zone, and then looking into the results in my province and finally my region, weighing out the results at each level," Guelly says. "Yield is always important, but I like checking days to maturity too. And for my area, it's very important to know if the variety has both clubroot and blackleg resistance."

In addition to the searchable online database, which provides graphs, a comprehensive data table and a responsive map (showing all the site locations used in the chosen query), the CPT website also provides the small-plot and field-scale protocols used and offers PDF versions of CPT booklets from 2011 to 2016. 2016.

-Taryn Dickson is resource manager for the Canola Council of Canada's Crop Production and Innovation team.



Exploring at canolaperformancetrials.ca, you will find "Search all varieties" with varying filter options available through selecting/deselecting and drop-down menus.



By choosing "Compare varieties", you can compare all data points for any two varieties or compare two varieties grown at the same site in the same growing season. Select or deselect options and use drop-down menus to customize the search.





similarities

Canola production in Australia is a lot like Canada's in many ways, but Dan Orchard was inspired by some distinct differences.



was lucky enough to attend a Brassica conference in Melbourne, Australia recently, and although the scenery and location was a huge draw, the agronomic information and sharing was one of a kind. I managed to fall into the hands of one of the most respected and knowledgeable agronomists I've ever met, and he found the time to take me and my friend and co-worker Nicole Philp on a 12-hour tour around some of Australia's biggest canola-producing areas. We learned more than imaginable in that one

Above: Dan Orchard (looking at the camera) joined a group of Australian agronomists on a crop tour. Orchard was fascinated by their ability to identify specific varieties by their characteristics.

day. I'll share some of the 'cool' findings.

One fascinating aspect of canola production in Australia was the grazing component. I also experienced this in Kansas and Oklahoma, but it seems to be more common in Australia. Some farmers actually send sheep and cattle into canola fields to graze in the spring, then it regrows and very little yield if any is compromised. Canola is typically in the rosette stage when grazed and is literally eaten down to the ground.

This reminded me of our unfortunate and unwanted 'grazing' event Western

Canadian canola growers often experience - we call it HAIL! We've all heard the stories about a grower getting a massive hailstorm when canola is ready to bolt, then the canola regrows and the grower harvests a near normal crop. Perhaps there is an opportunity here in Canada to harvest canola vegetation early, and harvest seed later!? OK, maybe Australia's 200 or more days of growing has an advantage over our 100 or so days.

VISUAL DISTINCTION OF VARIETIES

Something else intriguing was the ability of some very keen agronomists to identify varieties by looking at them closely in the field. Plant height, distance between pods on the main stem, pod size and even where the pods tend to abort are all features they can use to identify specific varieties. It was hard to believe the accuracy and attention to detail with some of these agronomists. This has me wondering if we mistakenly blame environment, insects, fertility and other things which could cause pod abortion or small pods or other things when there's actually nothing but genetics at play?

Finally, I developed a fond interest in the Australian findings that special canola varieties are able to penetrate soil up to two metres deep AND breakup hardpan, giving relief from compaction and eliminating the need for a tillage operation to do this. I believe some of our varieties are already doing this without it being our intent, and has made me wonder if our varieties differ

in their ability to break up the soil. We may have another project for breeders to explore – a massive root which can break through anything.

My experiences in Australia won't soon be forgotten. The amazing landscapes, the massive buildings, the street parties and the stories about snakes and spiders. But most of all, meeting other agronomists and farmers from across the world with the same passion and dedication to produce food safely for our growing world was irreplaceable. That's agriculture! 💢

— Dan Orchard is the Canola Council of Canada agronomy specialist for the central Alberta north region.



Australian canola can experience aerial infection of blackleg, which are infections on upper stems and reproductive parts of the plant contributing to vield loss.



Justine Cornelsen, foreground, tours blackleg trials. Many staff have to wear a bug net because flies attack the face and go directly for the eyes. "For some reason, the flies didn't like me but really harassed the guys I was with," she says.

Blackleg in Australia

BY JUSTINE CORNELSEN

WHERE BETTER TO LEARN ABOUT BLACKLEG IN CANOLA THAN WHERE IT IS THE MOST SEVERE - in the Land Down Under. Australia. Blackleg is the most common and serious disease of canola in Australia. In Canada, blackleg falls behind sclerotinia most years and is trumped by the concern of clubroot.

Although canola is grown in different conditions in Australia compared to Canada, Australian farmers face the same main fungus of blackleg: Leptosphaeria maculans. China, for example, is infected by the fungus *Leptosphaeria biglobosa*. One main reason symptoms are worse in Australia is the use of winter canola varieties. This gives the pathogen a longer period to infect the plant, creating further damage and heavier spore load on the stubble. Australia also experiences aerial infections of blackleg, which are infections on upper stems and reproductive parts of the plant contributing to yield loss. This is not typically seen in Canada.

Management of the disease is very similar in Australia, with recommendations to use resistant varieties, extended crop rotation and fungicides. In Australia, the Grains Research & Development Corporation (GDRC) has an extensive network of variety trials and blackleg nurseries around the country. Results are posted in the yearly Blackleg Management Guide, which groups commercially available varieties by their major gene for blackleg resistance.

By using information from the guide, producers can rotate between different resistance groups to battle the disease and minimize the chance of resistance breakdown. In addition to the resistance groups, the guide is a full package deal that helps to calculate blackleg risk on a farm and in a crop and outlines best management practices for the disease. A lot can be learned from the Australians. Maybe one day we will have our own blackleg management guide in place in Canada. ∺

The three Prairie-based canola grower organizations invest in personal, high-quality and hands-on canola oil promotion events in Ontario - with the goal to improve canola oil's share of Canada's biggest market.



TORONTO FOOD INFLUENCERS **BAKE WITH CANOLA**

BY JAY WHETTER

hile the author is not all that good at rolling cheese-filled rice balls, he gave it the college try and the final product actually looked and tasted pretty dang good. (He had lots of help.) This all went down at a Canola Eat Well "Bake With Canola" event in Toronto in November, where he worked and ate and laughed with a dozen or so others - including a good selection of food bloggers.

The Canola Eat Well brand is a joint partnership with Alberta Canola, SaskCanola and Manitoba Canola

Growers. The holiday bakefest was the last of seven Ontario events in 2016 created to help consumers in Canada's most populous province appreciate the benefits of canola oil.

While the themes vary, each Canola Eat Well event needs the right hook to attract interest, the right host to keep people excited and on message, the right venue for lots of attractive photographs (Instagram rules in food) and the right attendees to share the word. To use a fertilizer analogy, these are the 4Rs of buzz creation.

The hook this time was holiday

Above: Fllen Pruden shows the group what canola seeds look like before and after rolling. Everyone got a chance to crush a strip to see the vellow inside. Credit: Josh Tenn-Yuk

baking with Emily Richards. Richards is a home economist based in Guelph. She writes cook books, including "Per La Famiglia", which each attendee at Bake With Canola took home. And she often appears on television, including Canada AM, CTV News and other Ontario-based television programs.

The host was Joey Salmingo, a live-event and TV host. His website, articulateeats.com, would suggest a specialty in food, but he has done some red carpet work and just took a job in Los Angeles. "Farming in



Below: Alberta farmer Jeannette Andrashewski and host Joey Salmingo launch Bake With Canola with a chat about farming.

Credit: Josh Tenn-Yuk



itself is a science with the process farmers go through to put food on our table," he said in his introduction at Bake With Canola. "And we really appreciate it."

The venue was Luxe Appliance Studio, a high-end appliance store that allows for hands-on testing of the equipment. The well-lit attractive studio in downtown Toronto was an Instagrammers dream.

Attendees were hand picked for their voices in the Ontario food scene. They Instagrammed and tweeted all evening. Rachel Barbaro tweeted: "Sharing an amazing arancini recipe by @ERiscooking from the @CanolaEatWell holiday baking party." Linda Matarosso shared a photo on Instagram with the caption: "Look at all the great stuff we baked last night with @ERiscooking at #bakewithcanola..." Victoria Weiss wrote on her momwhoruns.com blog: "In my cupboard at the moment is vegetable oil and olive oil. No ideas why I have never considered buying canola oil. One could easily blame it on my mom - I have a good feeling she never bought canola either!! At the event, I learned a few reasons why I should be choosing canola oil."

Emily Richards shows Kiran Menzies (right) how to roll dough. Credit: Josh Tenn-Yuk



"This (see above) is the type of engagement and consumer switches that we see after doing these types of workshops. It's really cool."

-Ellen Pruden

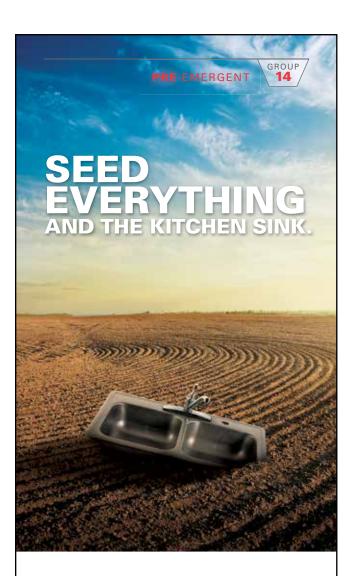


Jay Whetter and Donna Ramirez work on arancini, balls of rice stuffed with cheese then breaded and deep fried in canola oil.

Credit: Josh Tenn-Yuk



The final products. Credit: Josh Tenn-Yuk



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Alberta Canola rep Jeannette Andrashewski told the group why she farms, what sustainability means to her and the benefits of canola oil. "It's super functional and it's affordable, so you have more food dollars to spend on other gourmet items," she said. "And it's Canadian - grown by farm families like mine."

Ellen Pruden, education and promotions manager with Manitoba Canola Growers, gave a demonstration on what canola seeds look like before and after crushing. Then it was food time. Emily Richards gave a short demo on how to cook Nutella-filled Italian doughnuts, and attendees broke out into stations and made a bunch of goodies to share and take home.

MOVING THE NEEDLE

These are small events, but the hope is that by following the 4Rs of buzz, Canola Eat Well can move the needle on canola oil sales in Ontario. Canola oil has 65 to 70 per cent retail market share in Western Canada but just 32 per cent in Ontario, the lowest among all provinces. "Given the size of the Ontario market, a canola promotions effort in that market is so important," Pruden says.

Canola Eat Well will continue to host culinary workshops in 2017, engaging with all audiences who want to learn more about canola oil and engage with canola farmers. "We will continue to grow our #CanolaConnect community," Pruden says. "We will continue to be active on social media and engage with our audiences. Our big goal is to have everyone we encounter be ambassadors for canola farmers and canola oil."

Pruden refers to a Facebook post from Erin MacGregor, who attended one of the Canola Eat Well events. "I was so moved and inspired by the people I met that I've returned with resolve. Resolve to use my platform as a dietitian, a blogger, a home economist and (most importantly) a momma to help Canadians understand where their food comes from and why we should feel grateful for having access to one of the safest, most abundant and affordable food supplies in the world."

"That is what it's all about," Pruden says. 🙁

— Jay Whetter is the editor of Canola Digest.



Canola Eat Well influencers

Here is a list of top food influencers who have attended Canola Eat Well events.

Name	Twitter	Instagram
Mairlyn Smith	@MairlynSmith	@mairlynsmith
Claire Tansey	@tanseyclaire	@tanseyclaire
Pay Chen	@PayChen	@paychen
Abbey Sharp	@AbbeysKitchen	@abbeyskitchen
Matt Dean Pettit	@MattDeanPettit	@mattdeanpettit
Matt Basile	@fidelgastros	@fidelgastros
Christy Brissette	@80twentyrule	@80twentyrule
Zannat Reza	@thrive360ZR	@thrive360zr
Afrim Prisinte	@AfrimPristine	@afrimpristine
Erin MacGregor	@erinmacfoodie	@erin.macgregor



A sample of the olive oil selection at Domino's Foods in St. Lawrence Market in Toronto.

The Oils of St. Lawrence Market

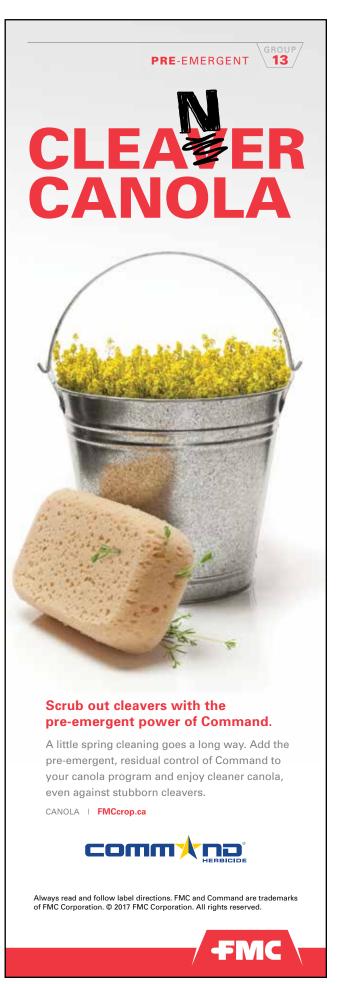
Before going to the #BakeWithCanola event, I spent a couple of hours roaming around the St. Lawrence Market in downtown Toronto. I found two shops selling cooking oils. One, called Domino's, had dozens of olive oils from different regions and brands. It was like a wine store, but for olive oil. It also sold bulk oil from Abruzzo, Italy. I tried a small sample and it was surprisingly, the clerk told me, naturally spicy — not like any olive oil I've tasted.

I told the clerk I worked for the Canola Council of Canada. The first thing she said was: "Canola is related to rapini, right?"

It was a strong positive connection, given that rapini, a brassica rapa, is a vegetable staple in Italy. I told her about Manitoba Canola Growers' location-branded canola oils, thinking she might appreciate them, given the regional and diverse olive oils in her shop. She said to call the store once they're available.

The other shop, called Lively Life International Find Foods, had dozens of different oils, including pistachio, walnut, sesame, flax and mustard. It had one organic Quebec-grown canola oil, positioned on a low shelf beside a bottle of mustard oil. The mustard oil had "For external use only" on the label. The store clerk said people rub it on their hands. ∺

— Jay Whetter



The new exhibit from the Canadian Agriculture and Food Museum will tour the country, with its first stop at the CCC convention in Winnipeg.

"CANOLA: A CANADIAN STORY OF INNOVATION" BEGINS NATIONAL TOUR

BY SANDI KNIGHT

hat happens when Canada's 150th birthday and Canola's 50th anniversary collide? The Canadian Agriculture and Food Museum (CAFM) in Ottawa celebrates with a nationwide tour of a new travelling exhibition, "Canola: A Canadian Story of Innovation". The exhibit will make its debut at the Canola Council of Canada's "Good as Gold" 50th annual convention in Winnipeg on March 7-9.

Designed to tell the story of canola to Canadians, this 500-square-foot exhibit is interactive, hands-on and designed for all ages. It has two C-shaped configurations - one to make you feel immersed in a field of canola, the other as though walking into a processing plant. It will highlight canola's versatility from cooking oil to canola meal, biofuels, ink, plastics and cosmetics. Visitors will learn the history - from a crop that didn't exist 50 years ago to the multibillion-dollar industry that exists in Canada today. They will discover the ongoing science, research and innovation behind canola.

Over the next five years, it will travel to museums, science centres, indoor and outdoor exhibitions, hospitals, shopping malls and airports. A map and links can be found online at CAFM after the March 7 launch.

The main gallery of the CAFM will also house a long-term, more in-depth, 2,500-square-foot exhibit. It will connect to the museum's demonstration kitchen, providing access for hands-on learning food experiences. The museum, which hosts 200,000 visitors per year, is a

This sneak preview of what the travelling exhibit will look like is all the museum would share before the official launch.

Credit: Canada Science and Museums Corporation





"It is undeniable that the science, research and innovation behind canola changed how a lot of agriculture is done around the world."

-Kerry-Leigh Burchill, director general, Canada Agriculture and Food Museum "I think it's an opportunity to be able to allow the urban population in particular, and farmers as well, to see where canola came from - the humble beginnings, where it's going and the variety of products available from canola."

-Bruce Dalgarno, farmer, Newdale, Man.

"As the Canola Council of Canada celebrates 50 years in 2017, we couldn't be more proud to tell the story of five decades of achievement and transformation in the Canadian canola industry and the exciting opportunities ahead. The exhibition is an excellent example of the innovative and collaborative spirit that's driven canola's success and we're honoured to be able to launch the #ExploreCanola tour at our upcoming Convention."

-Patti Miller, past president, Canola Council of Canada

working farm, so as guests tour they will see canola growing and learn how canola meal is used in food rations for livestock and poultry.

The CAFM wants to ensure the canola story is accessible to all Canadians, so those unable to visit either exhibit will be able to access information and resources on the website.

Kerry-Leigh Burchill, director general of the CAFM, says it was a fortuitous meeting with Simone Demers Collins, market development and promotions coordinator with Alberta Canola, at a Grow Canada Conference in Ottawa that led to this new exhibit to celebrate Canada's 150. Burchill said the museum was looking for a crop or a process that had "a very strong connection to innovation by Canadians in the fields of science and technology when it came to agriculture." To which Collins replied, "I think that story can be canola."

Canadian canola grower associations and industry partners then stepped up to the plate to collaborate and sponsor the exhibit.

To ensure accuracy and a balanced representation for the exhibits, a National Advisory Council provided advice and input. The 13-member panel from a wide cross-section of disciplines included Dr. Keith Downey, one of the fathers of canola. Focus groups and surveys ensured terminology used was understandable to the general public.

The goal is to showcase agriculture as an ever-evolving industry, highlight the heritage of this made-in-Canada crop along with the benefits of growing canola from health, food security, environmental, economic and sustainability perspectives. Burchill hopes the exhibit will even inspire young students to chose a career path in agriculture.

Communication and education are key to the advancement of agriculture in Canada. This initiative will be a valuable reminder of just how far the canola industry has come in 50 years. 🔀

— Sandi Knight is a farm-based freelance writer from Macdonald, Man.



Position versus interest

In conflict, each side may have different and even opposite positions, but what is their interest? By asking 'Why do you hold that position?' or 'What do you need?', sides may find a resolution that benefits the long-term relationship.

BY JAY WHETTER



Two young sisters want the same orange. Dad comes in and listens for a bit, then cuts the orange in half and gives half to each girl. The next day he asks how it worked out.

"I see how what you did seemed fair," one sister said, "but I wanted to make orange juice. With only half an orange, I could only make half as much juice." The other sister said, "What you did seemed fair, but I wanted the orange because I needed the rind for a cake recipe. Because I didn't get the whole orange, I could only make half the recipe."

Clearly the father had overlooked the obvious solution. The sister making the cake could zest the orange peel to get what she needed and the other sister could get a whole orange's worth of juice. Instead, the father focused on the superficial "position" of each daughter: "I want the orange." He didn't ask about their "interest", as in: "Why do you want the orange?"

"Unfortunately, in a lot of conflict, this important first question of interest is never asked," Glouberman says. "Instead the negotiation is all about positional bargaining - half versus 60 per cent or whatever. It's like moving the knife over the orange and fighting over where it's going to cut."

IF YOU WIN. DO YOU REALLY WIN?

People often come into a negotiation with the mindset 'I know what I want and I'm going try to get that thing'. But the other party may have the same approach, and the two sides don't get anywhere. "If you ask about the underlying reason why it matters, you might work toward a solution," Glouberman says.

The old saying 'Put yourself in the other person's shoes' is helpful but tough to do without asking some of those 'why' questions.

Whether in business or with family, it can't always be about winning. The long-term relationship, if it matters, has to come ahead of winning. "Paradoxically, a lot of the ways to get what you want out of the situation is actually to give up a little control and not try to control the outcome directly," Glouberman says.

Take the relationship between farmer and buyer. When working out a price, the two sides are working on two things at once: the price and the relationship. "One side may push hard to get a good deal, but if the other side feels taken, this can be damaging for a long time to come," Glouberman says. "The long-term cost is higher than short-term gain because you've damaged the relationship."

Conflict within families or between neighbours can stem from misunderstanding of the position. "When someone has a desire that



Misha Glouberman, who teaches conflict resolution, says conflict has to be solved together with a vision to protect the long-term relationship.



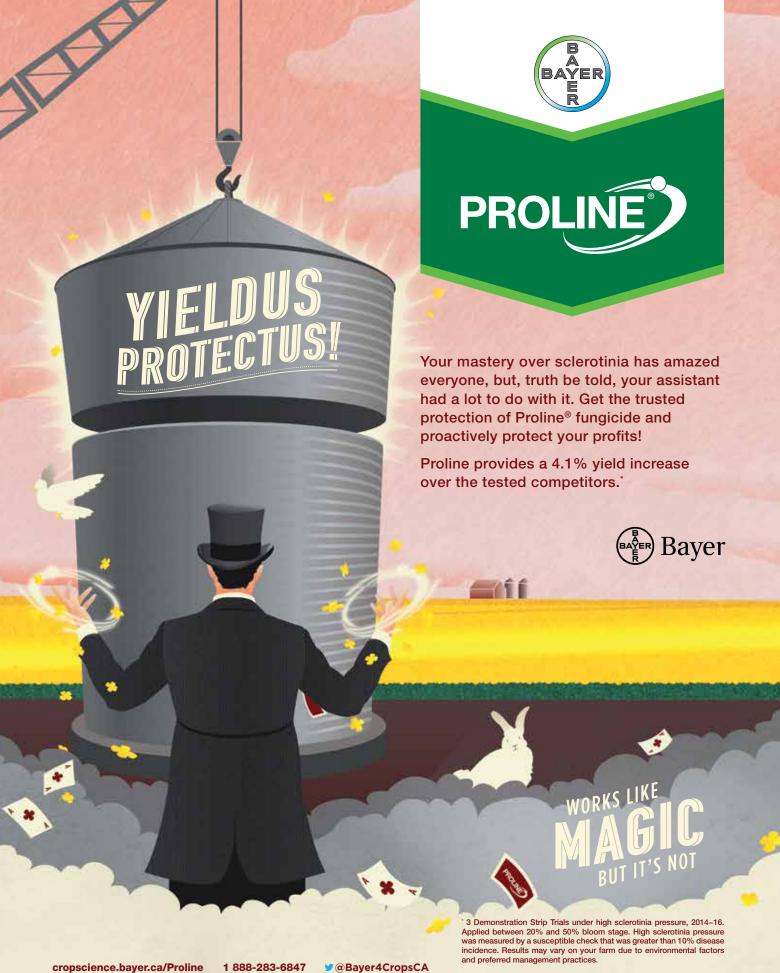
Listen to the podcast "Conflict resolution" at canolawatch.org seems unreasonable to you, your first response is to say 'No'. But if you're trying to problem-solve, you need to know why the person holds that position," Glouberman says. "Alot of time when you hear a person's reasons, the position doesn't seem as crazy and you can find ways to satisfy it."

Another common mistake is when one side decides to 'fix' the conflict alone. They think of a solution and present it to the other side. "That is opposite of what you want to do," Glouberman says. "You have to resolve it in partnership." That starts with an agreement of what the conflict is. What are we fighting over? Surprisingly, each side might not even be arguing about the same thing.

Glouberman recommends two books: Getting to Yes by Roger Fisher and Difficult Conversations by Douglas Stone, Bruce Patton and Sheila Heen.

"Watch for people who say the solution is easy, because it isn't," he says, "or for people who say the solution will be magical and always help you get your way, which it won't." 🙁

—Jay Whetter is the editor of Canola Digest. Misha Glouberman presented at the Canola Council of Canada convention in San Diego in 2016. Find more about him and his course at mishaglouberman.com. For a Canola Watch podcast called "Conflict resolution" with Jay Whetter and Misha Glouberman, go to canolawatch.org and select "podcasts" under the "Tools & Resources" tab.













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