

# CANOLA Digest

THE SOURCE FOR CANADA'S CANOLA GROWERS

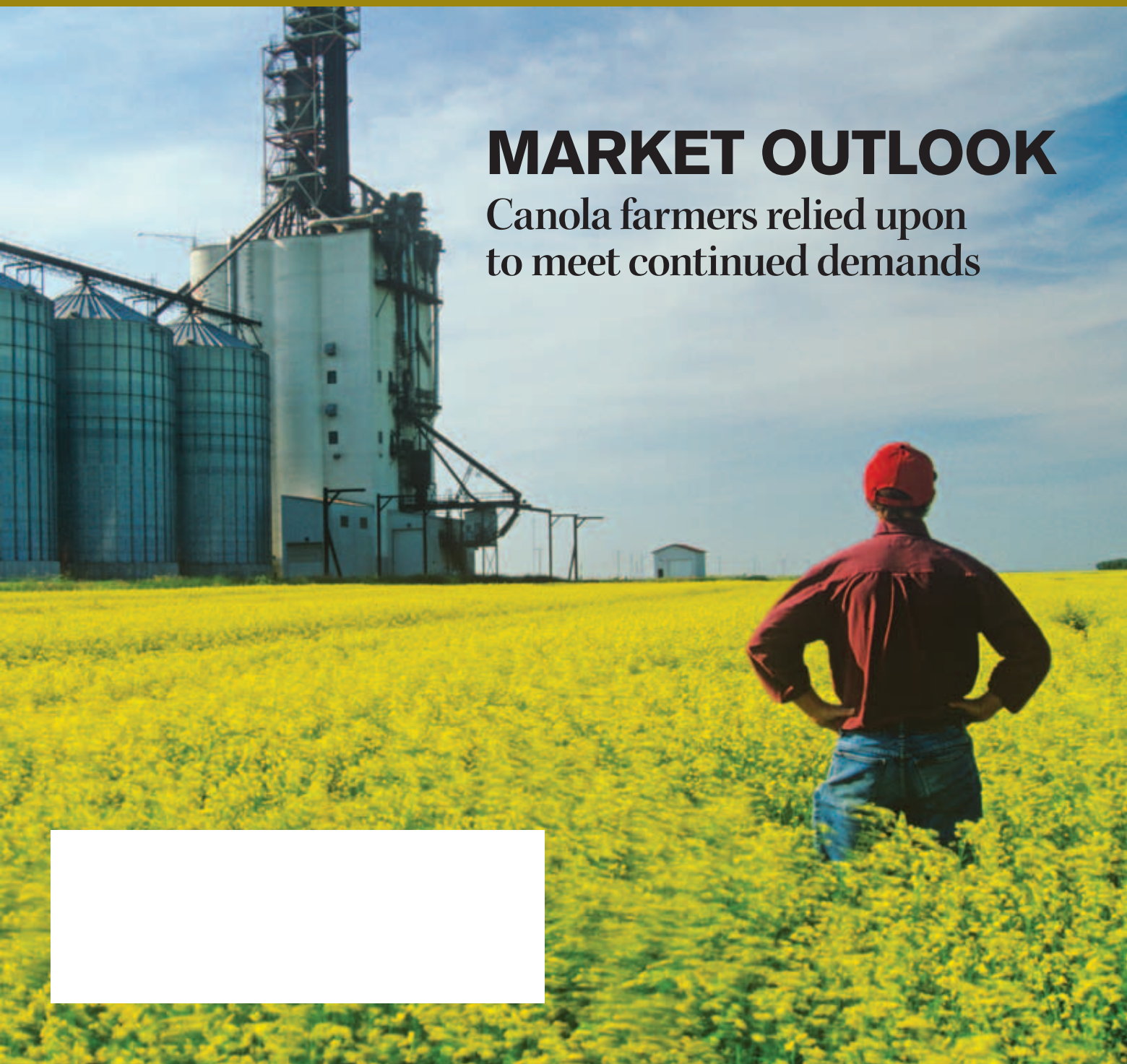
MARCH 2012

OUTLOOK

Pest challenges • Precision seeding • Opportunity in India

## MARKET OUTLOOK

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#### THE CANOLA DIGEST

is a joint publication of the Alberta Canola Producers Commission (ACPC), SaskCanola, the Manitoba Canola Growers Association (MCGA) and the Canola Council of Canada.

#### CANADIAN POSTMASTER

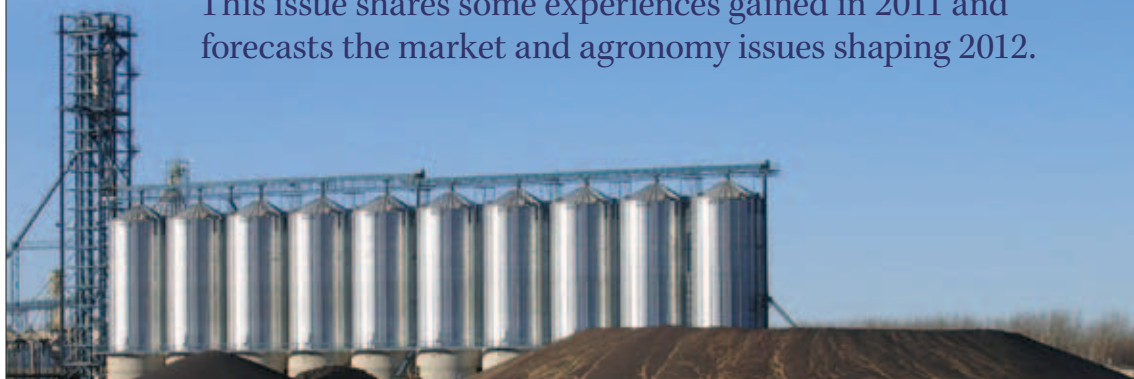
Send address changes and undeliverable copies (covers only) to:  
400 – 167 Lombard Avenue  
Winnipeg, MB R3B 0T6

#### PRINTED IN CANADA

ISSN 0715-3651  
Postage paid in Winnipeg, MB  
Publication Mail Sales Agreement  
#40027283

# CANOLA digest

Spring is the time for checklists, final preparations and enthusiasm as we look out to the growing season ahead. This issue shares some experiences gained in 2011 and forecasts the market and agronomy issues shaping 2012.



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# THE YEAR AHEAD

By Debbie Belanger

As growers start itching to get out into the field, our sights are set on the year ahead whether it is production, demand, prices, or all the challenges that nature brings.

In our cover story, the world's leading agricultural lender, Rabobank, says canola farmers in Canada will be relied upon to produce another large crop to meet the demand in a tightening world oilseed complex. As analyst Erin FitzPatrick says, "Canada has obviously stepped up and become a very important export market. If Canada does increase production, we think China will be a strong import market to take Canada's exports."

India is another factor. With a population over 1.2 billion people, there is no doubt that India presents a vast opportunity for Canadian canola. In a story on page 35, follow the journey of the Canola Council of Canada's Cory McArthur as he again travels to India. Why India? In 2011, India consumed over 15 million tonnes of vegetable oil, making it the world's second largest consumer next to China. And more than half that amount came

from imports. That means that in 2011, India imported almost three times the total amount of vegetable oil produced in Canada. "It's an opportunity that will take time to develop," says McArthur, "but it's important to lay the groundwork now, before we miss the boat."

*Statistics Canada is predicting more than 19 million acres of canola in 2015 with a potential production target of 15 million tonnes.*

With all of this growing demand for canola, tight rotations have become the norm in many parts of Western Canada. In a story on page 23 we examine the results from a recent study which shows that canola on canola yield loss was consistent in all soil zones. Murray Hartman, provincial oilseed specialist with Alberta Agriculture and Rural Development, says, "I guess some growers feel they can make more profit by growing canola every year even with a 15-20 percent yield drop compared to rotations including cereals or other crops; however, this higher profit in the short term may not prove as beneficial in the long term."

This issue of *Canola Digest* is packed with some great perspectives and tips on all things agronomy. On page 8 we look at some of the unexpected pest situations from 2011 – from weeds we've never seen before, to the spread of clubroot and rising frustrations with insects. Taking time to review the pest challenges and considerations for 2012 is an important step as growers plan for the new crop year ahead.

All that said, Statistics Canada is predicting more than 19 million acres of canola in 2015 with a potential production target of 15 million tonnes. That would not only be an industry record, but it would achieve the canola industry's target of 15 million tonnes of production and demand by 2015.

Of course, nature will do what she does. So good luck this crop year, and *Canola Digest* will see you in the fall.

A stylized, handwritten signature in black ink, appearing to be a cursive 'S' followed by a long horizontal stroke.

*Letters and comments are welcome:  
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By Richard Kamchen

# MARKET OUTLOOK

Tighter global stocks spell good news for canola farmers in 2012.

C

anola farmers in Canada will be relied upon to produce another large crop to meet the demand in a tightening world oilseed complex.

Rabobank agri-commodity analyst Erin FitzPatrick says that production problems in South America are the key factor driving the oilseeds markets right now. Rabobank is the world's largest agricultural lender.

At the beginning of the planting season, the outlook for soybean production in South America had declined thanks to the strong profitability of corn. Since then came La Niña and a lack of rainfall, which hurt the soybean crop in Argentina. Southern Brazil has been dry as well, and yield and production numbers haven't looked very good for the bulk of the soybean crop that has been harvested.

South America's reduced output has pushed 2011-12 global soybean production to a three year low of 257 million tonnes, says the USDA, and an even lower estimate of 249 million according to Rabobank. Rabobank also sees global soybean stocks-to-use for 2011-12 falling to the lowest levels since 2008-09, at below 21 percent.

South America's production problems, along with a decline in the North American soybean crop, lackluster rapeseed output in the EU and Ukraine,

and a reduction in the Chinese oilseed area have tightened the global oilseed balance sheet this season. "Based on what we are currently modeling, further declines in South America production will put pressure on prices to rise in order to ration demand – specifically China's imports," says FitzPatrick.

Rabobank had already been forecasting that the oilseed complex would tighten in 2011-12, but the bank has made further downward revisions as a result of the drought conditions in South America. "There will be increased pressure on the northern hemisphere to grow more oilseeds this year," says FitzPatrick.

Canada will help meet that demand as the planted area here could potentially increase again this year. "Canada has obviously stepped up and become a very important export market. If Canada does increase production, we think China will be a strong import market to take Canada's exports," says FitzPatrick. "The effect of drought conditions in South America is a perfect example of how quickly the export availability of a certain oilseed can deteriorate from what was expected. But if there are strong profit margins and good weather, we believe there is strong potential for another record large crop from Canada."

Rapeseed supplies out of Europe may also be on the rise. Last year, planted area



Erin FitzPatrick

there declined, but profitability this year would suggest farmers may increase total area and, taking trend line yields into account, production could push 21 million tonnes. That would potentially take the crop near the record highs of 2009-10.

*"There will be increased pressure on the northern hemisphere to grow more oilseeds this year."*

– Erin FitzPatrick

"China's oilseed area, however, might remain flat or even decline this season given the strong incentives for farmers to plant grains, and will certainly not attain the levels seen in 2009 or 2010," says Daron Hoffman, Rabobank's



director of food and agribusiness research and advisory in Shanghai.

“China’s record of increasing reliance on imports to meet its domestic oilseed demand is going to continue,” he says.

China’s canola seed imports are rising partly in response to increased rapeseed crush capacity and rapeseed crush margins in South China which, unlike soy, have remained relatively strong for imported seed since mid-2011. Rabobank believes this will prompt higher arrivals through the first half of 2012. The bank says that stocks in port-side inventory for oil are still high, so margins on imported oil are not that attractive.

While Rabobank sees 2012-13 global soybean production rising to nearly 262 million tonnes, the bank says ending stocks will continue to tighten, dropping for a third consecutive year to 51.16 million tonnes.

## MEAL AND OIL

Growth is expected to continue for oilseed meal demand in 2011/12, particularly in emerging markets such as China. China had a disease outbreak in their hog herd last year and they’ve started to rebuild hog inventories in the second half of 2011. The feed demand outlook there will depend on how strongly the numbers for hogs (and poultry as well) rebound after the seasonal slowdown in February/March.

“We expect China will continue to build its hog herd in 2012, but not at the same pace we saw in the second half of 2011,” says Hoffman. “Soybean imports year-to-date have been two percent above last year’s, which shows demand growth, although we note it is historically weak growth.”

Feed meal demand in the U.S., though, may be on the upswing. The U.S. meal market has been depressed by the large production of DDGS (dried distillers

grains with solubles) as a by-product of ethanol, which has taken away end-user demand for meals and corn.

“We are expecting ethanol production to increase in 2012-13, but at a much slower pace, so the impact of DDGS coming into the meal market is going to lessen in 2012 and 2013,” says FitzPatrick. “We believe meal prices are going to rebound relative to where they were at the end of 2011.”

The vegetable oil complex looks constructive as well. The tremendous increase in palm oil production over the last few years has been an important factor in the market as almost half of total world vegetable oil demand is being met by palm oil.

“Palm oil is mostly being produced in Malaysia and Indonesia and being consumed in Asia, but it is becoming an increasingly important sector of the market,” says FitzPatrick. While La Niña hasn’t impacted palm oil this year as much as last year, strong demand has helped absorb supplies. “We’re not going to see global vegetable oil stocks recover much in the upcoming season, so prices will remain fairly elevated.”



FitzPatrick says Rabobank has lowered its expectations for 2011/12 palm oil ending stocks to 5.1 million tonnes – which is lower than the USDA’s estimate of 5.3 million tonnes – largely due to spillover demand from the reduced output of other oilseeds and strong emerging market demand. However, Rabobank estimates global palm oil ending stocks will rise to nearly 6.1 million tonnes in 2012-13.

Availability of soy oil is down too, and that is keeping crush margins under fairly severe pressure. Rabobank has shaved about three million tonnes off its forecast for Argentina’s 2011 soybean crop, and FitzPatrick doesn’t see tight soy oil availability and weather risk premiums abating anytime soon.

## OTHER MARKET DRIVERS

A number of drivers outside of fundamentals will throw uncertainty into the markets. Weighing on agri-commodities will be the ongoing EU debt crisis. Rabobank’s financial markets research team is forecasting global GDP to decline in 2012, and that could weigh on prices. But GDP growth in emerging markets will remain strong, which should keep food commodity values elevated relative to historical levels.

“We are still seeing the fundamentals for demand growth in Chinese oilseed

*“China’s record of increasing reliance on imports to meet its domestic oilseed demand is going to continue.”*

– Daron Hoffman

continued on page 10

# EARLY AND ACCURATE PEST DETECTION

By Heidi Dancho

Reviewing the pest challenges and considerations for 2012 is an important step as growers plan for the crop year ahead.

Every year, canola growers and agronomists face unexpected and challenging pest situations. The year 2011 was no exception – from weeds we’ve never seen before, to the spread of clubroot and rising frustration with insects.

## WHICH WORM IS IT?

In 2011, insect pests such as bertha armyworms, diamondback moths and imported cabbageworms were fairly widespread – and so was confusion about their identification. “Several growers misdiagnosed the imported cabbageworm larvae as either diamondback moths or berthas,” says Kristen Phillips, the Canola Council of Canada’s (CCC) Manitoba agronomy specialist, noting it’s not economical to spray for cabbageworms.

Similar confusion occurred in Saskatchewan, says Clint Jurke, a CCC agronomy specialist in western Saskatchewan. “I suspect that some fields may have been sprayed when it wasn’t necessary,” he says.

For 2012, Phillips stresses the importance of knowing exactly what to look for and when to look for it before making spraying decisions: “Growers shouldn’t be afraid to ask questions if they are unsure.” Here are some tips to help identify these species.

**Bertha armyworm** – Berthas are shinier and the yellow-orange stripe along each side is more pronounced, even on younger ones. Mature larvae are up to 1.5 inches long, making them considerably larger than diamondback moth larvae at late stages. Being part of the cutworm family, they also curl up when agitated. While cabbageworms tend to stay on the leaves as long as leaves are available, berthas will move up into the pods earlier.

**Diamondback moth larvae** – When agitated, diamondback moth larvae will wiggle backwards and dangle from the plant on a thread. Diamondback moth larvae are spindle-shaped – fatter in the middle than at the ends. They also rarely grow longer than 12 mm (0.5 inches), versus bertha larvae which can reach 4 cm (1.5 inches).



*Cabbageworm (top) has a similar colour to diamondback moth larva (bottom) but the shapes are distinctly different.*



*Imported cabbageworm*



*Diamondback moth larvae feeding on pods. Notice how they’ve darkened as they mature.*



*Bertha armyworm at a developing stage.*



*Mature bertha armyworms come in various colour shades but will all have the yellow stripe down the side.*



**Imported cabbageworm (larvae of cabbage butterfly)** – These worms are light green with a lemon-yellow stripe down the middle of the back (dorsal side). They are covered with short hairs giving them a velvety appearance, and grow to about 30 mm long. Cabbageworms look more like diamondback moth larvae than bertha armyworms, but are more docile than diamondback moth larvae and less spindle shaped.

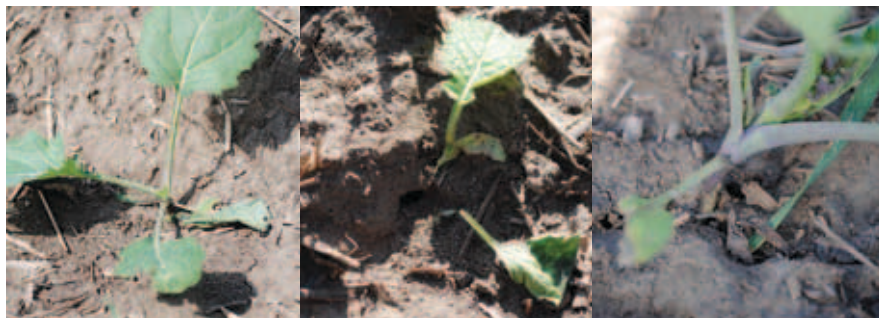
### BE PREPARED FOR FLEA BEETLES

Flea beetles continued to be a big threat in 2011. With high numbers present this past fall, we could expect a similar issue in 2012. “Although the winter was off to a very mild start, it’s really hard to predict flea beetle pressure because temperatures can change drastically from early January on,” says Phillips. “We encourage growers to start scouting early for flea beetles.”

Although flea beetles are most commonly seen first on field edges or tree rows, Troy Prosofsky, CCC agronomy specialist, Alberta South, has had reports of growers seeing them in the middle of fields and nowhere else. “There is a possibility of flea beetles overwintering in spots of the field where they haven’t in the past, or where we may not have noticed it,” he says. “This further emphasizes the importance of scouting and doing a thorough job of it.”

### PEST MANAGEMENT RESOURCES

The CCC’s Canola Watch is a free email newsletter that provides growers with timely information on pest pressures throughout the growing season. Sign up at [www.canolawatch.org](http://www.canolawatch.org). Provincial agriculture websites are another great resource for pest maps and forecasts. ●



When notched, wilted, dead or cut-off plants are seen, look for exit holes nearby and dig around the roots for cutworm larvae.

One of the best defenses for flea beetles is good stand establishment. “In most situations, if we can get a good plant stand established along with average to good growing conditions, the canola crop will out-compete the flea beetle pressure,” says Prosofsky.

### MORE INSECT FRUSTRATIONS

In some areas wireworms, cutworms and cabbage seedpod weevils caused some surprising damage in 2011.

“Several growers and agronomists that didn’t find many cabbage seedpod weevils in their sweeps reported that they found a lot of exit holes from the larvae in the seed pods at harvest time,” says Prosofsky. “It’s very important to monitor accurately – including sweeping at the right time of day, using the right technique of full 180 degree arcs, and being sure to look throughout the canopy. Some insects move up and down depending on heat and wind.”

“We’re also seeing more damage from wireworms and there really isn’t anything to control them, which is frustrating for growers,” says Prosofsky. “Anyone that’s coming out of forage, or has had wireworm pressure in previous years definitely needs to keep an eye out for this pest.”

In 2011 cutworm pressures continued in all provinces. “We’re seeing more

species of cutworms, each with its own feeding habits and activities,” says Jurke, who is advising growers to watch for cutworm damage early in the season when they are looking for flea beetles, and to look closely to ensure the damage is properly diagnosed.

Prosofsky agrees, noting that the patchy emergence, foliage holes or clipped plants caused by cutworm damage is sometimes misdiagnosed as frost damage or improper seeding practices (such as worn openers or seeding too deep). “Cutworms tend to just clip off the growing point of the plant, then move on to the next plant in that row. It’s always important to see if the plant is cut off, look for the larvae beside the plant, and often you’ll even find a little exit hole in the soil near the plant.”

### SCOUT EARLY AND OFTEN FOR DISEASES

“Growers need to scout early and often for diseases like blackleg and sclerotinia stem rot,” says Phillips, noting that blackleg prevalence has increased over the last five years in Manitoba (Figure 1). The move to tighter rotations makes disease management even more critical (see *Managing Tight Canola Rotations* article on page 23).

Although there are a variety of factors that influence sclerotinia risk, the disease is largely weather dependent. In 2011, a drier summer in Manitoba resulted in lower levels of sclerotinia (Figure 1). A sclerotinia stem rot checklist is available in the Canola Growers Manual at [www.canolacouncil.org](http://www.canolacouncil.org) to help growers assess their risk level for each field.

In 2011, Saskatchewan faced the continual spread of clubroot from Alberta, with the disease detected in two sites in the north-central part of the province. Growers are encouraged to try to identify clubroot as early as possible, scouting just prior to swathing. Clubroot identification and management information can be found at [www.clubroot.ca](http://www.clubroot.ca).

“If clubroot is found in one field early in its introduction, then that infected area

continued on page 10

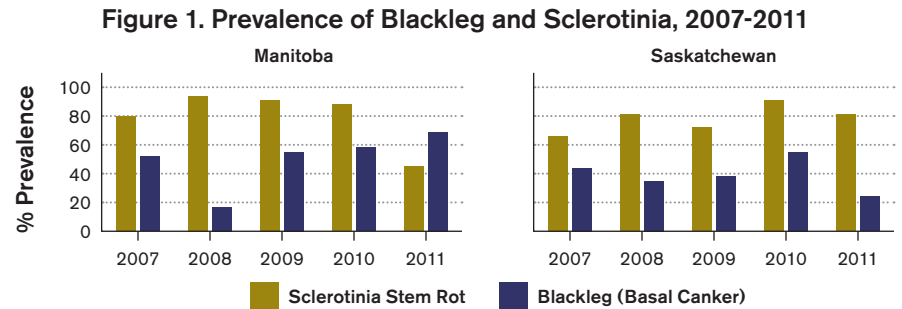
can likely still be isolated, preventing the disease from spreading to the rest of the farm,” says Jurke.

“A good scouting program is so important because the earlier you catch these diseases, the more options you have for controlling them and preventing them from becoming a bigger problem,” says Jurke.

## WEEDS NEVER SEEN BEFORE

“Wet conditions in Manitoba and Saskatchewan resulted in weeds we’ve never seen before, such as tall annual willow-herb,” says Shawn Senko, CCC agronomy specialist in eastern Saskatchewan. “These areas didn’t have a lot of good crop competition so growers should be mindful of a larger seed bank in 2012.”

Phillips also reports that rare weeds such as northern willow-herb, marsh yellow-cress, narrow-leaved hawk’s-beard and scentless chamomile were



Source: Canadian Plant Disease Survey, volumes 88-92, SURVEY OF CANOLA DISEASES in Manitoba and Saskatchewan. <http://phytopath.ca/cpds.shtml>

really prevalent in Manitoba in 2011. “In addition, growers were dealing with cattails all year, and more overwintering weeds this fall such as night-flowering catchfly, cleavers and chickweed.”

Phillips advises: “Scouting to properly identify these weeds and doing a pre-seed burnoff in 2012 will be crucial. You’re better off to spray and wait a few days before seeding than to let those weeds get ahead and compete with your crop.”

Another new weed issue occurred in January, when weed scientists confirmed the first case of a glyphosate-resistant weed, kochia, in Western Canada. Monitoring throughout the Prairies will continue in 2012 and growers can visit [www.weedtool.com](http://www.weedtool.com) for risk assessment and information on the best farming practices to lower weed resistance risk.

*Heidi Dancho is a communications consultant with Synthesis Agri-Food Network in Winnipeg, Manitoba.*

## MARKET OUTLOOK

continued from page 7

imports over the long-term,” says Hoffman, “and increased per capita consumption of animal protein in a lot of other regional economies.”

“Those are the key reasons why we expect agri-commodity prices to moderate in 2012 from the levels of 2011, but prices will be fairly resistant to a complete sell-off like we saw after the 2008 price rally,” adds FitzPatrick.

Economic uncertainty and volatility is drawing speculative money to agriculture commodity markets. Managed money strongly sold off starting at the end of August 2011 through the end of the season. The speculators have since re-entered the market, although they’ve so far been hesitant to take significant long positions.

“The impact speculators can have on the markets in the short run can be fairly significant,” says FitzPatrick. “We expect that money is here to stay, and speculators’ presence in the markets

will continue to be a theme in the markets this season.”

Protectionism highlights political risks, as governments in more volatile regions like Russia, Ukraine and Argentina tend to react more quickly and aggressively once they start observing potential domestic food inflation. The effects of weather, yield or production shortfalls in countries like these will be amplified if the governments intervene and restrict exports.

“Government action can amplify tightening supplies in cases where export bans or prohibitive tariffs take an entire country off the market,” says FitzPatrick.

Politics also plays a role in biofuels and a number of policy changes have occurred and/or are being considered. In the U.S., blenders’ credit for biodiesel and ethanol production has expired and import tariffs for ethanol have been removed. “While we believe those

changes were largely priced into the market ahead of time, we saw some demand being pulled forward for production of biodiesel and ethanol,” she says, noting policy reviews in the EU and aggressive biofuel mandates in Argentina and Brazil represent other political risks going forward.

Biofuels are becoming an increasingly large part of the global demand for grains and oilseeds. Mandates have increased the correlation of energy prices and the price direction of crude oil to values across the entire agri-commodity complex.

“As a result of the biofuel link, elevated energy prices push end users’ breakeven costs higher, which has implications for both grains and oilseed prices and end user demand.”

*Richard Kamchen is a freelance journalist who specializes in agricultural policy and marketing issues, located in Winnipeg, Manitoba.*



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# PRECISION SEEDING IMPROVES PROFITABILITY

By Bruce Barker

While specialized corn planters are expensive, and may not work in all areas of the Prairies, these canola growers are finding that seeding canola on a 15 inch row spacing with seed singulation is paying dividends.

**A**llan Calder and Darren Feitsma have varying levels of experience using corn planters to sow canola, but they both saw similar benefits – lower seeding rates and higher yields.

Allan Calder, along with his brothers Murray and Russell and his son Jeffrey, farm at Letellier, Manitoba in the Red River Valley. They have used a John Deere 1631 corn planter to seed canola since 2004. They use it to seed canola and soybeans on 15 inch rows, and corn on 30 inch rows. The only crop they don't seed with the planter is wheat. Unfortunately, they have had to use a floater to seed canola the last two years because of excessively wet conditions.

In the first year that the Calders used their corn planter, they split a 160 acre field in half. On one half, they seeded canola at three pounds per acre with the corn planter. On the other half, they seeded canola at five pounds per acre with the air seeder – a Danish tine cultivator with a six inch shovel opener on 6.75 inch row spacing. All other agronomic practices and inputs were the same. At harvest, they used a weigh wagon to measure yield.

On top of saving two pounds per acre on seed costs, they saw a 6.5 bushel per acre yield advantage with the corn planter. At today's prices, the increase in net revenue is approaching \$100 per acre.

"We didn't expect that kind of yield advantage," explains Calder. "Another benefit is that swathing is much easier on 15 inch rows than with solid seeded canola."

At Ponoka, Alberta, Darren Feitsma and his father Helko jumped into precision seeding with a Case IH 1240 corn planter in 2011. While it took some time to work out the kinks, they eventually seeded 1,700 acres of canola with it in 2011.

"Our main reason for wanting to try out a corn planter was that our canola yields had hit a plateau," says Feitsma. "We are still trying to break a 55 bushel per acre average on our own acres over the past 10 years."

After considering a used corn planter that would have required major repairs, Feitsma opted for a new planter. To deal with residue challenges, he put Yetter residue cleaners in front of the disc openers, and set up a Bourgault tow-between liquid tank for starter fertilizer. He fall-bands nitrogen fertilizer. The machinery investment was around \$180,000.

*"I'm pretty comfortable saying we had a five bushel or better yield advantage with the corn planter."*

– Darren Feitsma

In 2011 he split a 400 acre field and seeded one half with the corn planter at two pounds per acre and the other half with their Flexicoil 5000 with five inch openers and spreader tips on 12 inch spacing at five pounds per acre. The 200 acres seeded with the corn planter yielded 10 bushels per acre more.

"Five bushels could be due to field variance, but I'm pretty comfortable saying we had a five bushel or better yield advantage with the corn planter," says Feitsma. Like Calder, the Feitsmas' increase in net revenue could easily hit \$100 per acre.

Feitsma originally looked at a John Deere planter, but couldn't get one in time for seeding. In retrospect, he is happy he purchased the Case IH planter because

*Liquid tubes place starter fertilizer just in front of closure discs on Feitsma's planter.*



*The uniform plant stand established by Feitsma's planter.*



*“Although we still spray for sclerotinia, the wider spacing helps reduce the disease impact with more air movement throughout the canopy.”*

*– Allan Calder*

the seed discs have a greater number of holes per disc. The Case IH planter has 140 holes per disc, while Calder's disc, designed for sugar beets, has 45 holes. Calder says his maximum plant population is restricted to 288,000 seeds per acre, and he has to drive slowly to achieve his target plant population.

“It would be nice if John Deere made a disc for canola,” says Calder. “We could slow down the entire seeding mechanism and wouldn't be shaking the planter as much.”

Emergence and seed singulation has been very good for both Calder and Feitsma. Feitsma says emergence is over 90 percent of seeds planted, and plants are evenly spaced in each row, with a target of eight plants per linear foot. Calder says his canola plants are evenly spaced about 1.33 inches apart.

“The plants are all the same size and grow roughly at the same rate. They don't seem to grow as tall and have heavier stalks,” says Calder. “Although we still spray for sclerotinia, the wider spacing helps

reduce the disease impact with more air movement throughout the canopy.”

Variable seed size can be an issue. Thousand kernel weight (TKW) can vary from two to six grams between varieties, seed lots and even within seed lots. This can lead to some doubling of seeds per hole with smaller seeds. Growers may need to ask their seed companies for the TKW of their seed lot.

For 2012, Calder is hoping that his spring seeding conditions return to business as usual, and he can get back to using his corn planter.

Feitsma would like to have a tow-behind liquid cart and is working with Case IH to get better seed metering discs. He plans on sending his seed sample down to Case IH where they will size the seed discs according to the seed size. To compensate for drier seedbed conditions, he is considering targeting 250,000 seeds per acre. Feitsma hopes to seed 5,000 acres with the planter in 2012, including some custom work. Based on the increased net return in 2011, the payback on the corn planter could be achieved quite quickly.

“A lot of people were doubtful that it would work, but our experience in 2011 was very positive,” says Feitsma. ●

*Bruce Barker is a freelance writer who specializes in agricultural production, located in Bragg Creek, Alberta.*

## **CALDER'S PRECISION SEEDING PROGRAM**

- John Deere 1631 corn planter with 15 inch row spacing for canola.
- Canola seeded into corn stubble.
- Fall deep tillage incorporates and breaks down corn stalks.
- Nitrogen banded in the fall.
- Phosphate and sulphur applied in the spring with Danish tine cultivator the day before seeding through four inch shovels on four inch spacing, and 1.5 inches deep.
- Pre-seed weed control accomplished at time of phosphate/sulfur application, day before seeding.
- Target seeding rate of 288,000 seeds per acre or about 2.5 pounds per acre.
- Seeding depth of 0.5-0.75 inches.

## **FEITSMA'S PRECISION SEEDING PROGRAM**

- Case IH 1240 corn planter on 15 inch row spacing, 38 feet wide.
- Yetter residue managers in front of openers.
- Bulk fill and two dry hoppers. Bourgault LFC 2000 liquid cart pulled in front of planter for liquid starter fertilizer.
- Nitrogen banded in the fall when possible.
- Fall tillage and heavy harrow to deal with residue.
- Alpine 6-24-2 starter fertilizer at three gallons per acre, banded behind opener and in front of closing wheel.
- Target 200,000 seeds per acre.
- Seeding depth 0.5 inches. ●



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# DIY TRIALS

By Jay Whetter

Check strips are the simplest way to test a new product on your farm. Replicated trials are more complicated but can provide more reliable results. Either way, on-farm trials require extra effort but provide valuable rewards. These four growers do on-farm trials to see how new products perform with their particular methods and farm conditions.



Bruce Rampton



Dean Anderson



Colin Felstad



Barry Critcher

## BRUCE RAMPTON Dauphin, Manitoba

Bruce Rampton tests a lot of new products and “seldom” does a new product provide enough return to warrant regular use. “Of all the products I’ve ever tested, the biggest contributors to yield on my farm have been new varieties and nitrogen,” he says.

Rampton replicates every trial. “Without replication, you’ve really learned nothing,” he says. “There are too many other variables if you just split the field in half.”

He chooses a uniform part of the field and does three reps with the treatment and three reps without. If the location

*“Without replication, you’ve really learned nothing. There are too many other variables if you just split the field in half.”*

*– Bruce Rampton*

is too small, he’ll do two reps on each side of a quarter. His strips are 1.5 times the width of his combine header. “This allows for shifting of GPS reference points on the different machines,” says Rampton, noting he always wants to run the headers full.

Rampton uses the combine yield monitor to measure results. “This allows us to do the trials without slowing down harvest,” he says. He calibrates the yield monitor yearly for each crop, and he “sanitizes”

the data. “I examine all the really high or really low yield zones. If most high or low yield points are at headlands, the reason is just because the combine is coming in slow or leaving fast.” He can then decide whether to include or remove this data.

He keeps comparisons simple: One rate of the treatment versus an untreated check. For the trials, he applies the

continued on page 18



product at 130 percent of the recommended rate. “If I can’t get a response at that rate, then it doesn’t come into my program.”

“At the end of the day, I look at bushels and grade. I don’t look at healthy roots or plant colour to assess a treatment. None of those make my payments or take my family on vacation,” Rampton says.

## DEAN ANDERSON

Hanley, Saskatchewan

Dean Anderson does a variety trial on his farm most years, working with seed companies to test their top new varieties beside other industry leaders. “A lot of guys won’t do these trials because of the time it takes, but for me, it provides a chance to find out which varieties and which systems work best on my farm,” he says.

By cooperating with the seed companies, he gets their help to set up the trials and collect and analyze the data, using weigh wagons for accuracy. The seed companies have also tested other products on his farm, such as new specialty fertilizer products, giving Anderson a good sense of how or if they work.

The past few years, Anderson has also left strips to test fungicide treatments for sclerotinia prevention. This year he didn’t notice a difference between treated and untreated strips, but in 2010, he found a 15 percent yield drop in fields and strips that didn’t get sprayed.

In 2012, Anderson plans to compare new sclerotinia-resistant varieties against his current favourites.

## COLIN FELSTAD

Dapp, Alberta

Colin Felstad has used test strips over the past couple years to assess fungicide performance, compare swathing times and test new varieties.

To see whether sclerotinia fungicide pays off, he turns the sprayer boom off for a couple of passes and flags the area using GPS. “Some years we see no benefit to spraying. Other years we do see a benefit,” he says. “Overall, I think

it’s worthwhile to spray, and the test strips give me that confidence.”

For variety comparisons, Felstad takes a few uniform quarters and splits them in half, planting a proven variety on one half and a new variety on the other.

For time of swathing, the past two years he cut most of a field at 10 percent seed colour change and a portion at 60 percent to check the yield, quality and harvest timing differences. “Late swathed canola seems to have a one to two bushel per acre yield advantage, but when you use a combine yield monitor to compare, that may just be the margin of error,” he says.

*“We’re searching for ways to increase profits, and the test strips help me to see what works.”*

– Colin Felstad

Felstad does trials for the time of swathing to make sure he’s not leaving too much yield and quality on the table by cutting some fields early. He grows InVigor varieties and has not had any green seed issues with early cutting. Nor is curing time excessively long. “We’re still combining those fields first,” he says.

He doesn’t randomize trials or do statistical analysis, but the strips still provide useful insight. “We’re searching for ways to increase profits, and the test strips help me to see what works,” Felstad says. “Fungicide and seed cost a lot of money, and we want to use those products that provide the best return on investment.”

For 2012 trials, Felstad plans to compare swathing with straight combining, and continue his variety tests.

## BARRY CRITCHER

Taylor, B.C.

Barry Critcher tests a few new varieties every year. He finds a uniform field and then seeds six or seven varieties side by side, mapping each using GPS. He buys one bag for each new variety

he wants to try, and then seeds seven passes – roughly 10 acres – for each. For comparison, he includes a couple of varieties he’s already using on his farm.

Critcher wants to know how new varieties perform on his farm. “That’s what counts,” he says. “We’ve had varieties you think should be the leaders by far, based on data from other sources, and they turn out to be the worst for my farm.”

At harvest, he marks off two swaths for each variety and then uses a weigh wagon to measure yields. “You can’t use your eye to compare varieties, and a combine yield monitor has to be very well calibrated to be of any use,” he says. “I think the weigh wagon is the only way to compare.”

Critcher harvests all varieties on the same day. “I should harvest each variety when they’re ready, but that makes the trials a lot harder to do.” He does compare differences in seed colour change, and considers clear differences in maturity when evaluating the yield result. He does like to have a good early-maturing variety somewhere on his farm each year. “That way I can get started earlier at harvest,” he says. He also looks at height and ease of swathing.

Critcher concentrates his on-farm research effort on variety comparisons because variety choice tends to make the biggest difference to his return. “We’ve done trials with micronutrients and other specialty products, and the crop may show a visual difference during the growing season, but in the end the yield difference doesn’t justify the cost and effort,” he says. “There is only so much money you can spend, and you have to spend that money on inputs that produce the best results.”

*Jay Whetter is communications manager with the Canola Council of Canada.*

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# DIAGNOSTIC DILEMMAS

By Jay Whetter

A high producing canola crop often starts with a uniform vigorous stand. Here are a few establishment headaches from 2011 with tips on what CCC agronomists learned from them.

20 ● **C**anola Council of Canada (CCC) agronomists get many calls a year from puzzled growers wondering how to solve some problem in their canola fields. Agronomists run through a checklist with the grower to determine the probable cause. Then they scan the whole field for patterns, and scout closely above and below ground.

In many cases, careful diagnostic reasoning can narrow the possibilities down to a single cause that can be addressed. Here are two such scenarios from 2011.

## STRANDED SEED

**Problem:** A grower from Alberta called because his stand had emerged nicely and with good vigor but two weeks later was virtually gone. The field was light sandy soil, and the grower had rolled and packed the field after seeding. Moisture was good at seeding time and emergence was quick and even.

**Action:** The initial culprit was thought to be frost or herbicide residue. It had also been dry and windy for the previous nine days, but the field conditions did not suggest drought damage or wind damage because the hilltops were in better shape than the side slopes.

Once the CCC agronomist and the grower started digging, the problem became evident. In the poorer areas

of the field they found remnants of dead canola plants that had been dried out. The seed was only half an inch or less below the surface, and stranded in the dried out top layer of soil. It turned out the plants on hilltops were actually emerging from deeper than the rest of the field. At a seed depth closer to one inch, they had rooted better and were tapping into moisture reserves.

In a similar case, another Alberta grower had seeded two fields the same day. After seeding, conditions became windy, warm and dry. The grower was puzzled that canola in the sandier field looked much better than canola in the clay loam field, which he thought should have retained moisture. He called a CCC agronomist to discuss the problem. They scouted the fields together and found

*Many growers will have a thick layer of crop residue for 2012 seeding. Seed stranded in this layer is unlikely to germinate.*



*For soils with a good layer of thatch on top, make sure the drill penetrates that layer to place seed into soil. Seed is unlikely to emerge in the thatch, and if it does, it will not root properly.*



that the lighter soil actually packed more tightly over the seed and didn't have as much residue cover to get in the way. The better seal retained enough moisture for good germination. The heavy soil needed heavier packing, especially since there was so much more residue in the seed row. Straw poking into the seed trench can increase the amount of air movement and dry out the soil.

**Tips:** The lesson in both cases is to make sure seed is placed into the soil, ideally at a depth of  $\frac{3}{4}$  inch, and to provide adequate packing pressure to reduce air movement through the soil above the seed. Seed placement and packing pressure has to change with soil type and residue cover.

With high cereal yields in many parts of the Prairies in 2011, particularly in Alberta and western Saskatchewan, many growers will have a thick layer of crop residue for 2012 seeding. Seed stranded in this layer is unlikely to germinate. Or, if it does have the moisture to germinate, stranded seed may not be able to root into firm soil, which anchors it from wind erosion and provides access to water and nutrients.

If you're unhappy with the packing performance of your drill, give it a close inspection and consider an alternative



packer style. For example: V-shaped steel packers on a paired row can actually work well to force down fertilizer and provide gentle packing from the side to seal in the seed. The tip of the "V" needs to be perfectly in line with the fertilizer row, and the opener must properly place seed on the shelf beside the fertilizer row. When using flat packers, make sure that they're wide enough to cover the fertilizer and seed rows, and that the packing pressure is sufficient for the soil conditions. Because of their increased surface area, flat packers may not provide the packing pressure of a "V" packer.

### DEPTH CONTROL CHALLENGE IN TILLED SOIL

**Problem:** With all the spring moisture in Manitoba and eastern Saskatchewan, a long-time zero tiller decided to cultivate a field in the spring to dry it out enough to seed canola. This created a wide range of challenges. The first pass with the cultivator produced a lot of very large clods, so the grower went in again with a heavy harrow. Then it rained, so the grower went over the field two more times with the heavy harrow to attack the clods again and break up crusting. When the field was finally seeded on June 10, the soil was mellow, but still had some clods and the top layer of soil had a lot of straw incorporated. With clods and hairpinning, the seedbed was not ideal. Seed depth varied from a dribble on the surface to two inches deep, and the packer runs were visible for weeks after seeding. Crusting was a problem across the field.

*Agronomy specialists remind long-time zero tillers to check seeding depth and packing pressure often when seeding into tilled soil for the first time in years.*

**Action:** For starters, spring tillage ahead of seeding can create all sorts of headaches, as this grower discovered. If tillage is deemed necessary, a fall pass is preferred. The winter freeze-thaw



*A drill riding on firm untilled soil performs differently than the same drill on mellow tilled soil, and that performance is likely to change more dramatically from field to field in response to different soil types. Keep a simple depth tool in the tractor cab, and confirm depth settings often.*

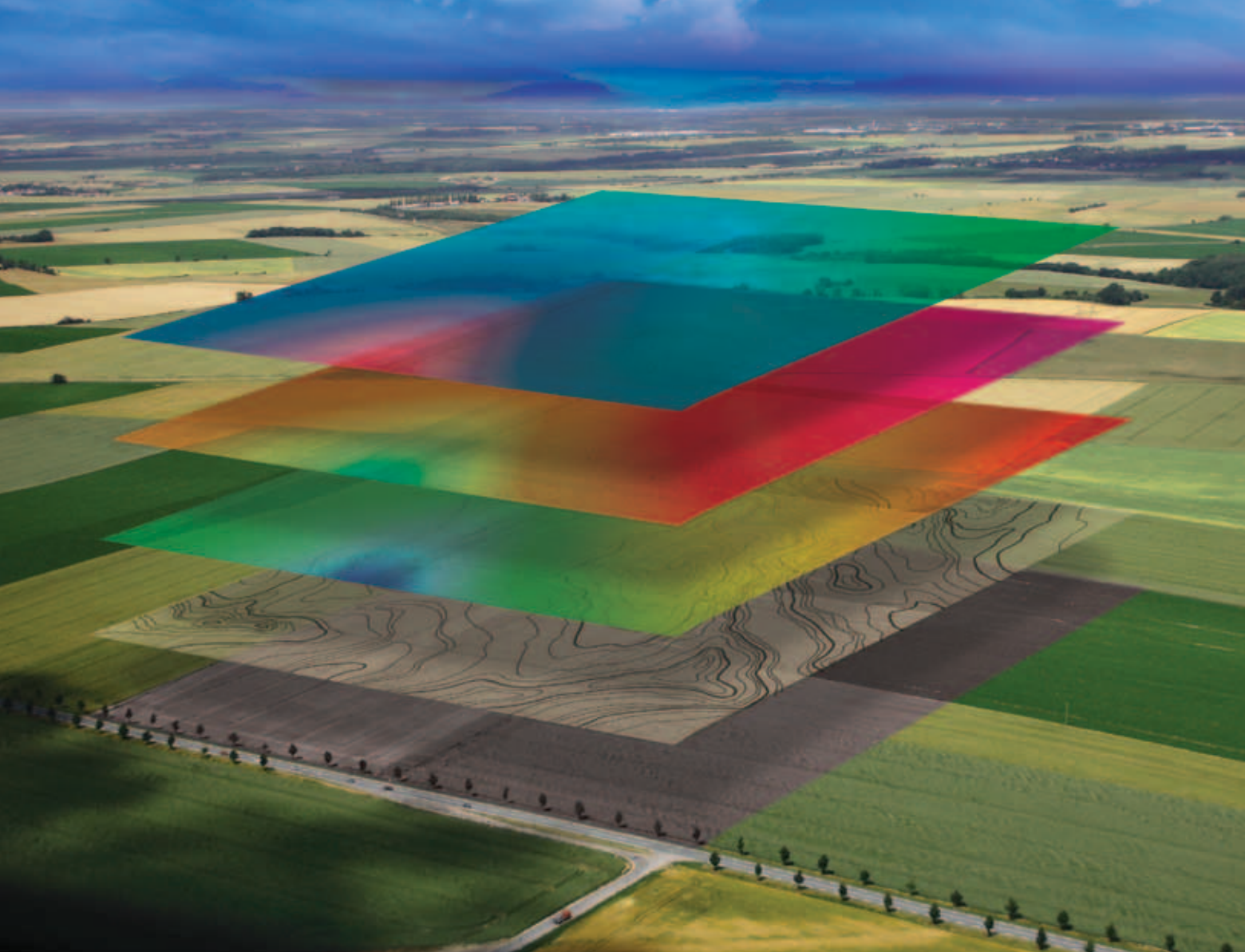
cycle and spring moisture will soften any clods and help prepare a firm and even seedbed. The widely variable seed depth in this case was a direct result of the grower's lack of recent experience seeding into mellow tilled soil.

In the end, this grower decided he would have been better off just knifing in barley rather than using multiple tillage passes in an attempt to dry out the land. Tillage created a seedbed and crusting situation that simply did not work for canola. He only harvested 44 out of the field's 140 acres.

**Tips:** With more tillage than usual this past fall, CCC agronomy specialists remind long-time zero tillers to check seeding depth and packing pressure often when seeding into tilled soil for the first time in years. Check a few times per field to ensure sure the settings are right for the soil conditions. You may have the drill set to seed at  $\frac{3}{4}$  inch in a clay loam field, and find it sinks to 1.5 inches in a sandier field even though the settings were not changed. Check with the drill manufacturer if you have questions about adjusting packing pressure for different soil conditions. ●

*Jay Whetter is communications manager with the Canola Council of Canada.*





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# MANAGING TIGHT CANOLA ROTATIONS

By Carla Pouteau

A trend to tighter rotations across the Prairies also brings real penalties to yield and risks to long term productivity.

A sea of yellow across Western Canada in recent growing seasons suggests crop rotations are being tightened to include canola more often. “We had phenomenal canola yields in Manitoba in 2008, 2009 and 2010 and canola has definitely been profitable,” says Anastasia Kubinec, provincial oilseed specialist with Manitoba Agriculture, Food and Rural Initiatives. Recent analyses of crop insurance databases by the three provincial oilseed specialists confirm canola rotations are being tightened.

Manitoba Agricultural Services Corporation records examined between 2000 and 2010 showed a definite trend to shortened canola rotations. About 55 percent of the canola insured in 2010 was grown with only a one-year break.

Saskatchewan Crop Insurance Corporation records analyzed between 2001 and 2010 showed a similar trend. In the Brown and Dark Brown soil zones, growing canola after a four-year break was still the most common rotation, but rotations with a two-year and one-year break were increasing. In the Black soil zone, canola rotations have seen a more significant shift – canola with a one-year break was quite common in 2008 and the most common rotation in 2009 and 2010 (Figure 1). A similar trend was observed in the Gray soil zone where the rotation of canola with only a one-year break was the most common rotation in 2009 and 2010.

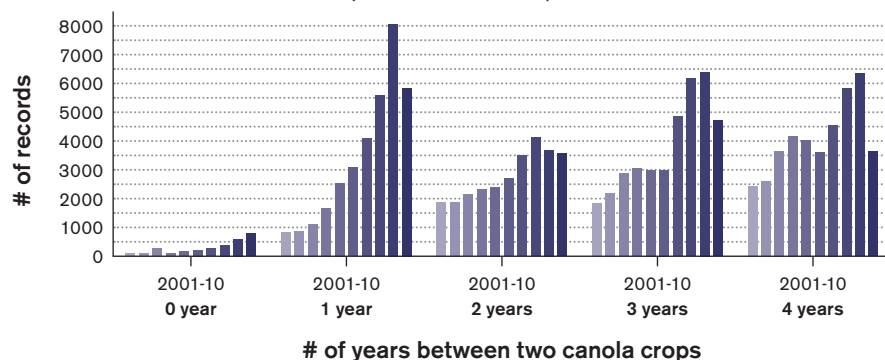
Agriculture Financial Services Corporation records in Alberta examined between 2004 and 2009 showed a similar

trend to tighter canola rotations, especially as fields progressed northward in the province. In the Dark Brown soil zone of south-central Alberta, canola rotations with a two-year break emerged as the most popular, followed closely by canola grown with a one-year break. In the Black and Dark Gray soil zones of central Alberta, canola with a one-year break was by far the most common rotation in 2009 (Figure 2). In the Peace Region, canola with a one-year break was the most common rotation (approximately 39 percent of fields) followed closely by continuous canola (approximately 36 percent of fields).

Yield data from these records also follows a trend (Figure 3). “There’s a real penalty to growing canola on canola,” says Kubinec. “Based on Manitoba’s data, canola on canola yielded about 17 percent less than canola that was grown on wheat stubble.”

Similar results were observed in Alberta. “Canola on canola yield loss was consistent in all soil zones,” says Murray Hartman, provincial oilseed specialist with Alberta Agriculture and Rural Development, noting yield losses ranged between 15 and 20 percent. Canola yields in longer rotations yielded slightly better (five to eight percent) than canola with a one-year break.

**Figure 1. Canola Cropping Frequency in Saskatchewan by Rotation Break (Black Soil Zone)**



Source: Vakulabharanam, SMA

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"I guess some growers feel they can make more profit by growing canola every year even with a 15-20 percent yield drop compared to rotations including cereals or other crops," he suggests. "However this higher profit in the short term may not prove as beneficial in the long term."

In Saskatchewan, "the yield penalty ranged between eight and 16 percent with continuous canola when compared to canola grown with a one in four rotation," says Venkata Vakulabharanam, provincial oilseed specialist with Saskatchewan Ministry of Agriculture. "Overall, rotations with at least a two-year break yielded the highest."

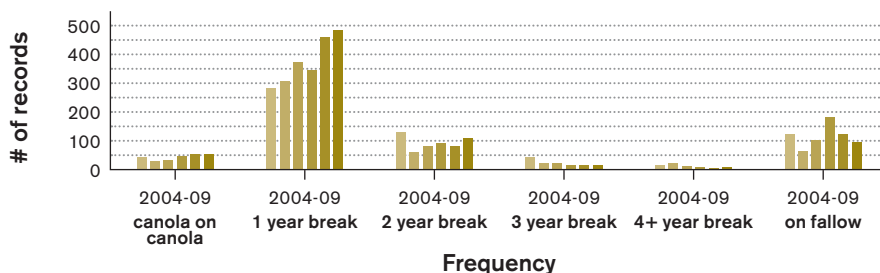
These results mirror what has been reported from research. An experiment led by researcher Dr. John O'Donovan with Agriculture and Agri-Food Canada (AAFC) at seven locations across Western Canada showed that canola yielded greatest on legume stubble, followed by wheat stubble. Canola on canola almost always resulted in the poorest yields.

One of the suspected factors affecting yields is an increase in blackleg incidence. Research from a 12-year crop rotation study by Dr. Brian Jenks, weed specialist at North Dakota State University showed an increase in late-season blackleg incidence with shortened rotations. Increased root maggot damage on continuous canola is another yield robber that has been observed by researcher Lloyd Dosdall, an entomologist with the University of Alberta working on a long term rotation study in partnership with AAFC.

The trend to shortened rotations is worrisome because it goes against recommended best management practices. The recommendation to grow canola one year in four was created because of the threat of blackleg and the varieties available at the time. New varieties with better genetic resistance have allowed rotations to be shortened without disastrous consequences in most cases. However, experts say growers should be cautious.

"We can't count on blackleg resistance breeding," says Hartman. "We have become over-confident in science and

**Figure 2. Canola Cropping Frequency in Alberta by Rotation Break (Black and Dark Gray Soil Zones)**



Source: Hartman, AARD

investment and need to incorporate good agronomy as well. Growers should realize the selection pressure for a break-down in blackleg resistance is significantly increased with a one in two-year versus a one in three-year rotation."

Blackleg incidence has been increasing, says Steve Baron, an agronomist with Double Diamond in south-central Manitoba. "About 40 percent of the canola we see gets a fungicide for blackleg added to the herbicide application," he says. He also sees a lot more fall tillage lately and suspects growers are burying residue to minimize spore spread.

"Growers should add an extra five to 10 percent to their cost of production budget when they have a shortened rotation," suggests Hartman. "We know that tight rotations could affect canola productivity long term and they should be budgeting that future opportunity cost. It's like performing regular maintenance on your equipment to limit future catastrophic costs on that piece of equipment."

Vakulabharanam agrees, noting that the appearance of clubroot in Alberta and Saskatchewan should be a good lesson. "Shortening the rotation is problematic and may result in growers being unable to grow canola or even other crops, such as pulses, if sclerotinia thrives."

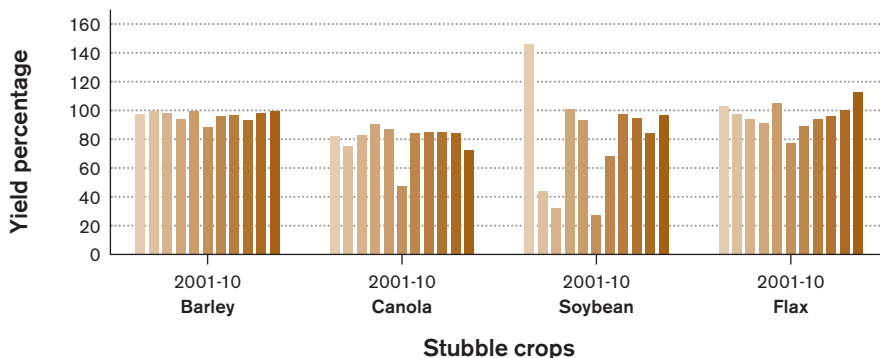
Besides budgeting for a future discount, experts suggest there are other things a grower can do to manage shortened rotations:

- Choose varieties with high blackleg resistance ratings and rotate varieties.
- Rotate herbicide tolerance systems as well to avoid weed resistance.
- When canola is not grown, control volunteers to eliminate pest hosts.
- Scout early and often for disease and identify blackleg from sclerotinia.
- Assess how varieties perform, quantify blackleg incidence and severity found.

"And never underestimate the potential for pests," concludes Hartman. ●

*Carla Pouteau is a freelance writer and farms near Mariapolis, Manitoba.*

**Figure 3. Canola Yield on Various Stubbles in Manitoba (relative to canola on spring wheat = 100%)**



Source: Kubinec, MAFRI





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# THE EASTERN FRONTIER

By Jay Whetter

Canola acres in Ontario, Quebec and the Maritimes were around 140,000 in 2011. Though the number is small, Eastern Canada canola growers are experienced and committed, and expansion is likely.

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ew Liskeard, Ontario is canola country – but that's not the impression you get when driving there. I visited the region last July and my introduction was 150 km of bush and lakes along Highway 11 north of North Bay. "Where's the canola?" I wondered. Then I came over a crest and the forest opened up to reveal miles and miles of familiar yellow. I pulled into a scenic lookout to take in the view.

New Liskeard is 500 km north of Toronto, but it's still south of the 49th parallel. Although it is level with Grand Forks, North Dakota and Great Falls, Montana, growing degree days in New Liskeard are in the same range as southern Manitoba and the average number of frost-free days is 99, identical to Lacombe, Alberta. About half of Ontario's 80,000 acres of canola in 2011 were grown in the New Liskeard region. The other half were produced in counties on the south side of Georgian Bay, with a few canola growers here and there between the two pockets.



*Dennis and Fraser Jibb*

My afternoon tour of the region began upon meeting Terry Phillips, an agronomist with the Co-op Regionale de Nipissing-Sudbury Ltee., which has a location near New Liskeard. Phillips is also a director with the Ontario Canola Growers Association, and runs his own 440-acre farm.

We visited Dennis Jibb, who farms with his parents, Fraser and Audrey, and brother Darren. The Jibbs have 2,100 acres, an 80-cow dairy, and have grown canola for two decades. In 2011, their canola yields averaged 55 bushels per acre. They've been pushing rotations and will likely cut back to 500 canola acres in 2012, down from 850 in 2011

and 2010, Dennis says. Their typical rotation is wheat-soybeans-barley-canola and all acres eventually get a rotation of hay for two to three years.

The Jibbs put liquid manure from the dairy on all canola acres. At the time of seeding with their 30 foot John Deere 1850 disc drill with 7.5 inch row spacing, they also apply liquid fertilizer. The liquid blend contributes 4.2 pounds per acre of actual nitrogen, 16.8 pounds of phosphorus and 4.2 pounds of potash. After emergence, they top dress urea and ammonium sulphate equivalent to 80 pounds per acre of actual nitrogen and eight pounds per acre of sulphur.



Similar to Western Canada, flea beetles are a top insect pest in the region. In 2010, the Jibbs had a hot, dry spring and 600 of their 850 acres had to be reseeded due to flea beetle damage. Although flea beetles were not a problem for them in 2011 with the cool spring, they did have to deal with a new pest: Swede midge. Two-thirds of the Jibb's canola crop had some Swede midge damage. "I estimate yield loss at three to five percent," says Dennis. "In some cases, Swede midge damage delayed harvest by up to two weeks."

Swede midge is native to Europe and Asia. It was first found feeding on brassica plants in Ontario in 2000 and is now widely distributed in Ontario and Quebec. Adults lay eggs near the canola plant's growing point in late May or early June, and larvae emerge a few days later. Larval feeding can stunt the main growing point, causing pods to grow in a bizarre cluster. Brian Hall, edible bean and canola specialist with the Ontario Ministry of Agriculture, says yield loss in most cases is minimal and tends to be worse in late seeded canola and in canola seeded into canola stubble.

*"In some cases, Swede midge damage delayed harvest by up to two weeks."*

– Dennis Jibb



Brian Hall

The Jibbs straight combine their canola and store as much as they can on farm. They have a few new steel flat bottom bins to handle increased production. With full floor aeration, the bins can safely store canola until ideal delivery times and prices come along. The Jibbs sell through local elevators, but their deliveries go direct by truck to the Bunge crush facility in Hamilton at a trucking cost of around \$40 per tonne for the one-way 500 km trip.

The biggest challenge to canola production, Dennis says, is the weather. "The past few years have been kind, but late frosts in the spring and early frosts in the fall are always a concern."

#### QUEBEC

The next day I attended a combine clinic hosted by the Ontario Canola Growers Association and Grant Farms, a 10,000-acre operation that just opened a new elevator for the region. The clinic attracted about 100 growers, including Pierre Groux, who farms over the border at Nédélec, Quebec.



Pierre Groux

Canola acres in Quebec were 42,000 in 2011, close to the previous peak in 2008. The province has three concentrations of canola: Lac St-Jean, along the St. Lawrence near Rimouski, and Groux's region of Abitibi-Temiskaming.

Groux started growing canola in 1998 and it now accounts for 25-30 percent of his acres. He seeded 500 acres of canola in 2011, with an average yield of 42 bushels per acre but will cut back in 2012 for rotation purposes.

Groux applies 90 pounds of actual nitrogen per acre, 45 pounds of phosphorus, 45 pounds of potash and 18 pounds of sulphur in three separate passes. Monoammonium phosphate goes on at the time of seeding with his John Deere 730 air seeder. Then he does two broadcast applications: potash plus about half the nitrogen followed by calcium ammonium nitrate.

Finally, he will apply boron at the time of flowering, sometimes mixing it with fungicide if conditions favour sclerotinia.

continued on page 28





Boron is a common application for canola in southern Ontario and growers further north are trying it. Some Ontario studies show that boron can help canola retain pods under heat stress.

Although all of Groux's seed has Prosper treatment, he had to spray for flea beetles in 2010 and 2011 because pressure was so intense. Clubroot exists in Quebec, and Groux has a 150-acre field where he cannot grow canola because of this disease.

Once Groux increased his canola acreage, he decided to switch from straight combining to swathing. "When

*"We believe that 150,000 to 200,000 acres is very feasible in both Quebec and Ontario with the right industry support."*

– Clint Munro

Canola acres in Ontario and Quebec (seeded)

Province	2006	2007	2008	2009	2010	2011
Ontario	18,500	35,000	55,000	45,000	70,000	80,000
Quebec	15,300	21,000	44,500	30,000	28,400	42,000

Source: Market Analysis Group, Agriculture and Agri-Food Canada

straight combining canola, you have to go when the canola is ready. If I had fewer acres of canola, for sure I'd straight combine, but it is too stressful with 500 acres." He delivers canola to a Parrish & Heimbecker affiliate elevator north of New Liskeard.

#### EXPANSION

Expansion of canola acres in Eastern Canada is likely, primarily in Quebec and the Maritimes. A new joint venture between TRT-ETGO's crush plant in Becancour, Quebec and Bunge's crush plant in Hamilton adds to Quebec's

potential. "We believe that 150,000 to 200,000 acres is very feasible in both Quebec and Ontario with the right industry support," says Clint Munro, managing director with Bunge ETGO, the joint venture. "The new joint venture is a great opportunity for canola production, providing year-round demand for seed and the potential for canola crush between the two plants to exceed one million tonnes."

Munro adds that if Europe opens up to Canadian canola, this could provide new market opportunities and a "natural fit" for Eastern Canada's canola growers.



Canola production in the Maritimes is also increasing. Industry estimates put total acres for Nova Scotia, New Brunswick and P.E.I. at 13,000 in 2011, up from 6,000 acres in 2010 and 1,000 in 2006.

P.E.I. had 3,000 acres of canola the past few years – 400 of these acres belong to Gerard Mol of Kinkora. Several years ago, Mol, along with Teo Herweyer from nearby Darlington, bought a canola oil crusher and formed a company called Atlantic Oilseed Processing. The company is exporting non-GM canola seed to Japan, and continues to develop markets for its canola oil. “We can’t compete with the Prairies on volume and pricing, so we have to look for niche markets,” says Mol.

Mol’s canola production goes into a container and is exported through Halifax, a three-hour drive away. “The

primary challenge for P.E.I. growers is to increase yield,” he says, noting his average is 40 bushels per acre. A visit by Canola Council of Canada agronomy specialist Doug Moisey in January will have given him some ideas to improve.

*“The primary challenge for P.E.I. growers is to increase yield.”*

*– Gerard Mol*

In Ontario, canola acres are likely to remain fairly steady. Phillips says rotations are already pushed around New Liskeard, and James McKinley doesn’t expect an increase in southern Ontario either. McKinley is president of the Ontario Canola Growers Association and farms at Ravenna, just south of Lake Huron. Canola yields for his region in 2011 were lower than average while corn and soybean yields were good,

which may hurt canola acres in 2012. “It comes down to cost of inputs and projected market prices,” McKinley says. “Newer genetics help canola to compete financially and earlier harvest gives growers a chance to seed winter wheat in a timely fashion.”

In my two days around New Liskeard, I found out that canola grows very well in the region and that Eastern Canada is home to many top notch canola growers. While they may not be large in number, these canola growers have a lot in common with those on the Prairies. They may also have a few tricks to share, especially when it comes to nutrient rates and application methods. If Swede midge becomes a Prairie pest (hopefully not), they may have some management tips to share on that front, too. ●

*Jay Whetter is communications manager with the Canola Council of Canada.*

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# WHERE TO SET THE BAR?

By Les Nernberg

Creating the canola quality standard to achieve success in the world market.

30

Have you heard of the WCC/RRC? No, it's not a radio station's call sign or a disco song from the 1970s – it is the Western Canada Canola/Rapeseed Recommending Committee. This committee has been in establishment since 1983 and is one of the reasons Canada has held the status of providing high quality canola to the world.

The WCC/RRC ensures there is adequate information on the yield and disease status of the various canola varieties. It also guarantees that certain quality factors are met prior to variety registration, seed sale and, ultimately, growing on the farm for sale to a crusher or exporter.

The WCC/RRC is recognized as the organization in Canada that recommends canola varieties for registration to the Canadian Food Inspection Agency (CFIA) as required under the *Seeds Regulations Act*. Committee membership includes growers, canola plant breeders, seed trade associates, seed growers, an animal nutritionist, analytical specialist, oilseed crusher and/or exporter, plant

pathologist and Canola Council of Canada representative.

The main duties of the WCC/RRC are to evaluate and publicly disclose the agronomic performance, disease reaction, and oil and meal quality of all registration candidate canola cultivars developed by the seed trade.

### QUALITY STANDARDS

In order for a canola variety to be approved for registration, it must meet a certain quality. However, how does one define quality? In the case of canola, it can be defined as the components of

canola seed that provide economic value. Value is normally best measured at the customer level – in this case, the end user of canola oil and meal. However, it can also be measured through improved efficiency at any stage including growing and processing. Therefore, canola quality can be influenced at a number of levels. It is normally the composition of canola (e.g. oil content, oil profile, etc.) that provides overall value, so it is these attributes where the WCC/RRC has focused.

The committee has established a set of standards to assure our industry of the continued high quality of Canadian canola. In order for a canola variety to be approved for registration it must meet a quality-based system for five important components of canola: oil content, total saturated fats, erucic acid level, protein content and total glucosinolates. The targets or levels of the quality components needing to be achieved are presented in Table 1.

### HIGH OIL CONTENT

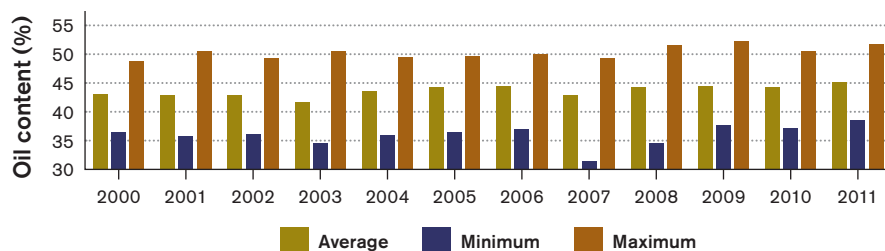
“The current parameters for the quality-based system were established in 2006 and the oil content standard was increased on a yearly basis over 2007 to 2011,” says Raymond Gadoua, WCC/

Table 1. Current registration quality standards for canola (*B. napus*)

Quality Factor	Standard
Oil	Not less than 1% below mean of checks
Saturated Fat	Maximum of plus 0.18% of checks
Protein	Not less than 1% below mean of checks
Glucosinolates	Not more than 12 µmoles per gram or not more than 1 umole/g above mean of checks, whichever is higher
Erucic Acid	Less than 0.5% of total fatty acids



Figure 1. Oil content of Canola No.1 Canada (2000-2011)



Source: Canadian Grain Commission Harvest Survey, 2011

RCC coordinator. “This incremental increase in the oil content standard has helped us achieve improved oil content over the past number of years.”

Figure 1 illustrates that oil content has shown a steady improvement over the past ten years with the current average oil content at 45 percent – providing canola a unique quality advantage. Due to its high oil content, the oilseed crushing industry finds canola suitable for processing into cooking oil (or in some cases industrial use) applications.

*“The breeding industry did a great job of responding, and increased oil content by a minimum of one percent in the new varieties over the past five years.”*

– Ray Elliott

“In recent years it was identified by the industry that Canadian canola was lagging in comparison to the oil content advancements of other countries and a key to canola’s value is the oil content,” says Ray Elliott, procurement manager for Bunge Canada. “The breeding industry did a great job of responding, and increased oil content by a minimum of one percent in the new varieties over the past five years.”

As all canola is processed, be it domestically or internationally, the value of canola has increased, says Elliott. “The end use buyers of canola have thereby raised the value to all farmers by increasing the value of canola in the oilseed market.”

### LOW SATURATED FAT

Another important quality characteristic of canola oil is its saturated fat content, which has remained at or below seven percent in recent years (Figure 2). This component is important in order for canola to meet the nutritional guidelines of being considered “low in saturated fat”. This is a valuable attribute when marketing and promoting Canadian canola oil in the U.S. market, Canada’s largest canola oil customer.

“The low saturated fat content, as well as having high levels of omega-3 fatty acids, is very important for today’s health conscious consumer. Those who are looking for healthy nutrition products find a great fit with canola oil,” says Tim Wiens, a canola grower from Hershel, Saskatchewan. “As more consumers look for heart-healthy choices it creates a larger demand for canola oil which reaches all the way back to the farm gate.”

In developing canola varieties, as in growing canola, there are many obstacles and challenges to overcome. In comparison to a pole vaulting competition at the Olympic Games, the WCC/RRC are

*“As more consumers look for heart healthy choices it creates a larger demand for canola oil which reaches all the way back to the farm gate.”*

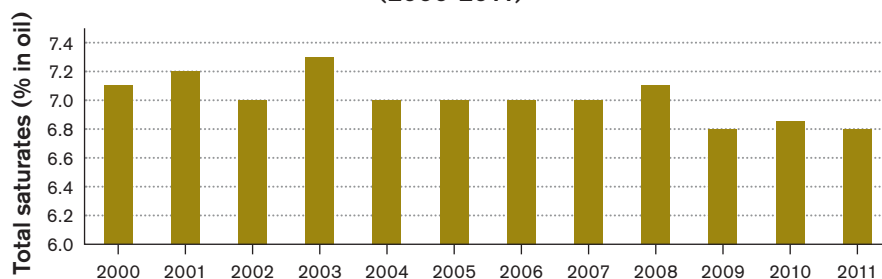
– Tim Wiens

the officials that set the bars in place, whereas the plant breeders are the athletes that need to clear those hurdles in order to achieve success.

The increase in oil content and maintaining saturated fat levels has benefited the entire canola value chain. However, quality standards are just the first hurdle to clear. Obviously, a canola variety that is high yielding and has proper disease resistance is also critical when deciding on new canola varieties. Overall, we must remember that both quality and agronomic attributes need to be achieved for Canadian canola to be successful in the world market. ●

*Les Nernberg is canola meal manager with the Canola Council of Canada and represents the Animal Nutrition Association of Canada on the WCC/RRC.*

Figure 2. Saturated fat (% in oil) content of Canola No.1 Canada (2000-2011)



Source: Canadian Grain Commission Harvest Survey, 2011

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# INDIA: MARKET OPPORTUNITY

By Anthony Gindin

A recent mission to India is helping to define the future of canola oil promotion in what is fast becoming one of the world's largest markets.



**November 24, 2011:** A taxi to the airport sat waiting in the driveway as Cory McArthur stepped out of his house, pausing in disbelief. It was way too warm for late November. In fact, it was the warmest November 24th in Winnipeg's recorded history. The sun was shining, and McArthur was beginning to question his decision to wear a jacket to the airport. McArthur did not yet fully realize that in less than 24 hours he would be experiencing temperatures that would make Winnipeg's record high 9°C feel like the inside of a meat locker.

**November 25, 2011:** A mixture of aromas, tangled within a warm breeze, hit McArthur in the face as he stepped out of the Mumbai airport onto the street. Although it was already past midnight, thousands of people crowded about, jousting over the few available taxicabs. As he stood in the 37°C heat, McArthur instantly realized there would be no use for the two thin wool sweaters that lay neatly packed away inside his suitcase.

This is an all too familiar experience for industry and government representatives who travel the globe, looking to develop new markets for Canadian products. But India is more than just a new market. With a population over 1.2 billion people, there is no doubt that India presents a vast opportunity for Canadian canola.

In 2011, India consumed over 15 million tonnes of vegetable oil, making it the world's second largest consumer next to China. More than half that amount came from imports. In 2011, India imported almost three times the total amount of vegetable oil produced in Canada.

Based on these figures, it is no surprise that Alberta Agriculture and Rural Development partnered with the Canola Council of Canada (CCC) and the Canadian High Commission in India for a trip to investigate this looming mega-market. The primary purpose of the trip was to introduce canola oil to the commercial sector in Mumbai and Delhi, two of India's largest retail food markets.

"It's the right time to expand this market," says Cory McArthur, CCC vice president of Market Development. "It's an opportunity that will take time to develop, but it's important to lay the groundwork now, before we miss the boat."

continued on page 36

The mission presented an excellent opportunity for the CCC to leverage available dollars by collaborating with the Alberta government, who provided the majority of funding for the trip.

*“It’s an opportunity that will take time to develop, but it’s important to lay the groundwork now, before we miss the boat.”*

– Cory McArthur

### WHAT WAS LEARNED?

India is a diverse country, boasting significant cultural differences between its many unique regions. Penetrating these different areas with a uniform promotional campaign would be ineffective. The focus must therefore be on the two mega-markets of Mumbai and Delhi.

There are three levels to the Indian commercial sector: food manufacturers, bulk food service (restaurants, hospitals, hotels, etc.) and the retail sector (bottled oil in grocery stores). Currently, the majority of canola oil is sold on grocery store shelves. However, we are now seeing consistent interest from the rest of the commercial sector.

“Canola oil can only gain momentum once the commercial sector is on-board,” says McArthur. “By creating demand in the commercial sector, there will be more interest from importers – therefore providing a greater opportunity to expand this market.”

In the face of new food safety legislation in India, Canada’s high quality production standards provide a clear competitive advantage moving forward.

For the CCC, next steps include continuing to partner with various health organizations in India, seeking valuable spokespeople to spread the message and planning for product demonstrations with the commercial sector that compare the performance of different cooking oils.

### WHAT DOES THIS MEAN FOR CANADA?

Canada exports 85 percent of its canola production to markets around the world. As a result, our industry relies heavily on significant sales to a small number of markets. This creates a level of risk. By expanding into new markets, the industry can decrease its risk – comparable to an individual spreading risk across multiple investments. “Developing new markets spreads out global demand and insulates our industry against potential threats,” says McArthur.

*“We can now see just how important properly positioning ourselves in India will be for our industry’s future growth and stability.”*

– Cory McArthur

India’s impressive rate of economic growth, coupled with the rapid increase in vegetable oil consumption, hints at a future full of opportunity for the Canadian canola industry.

“This trip was an excellent example of how we can leverage grower dollars to obtain government support for these sorts of missions,” adds McArthur. “We can now see just how important properly positioning ourselves in India will be for our industry’s future growth and stability.” ●

*Anthony Gindin is market development manager with the Canola Council of Canada.*



### DETAILS OF THE TRIP

#### Attendees:

- Colin Jeffares, Assistant Deputy Minister at Alberta Agriculture and Rural Development, along with three of his staff
- Cory McArthur, CCC vice president of Market Development
- Ward Toma, general manager of the Alberta Canola Producers Commission

#### Itinerary highlights:

##### Mumbai

- Met with the Food Safety and Standards Authority of India (FSSAI)
  - Discussed new regulations that will affect the way foods are imported into India and tested upon arrival
- Full day canola program for food manufacturers and food service providers
  - 14 companies from commercial sector attended
  - CCC and Alberta Agriculture provided a presentation on the use and benefits of canola oil

##### Delhi

- Roundtable discussion with the Associated Chambers of Commerce and Industry of India (ASSOCHAM)
  - Attendees represented food manufacturers and food service providers
- Met with the Ministry of Health & Family Welfare of India
  - Learned about government programs to create awareness about cardiovascular disease, diabetes and pollution

##### Bangalore

- Cory McArthur flew solo to conduct media interviews while assessing the market opportunity in Bangalore



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# DRIVEN BY RESEARCH

By Anthony Gindin

Research is driving new strategies to promote both oil and meal to one of our industry's most valuable customers – the United States.

It's hard to quantify the importance of research when looking at a market as large and diverse as the United States. However, one thing is clear – what was once a very complex picture is now coming into focus.

## CANOLA OIL IN THE U.S.

Thanks to new research commissioned by the Canola Council of Canada (CCC), the story of canola oil in the U.S. is taking shape. A recent A.C. Nielsen study reached out to 500 canola oil and 500 non-canola oil users to document how Americans perceive and use different cooking oils, as well as how they make their purchasing decisions.

The study shows that the three most commonly used cooking oils in the U.S. are generically labelled vegetable oil, canola oil and olive oil. In terms of overall market share, soybean oil – the predominant ingredient in many vegetable oils – is the leader by far, followed by canola then olive oil.

In the minds of American consumers, cooking oils are most commonly associated with one key benefit each. For vegetable oil it is affordability, for olive oil it is health and for canola oil it is the light taste and texture. Furthermore, consumers ranked health and taste as the two most important factors when selecting a cooking oil.

And here's where the story gets interesting – although canola oil has considerably higher market share than olive oil, American consumers still perceive olive oil as the healthiest choice.

This knowledge presents both a challenge and an opportunity for canola oil in the U.S. market, and has already influenced the CCC's promotion strategy significantly. "We now position ourselves directly against olive oil based on canola's superior health characteristics," explains Shaunda Durance-Tod, CanolaInfo manager at the CCC. "Studies clearly indicate that canola oil is healthier than olive oil, based on its saturated fat content, and we feel that American consumers should be made aware of this."

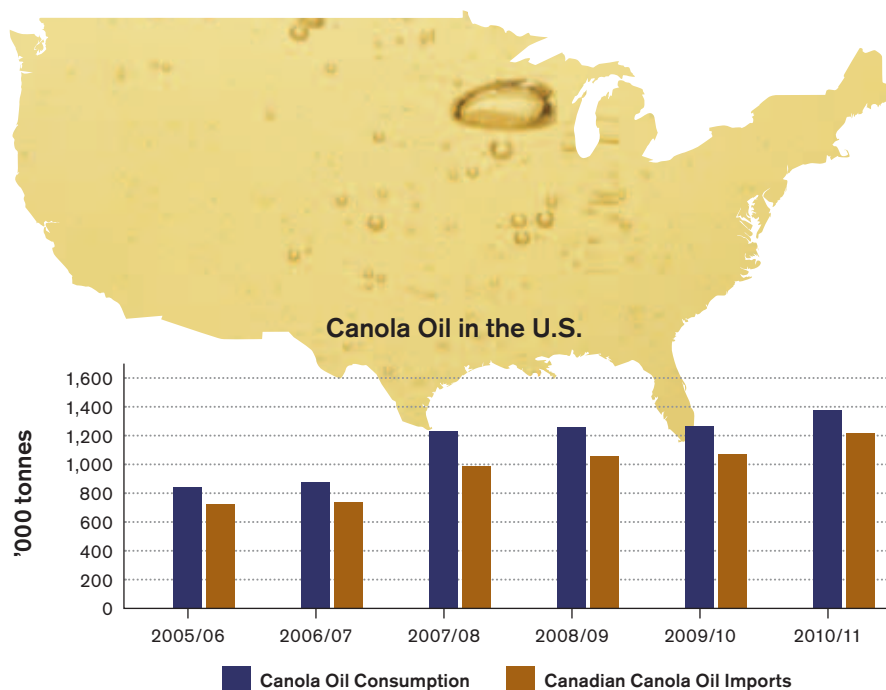
An example of this new positioning can be found in CanolaInfo's current messaging that clearly states: "Half the saturated fat of olive oil" (see advertisement below).

Given the current market dynamics, the CCC feels this message is essential. "I would love to see American consumers recognize that canola oil is the number one choice for their health," says Durance-Tod, adding that canola oil now has a very strong position in the U.S.

Beyond consumer perceptions, the study also looks at how cooking oils are used,







Source: Oil World Annual 2011

*“Studies clearly indicate that canola oil is healthier than olive oil, based on its saturated fat content, and we feel that American consumers should be made aware of this.”*

– Shaunda Durance-Tod

with pan-frying and sautéing identified as the top two cooking methods. “We now use this information to drive our recipe selection,” notes Durance-Tod. “It’s further proof that market research is a great way to test and improve marketing tactics by providing insight into consumer behaviours.”

In a sense, each cooking method represents a piece of the market, as consumers may use different oils based on each type of cooking. By identifying pan-frying and sautéing as the two most common cooking methods, communications can be tailored specifically towards those segments of the market.

Taking a step back from marketing tactics and messaging, the research also poses an important question – who has the greatest influence on consumer perceptions and purchasing decisions?

The study identified cooking and lifestyle personalities and the media as having the greatest influence. This information will allow the CCC to target audiences that are capable of having the largest downstream effect possible. “Targeting influencers is a great way to make a large impact with limited resources,” adds Durance-Tod. “In a huge market like the U.S., it’s a good strategy for making every dollar count.”

This strategy is demonstrated through various partnerships that the CCC has developed with U.S. health organizations like the American Heart Association and the Academy of Nutrition and Dietetics. Having this credible, third-party support allows the CCC to reach more consumers than traditional methods might allow, while also serving to amplify the message.

“It’s incredibly good value for grower investment,” adds canola grower Jody Klassen, director with the Alberta Canola Producers Commission. “These programs are unbelievably important for Canadian growers.”

In 2011, Canada exported over one million tonnes of canola oil to the U.S., worth approximately \$1.2 billion. In a country that consumes over 12 million tonnes of vegetable oil per year – the third largest in the world – canola oil is now number two among consumers, and growing.

“The U.S. provides Canadian canola with a market that is very suitable due to proximity, size and a consumer base with the disposable income to pay a health premium,” says Cory McArthur, CCC vice president of Market Development.

When coupled with the current shift towards healthier foods in the U.S., this market provides a wealth of opportunity for the Canadian canola industry. Through sound research and well laid strategy, the hope is that awareness among American consumers will continue to grow and provide increased demand well into the future.

“The U.S. is our most important market for multiple reasons, beyond simple export statistics,” says Klassen, noting the logistical benefits and growing consumer demand for healthy food products. “It is a large, reliable and consistent market for seed, oil and meal, and further development of this market will serve to benefit Canadian growers tremendously.”

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## CANOLA MEAL IN THE U.S.

Canola meal now has a secure spot as a trusted protein source for livestock in the U.S. dairy market. While canola meal may only have a five percent market share in the U.S., it remains our industry's largest market. To California alone we exported over 800,000 tonnes of canola meal in 2011, bringing home almost \$200 million to the Canadian industry.

Despite this great success story, the reality is that we're barely scratching the surface. New market research in the U.S. indicates there is massive potential for dairy producers to benefit from greater inclusions of canola meal in their feed rations. But before canola can expand, relationships have to be built with dairy producers and their close circle of trusted advisors.

A new study benchmarks current awareness in the U.S. dairy market, while identifying the key decision makers, how they receive their information and what they base their decisions on. Armed with this information, the CCC is developing new strategies to build valuable relationships and drive demand for canola meal in the U.S. dairy market.

Who makes the purchasing decisions?



Digest wants to hear from you. Share your comments or story ideas: [editor@canoladigest.ca](mailto:editor@canoladigest.ca)

"Research is an essential precursor to an effective promotions strategy," comments Lana Olson of Broadhead, a U.S. based communications agency involved in the CCC's meal promotion efforts. "It means that you're listening to your audience before you're speaking to them."

*"The research speaks, and we listen."*

– Les Nernberg

The research indicates that roughly 80 percent of U.S. dairy producers utilize off-farm advisors to formulate their feed rations. These off-farm advisors are most commonly either independent nutritionists or feed suppliers.

Aside from cost, the two most important factors these decision-makers rely on when making feed recommendations are technical data and product recognition among customers (dairy producers).

"The research speaks, and we listen," says Les Nernberg, canola meal manager at the CCC. "It is essential that we build a network of key relationships throughout the U.S. and focus on communicating what the research has identified as being most pertinent to these decision-makers."

The CCC strategy includes offering side-by-side comparisons with soybean meal based on technical data gathered in past CCC research efforts. "If soybean meal disappeared tomorrow, canola would be the obvious choice to replace it," states Essi Evans, Ph.D., the primary researcher on the new study.

By leveraging existing and upcoming research into a variety of newly identified marketing tactics, the CCC is ramping up efforts to increase demand for canola meal in the U.S. market.

In the words of McArthur, "If we're going to reach our goal of 15 million tonnes, increasing demand in the U.S. meal market is a big part of that equation." ●

*Anthony Gindin is market development manager with the Canola Council of Canada.*

## CANOLA MEAL CALCULATOR TOOL

Researchers are working to develop an online calculator tool that will allow users to run a cost-benefit analysis on canola meal versus other protein sources. ●





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# ABreport



## CANOLA LEARNING CENTRE WEBSITE LAUNCHED

There's a new place for teachers, homeschoolers and parents to seek out educational information about canola

– [www.learncanola.com](http://www.learncanola.com). The new website provides lesson plans on various subjects, recipes for food classes or those who want to start cooking, as well as project ideas for babysitters and youth club leaders.

Much of what is offered is based on Alberta Education's Program of Studies, and includes: lesson plans, suggested activities and supporting websites for topics such as body images and food choices, biotechnology and biological

diversity, consumerism and quality of life, and food and fuel consumption, to name just a few.

Also available from [www.learncanola.com](http://www.learncanola.com) are the grades 3, 4 and 5 Grow Guides, Integrating Teaching and Learning Resources for Alberta Social Studies and Science that complement the Grow a Bug Smart Board SimLab. At the end of this student educational display season, we look forward to adding the I Can-ola Matching Game for all to play and learn about the variety of uses for canola.

The site will also provide a listing of agricultural education opportunities where

[www.learncanola.com](http://www.learncanola.com)...

canola will have a presence. It will be a repository for the weekly radio programs, Rooting for a Change, as well as an ongoing list of the daily tweets from [@learncanola](https://twitter.com/learncanola).

The ACPC is committed to providing accurate, science-based information on topics relevant to agriculture and food. If you have a topic you would like to see researched, and materials provided to teachers and youth leaders in your area, contact us at [learncanola@canola.ab.ca](mailto:learncanola@canola.ab.ca).

## NEW POLICY DIRECTOR FOR ACPC

In the New Year, Karla Bergstrom joined the ACPC as the new policy analyst. ACPC has a number of policies in place, and there is a growing need for regular updates on the many ongoing issues and activities. "As I transition into this new position I will be taking my lead from the very knowledgeable ACPC staff and directors," says Bergstrom. "Policy touches on all aspects of ACPC's activities."

Bergstrom will be working on various provincial initiatives, such as the Agri-Environmental Partnership of Alberta, the Crop Sector Working Group, and Growing Forward 2 including the business risk management suite of programs such as AgriStability and AgriInvest. She will also be working with and reporting back from her counterparts across the other provinces, the Canola Council of Canada and the Canadian Canola Growers Association.

Bergstrom graduated from the University of Saskatchewan with a Bachelor of Science in Agriculture, where she majored in agriculture economics. She spent the last 10 years with Alberta Agriculture and Rural Development, starting as a crop specialist in the Provost District Office and then moving to the Alberta Ag-Info Centre when the district offices were closed.

During the last four years Bergstrom worked in the Economics and Competitiveness Division as a production economist. One of her priorities was AgriProfit\$, a farm business analysis research program. "The program collects producers' business and production information and generates benchmarks that support policy, research and promotional initiatives. In return, producers have their own economic analysis and benchmarks to base their decisions on.



*Karla Bergstrom*

I would invite all our canola producers to take advantage of this free program – for themselves, and also because it benefits our canola industry to have accurate cost-of-production information."

Bergstrom lives in St. Albert with her husband and three young sons.





*Back Row (l-r): Jody Klassen (ACPC Chairman-Region 6), Jack Moser (Region 11), Daryl Tuck (Region 4), Colin Felstad (Region 5), Raymond Blanchette (Region 3), Greg Sears (Region 2). Front Row (l-r): Marlene Caskey (Region 12), Terry Young (Region 7), Lee Markert (Region 9), Todd Hames (Region 10), Kelly McIntyre (Region 1), Elaine Bellamy (Region 8)*

## ACPC DIRECTORS FOR 2012

The Alberta Canola Producers Commission's (ACPC's) Annual General Meeting (AGM) was held during the FarmTech 2012 Conference in Edmonton on January 24, 2012. At the meeting, Alberta canola producers elected Greg Sears from Sexsmith as the new director for Region 2. The election was held at the AGM after no nominations were received prior to the October 31, 2011 deadline.

Three directors were acclaimed to the board to serve their second of two terms: Colin Felstad from Dapp in Region 5, Elaine Bellamy from Rosebud in Region 8, and Jack Moser from Camrose in Region 11.

Following the ACPC AGM, Jody Klassen of Mayerthorpe was re-elected to serve as chairman of the ACPC for the coming year. Colin Felstad of Dapp will serve as vice-chair.

Lee Markert of Vulcan will chair the Agronomic Research Committee, Marlene Caskey of Oyen will chair the Market Development Committee, and Jack Moser of Killam will chair the Grower Relations & Extension Committee. A complete list of committee members can be found at [www.canola.ab.ca](http://www.canola.ab.ca).

## A FOND FAREWELL TO HARRY SCHUDLO

Harry Schudlo retired from the board at the conclusion of the AGM after serving two terms as director for Region 2, located in the South Peace. During his time on the board, Harry served on the Agronomic Research Committee and the Grower Relations & Extension Committee. He was always a willing volunteer at the ACPC booth, whether it was talking to farmers at AgriTrade or meeting the public at the Calgary Stampede.

"On behalf of Alberta's canola growers, I extend my sincere thanks to Harry for

his dedication and commitment to the canola industry and the producers he represented so professionally," says ACPC chairman Jody Klassen. "Harry has brought a wealth of experience and knowledge to the ACPC board. More importantly, he is a great guy who is fun to be around. Harry could always be counted on for a story (or two) and an interesting perspective on the issues facing farmers. I am going to miss him, as will everyone on our board."



*Harry Schudlo*



## EXECUTIVE DIRECTOR'S REPORT

The winter canola meetings are drawing to a close and it was great to meet many of you who came out to discuss current industry issues. Clubroot and glyphosate resistance in weeds were two hot topics. Last fall we announced that clubroot was found in the north-central region of Saskatchewan, appearing in two canola disease nursery plots in the rural municipalities of Aberdeen and St. Louis. While it is an unfortunate situation, it is not surprising that the disease is starting to be detected in Saskatchewan.



*Catherine Folkersen*  
SaskCanola

As seeding begins, experts are advising canola (and mustard) growers to make many choices to reduce the chances of introducing or spreading spread clubroot on their land. Clubroot is soil-borne, so knocking soil clumps off seeding equipment as you leave a field can reduce the chance of it spreading. If you bring equipment onto your land from potentially infected areas, clean it well first.

A high pH soil can reduce the effects of clubroot, but research now shows that it will still be an issue once high pH soil is contaminated.

Other considerations to help prevent clubroot include:

- Practice good sanitation to restrict the movement of potentially contaminated soil.
- Use a four-year rotation to help reduce the intensity and spread of clubroot.
- Use direct seeding and other soil conservation practices to reduce wind erosion.
- Minimize traffic through your fields.
- Control volunteer canola and susceptible weeds (e.g. stinkweed) in your crops.
- Scout your canola fields regularly and carefully.
- Avoid using common untreated seed (including canola, cereals, and pulses). Earth-tag on seed from infested fields could introduce resting spores to your clean fields.

The clubroot discussion will likely go on for many more seasons. This disease has the potential to reduce your profits. Your levy organization is working with researchers, the provincial and federal governments, Saskatchewan Association of Rural Municipalities and the RMs to ensure effective communication about this issue and to work on programs to mitigate the negative effects of clubroot in Saskatchewan.

From the staff at SaskCanola we wish you a safe and successful spring seeding season. May all your planning result in a great growing season! Until September...

Catherine Folkersen  
Executive Director

## STAY CONNECTED

For the latest in crop production information as well as programs and activities, stay connected to SaskCanola by visiting [www.saskcanola.com](http://www.saskcanola.com). We update the website regularly with information for producers such as the upcoming 2012 Field Days and opportunities to win tickets to the 2012 SaskCanola/Rider game this summer. You may also email us at [info@saskcanola.com](mailto:info@saskcanola.com) or call 306-975-0262 or toll free 1-877-241-7044. ●



## IF YOU THINK SOIL pH WILL PROTECT YOU FROM CLUBROOT:

Past thoughts were that high pH soils may be less likely to have clubroot issues, or even be immune. Very recently, two independent studies have shown that this is *not* the case in Western Canada. Watch for more information to be included in a future *Canola Digest* and posted to [www.saskcanola.com](http://www.saskcanola.com) and/or [www.clubroot.ca](http://www.clubroot.ca). ●

## ONE CANOLA ORGANIZATION FORMED FOR SASKATCHEWAN PRODUCERS AND INDUSTRY

SaskCanola and the Saskatchewan Canola Growers Association (SCGA) amalgamated to form one canola organization under SaskCanola, to manage all grower resources and representation. The amalgamation came after almost two years of planning and working on shared goals by both organizations. It took effect at the conclusion of the final SCGA Annual Meeting held in conjunction with the Canola Producer Conference and SaskCanola AGM on January 12, 2012.

"During the 2010-2011 fiscal year, the boards of both organizations determined that, as the industry and marketplace continues to expand, canola producers and stakeholders would be better and more effectively served by one organization to manage all services related to our farmers and the industry," says Brett Halstead, chair of SaskCanola. "We welcome the amalgamation of our organizations to better serve Saskatchewan canola growers."

Throughout 2011, the two boards actively participated in a transition process. The process laid the foundation to enhance the services, operations and governance of SaskCanola so that the policy and government outreach activities of SCGA could be effectively incorporated into SaskCanola's mandate.

"We are pleased with the outcome of these endeavours," says Jeff Pylatuik, SCGA past president. "SaskCanola was initially established through the efforts of the SCGA membership in 1991 to advance market development, communications and research initiatives, and it will now be a stronger organization with the inclusion of the policy portfolio of the SCGA."

As part of the amalgamation, SaskCanola's board was expanded to eight registered producer members. Two former SCGA board members, Tyler Markusson and Dale Leftwich, have been appointed to the SaskCanola board and a new policy committee of the board has also been established. ●

## LISTEN IN!

The SaskCanola monthly radio program *Canola Connection* can now be heard province-wide.

Originating on station CJVR in Melfort with Alice McFarlane the first Friday of each month at 12:30 pm, the program can now also be heard the first Friday of each month on Golden West stations in Kindersley (CFYM), Rosetown (CJYM), Swift Current (CKSW), Moose Jaw (CHAB), Estevan (CJSL) and Weyburn (CFSL). The program then airs on Sunday on Rawlco station (CJCQ) in Meadow Lake and on Monday in Yorkton on station GX94.

If you miss the program they are posted on [www.saskcanola.com](http://www.saskcanola.com). In addition to the monthly program, you can hear the latest in canola news and information on our weekly Wednesday noon segment with Neil Billinger on Saskatoon radio station CJWW. So 'stay tuned' to your canola stations throughout the spring and summer! ●

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## SASKCANOLA BOARD INTRODUCED

The SaskCanola Board for 2012-13 was introduced at the Annual General Meeting held on January 12, 2012.



Back row (L to R): Dale Leftwich, Franck Groeneweg, Brett Halstead, Tim Wiens  
Front row (L to R): Stan Jeeves, Joan Heath, Tyler Markusson, Terry Youzwa

### Board Members:

- Board chair, Brett Halstead (Nokomis)
- Vice-chair, Joan Heath (Radisson)
- Franck Groeneweg (Edgeley), Stan Jeeves (Wolseley), Dale Leftwich (Esterhazy), Tyler Markusson (Foam Lake), Tim Wiens (Hershel), Terry Youzwa (Nipawin)

### Board Committee and Board Members:

- Audit: Tim Wiens (Chair), Franck Groeneweg, Joan Heath, Stan Jeeves
- Governance: Joan Heath (Chair), Brett Halstead, Tyler Markusson, Terry Youzwa
- Market Development and Communications: Tim Wiens (Chair), Joan Heath, Dale Leftwich, Terry Youzwa
- Policy: Stan Jeeves (Chair), Franck Groeneweg, Dale Leftwich, Tim Wiens
- Research: Franck Groeneweg (Chair), Tyler Markusson, Brett Halstead, Stan Jeeves

Contact information for each board member is available at [www.saskcanola.com](http://www.saskcanola.com)



# MBreport



## MANITOBA CANOLA GROWERS ASSOCIATION 2011 ELECTION OF DIRECTORS

Every two years, Manitoba Canola Growers Association (MCGA) members are asked to elect four Directors from across the province to represent canola growers at the board table for a four-year term. The following are the results of the 2011 MCGA Election of Directors.

Five candidates were running for four positions. The successful candidates were:

- Hugh Drake, Elkhorn
- Jacob (Jack) Froese, Winkler
- Dale Gryba, Gilbert Plains
- Clayton Harder, Winnipeg

There were 8,983 ballots mailed out and 1,512 valid envelopes returned. There were 47 ballots rejected for the following reasons:

- multiple ballots in envelope (1)
- no ballot contained in envelope (5)
- ballot marked incorrectly (42)

A total of 1,464 ballots were counted in the tabulation. The vote was conducted using a mail-in preferential voting system that allowed producers to rank the candidates

in order of preference. Candidates were required to win more than 50 percent of the active votes in any particular count to win one of the four available positions. ●



*MCGA would like to welcome Jack Froese (left) and Clayton Harder (right) to the Board of Directors. Both Jack and Clayton will take office right after the AGM on February 28, 2012.*



*MCGA would like to thank both Bruce Dalgarno (left), and past president Rob Pettinger (right), for their dedicated years of service. Bruce joined the MCGA board in 1993 and Rob in 2008.*

## MANITOBA JUNIOR CURLERS HEAT UP THE HOUSE

Manitoba Canola Growers kicked off the beginning of 2012 with some great curling, courtesy of the Canola Junior Curling Championships. The MCGA-sponsored championships took place January 5-9 and brought with it highly entertaining games.

The women's championship was held at the Minnedosa Curling Club and the men's took place at the West Kildonan Curling Club in Winnipeg. Both events showcased talented and competitive curlers that kept the crowd on their toes.

In the end, Shannon Birchard defeated Alyssa Vandepoele of the Victoria Curling Club in the women's final. Birchard scored three in the first end, followed by singles in the fourth, fifth and seventh ends. Birchard's foursome scored a deuce in the ninth end, which resulted in their win.

In the men's exciting finale, the undefeated Joey Weatherspoon of Fort Rouge took on Kyle Doering of the host club. Doering

came out with the victory after stealing three in the sixth end and took a 6-2 lead, ending with a 9-3 victory.

The Manitoba Provincial Champs advanced to the Canadian Junior Finals that took place in Napanee, Ontario in February.

Curling is a great activity that promotes a healthy lifestyle and exercises the body and mind, something the junior curlers are well aware of. Many of them started curling at a young age and know what it takes to win – physical activity and a balanced diet. MCGA was proud to represent our canola growers at the event to educate our athletes and their families about the benefits of canola oil and to share recipes with them.

We are proud to have this be our second year sponsoring the Canola Junior Provincial Championship and we are looking forward to the years to come. ●

**Canola**  
Junior Championships

## SAYING FAREWELL TO BRUCE DALGARNO

By Wendy Elias-Lopez

If you know canola, chances are you know Bruce Dalgarno. After being a part of the MCGA family for 19 years, we are saying farewell to Bruce as a board member. His involvement and achievements in our industry will not be forgotten and are far from complete. Lee Anne Murphy, Bruce's long-time colleague, refers to him as the "best friend of canola".

As a fourth generation farmer, it's his deep farm roots that have kept Bruce so heavily involved in the canola industry. He has been chair of MCGA, the Canadian Canola Growers Association, and the Canola Council of Canada (CCC).

Passionate is a word often associated with Bruce. Those close to him know his first and foremost passion is his family. "My wife Carol and children are my shareholders and partners in operation," Bruce confirms. One of the biggest memories in his farm career was when his family was nominated for the Farm Family of the Year Award in 1998. "It was an honour because nominations for this award are determined by peers."

*"Bruce has a deep knowledge of canola, MCGA history and the canola industry itself."*

– Rob Pettinger

Dale Adolphe, past president of CCC jokes that when Bruce was wrong, Carol was there to whisper the right answer in his ear. Adolphe cherishes the opportunity he had to travel to Japan with both Bruce and Carol. As he recalls, Bruce was the first person to take his wife to Japan on one of the CCC canola consultations. "I truly believe they (Japanese delegates) greatly appreciated Carol's presence and learning how much farm wives are part of the farm operation."

Ernie Sirski, MCGA director, notes that when the Canola Check Off was first getting off the ground, Bruce served as chair on the MCGA and CCC simultaneously. That kept him away from home for

90-120 days a year to meet with politicians in Winnipeg. "One position would have been enough for most people," says Sirski, "but committing to both proves tenacity."

Bruce admits he questioned himself at the time but had full support from the other directors. It's a good thing he went through with it – as he reflects back on his years with MCGA, being granted Check Off during his presidency is one of his most esteemed accomplishments.

*"He sees the big picture and he has a path to take you there."*

– Ellen Pruden

Personality, passion and knowledge distinguish Bruce's footprint in the canola industry. He will truly be missed at MCGA. Bill Ross, current MCGA executive manager points out that Bruce is always willing to step-up. "From meetings to events, you can count on him to be there."

"Bruce has a deep knowledge of canola, MCGA history and the canola industry itself," says Rob Pettinger, past president of MCGA. He is also known to offer feedback and guide staff, says Ellen Pruden of MCGA. "He sees the big picture and he has a path to take you there."

Bruce's modest manner allows him to be a great listener, a desirable quality in a leader. Jonathon Roskos, past director of MCGA, recalls his early days on the

board with Bruce. "Being relatively young when I first met Bruce, I was able to learn a lot from his character," says Roskos. "His thoughts were always well laid out and consisted of facts to make his argument."

"In the last 20-30 years, canola has been on the cutting edge on the developing side of things and I'm glad to have been a part of it," says Bruce. His time with MCGA is barely complete and he is already opening another chapter. He says most farmers don't have time for hobbies, but he recently got involved with his rural municipal council and is looking forward to working with them. He will continue to farm and is happy to be able to concentrate on succession planning with his son. ●







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Learn more at [MonsantoFund.org](http://MonsantoFund.org)



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# GAME ON, HEART DISEASE OFF WITH HEALTHIER DUDE FOOD

By Angela Dansby

CanolaInfo launches heart-smart campaign for men for American Heart Month.

Nothing goes together more than men and sports – and among cheers for touchdowns, tackles and sacks are requests to pass the chips, wings and pizza. But heart health doesn't have to be compromised along the way. In honour of American Heart Month in February 2012, CanolaInfo promoted heart-smart eating “dude style.” Ten recipes made with canola oil helped guys get their game on without sacking their heart.

CanolaInfo is an oil promotion program managed by the Canola Council of Canada (CCC) and funded by grower dollars and government funds.

“Sometimes men take a fatalistic approach to heart health,” says nutrition consultant Christopher Mohr, Ph.D., R.D. “They think if someone in their family had heart disease, it's over for them the same way, but really, they can prevent it up to 80 percent of the time with a healthy diet and lifestyle.”

On the flip side, some men, especially when young, think they're invincible and

don't have to worry about heart health because they're active. But statistics suggest otherwise: cardiovascular disease (CVD) remains the number one killer of U.S. men, accounting for about one-third of all deaths. Men have a higher incidence of CVD than women and tend to experience their first cardiac event earlier.<sup>1</sup> In fact:

- Between 70 and 89 percent of sudden cardiac events occur in men. Half of men who die suddenly of heart disease have no previous symptoms.
- Before 75 years of age, more men than women experience CVD events due to heart disease.

*“They think if someone in their family had heart disease, it's over for them the same way, but really, they can prevent it up to 80 percent of the time with a healthy diet and lifestyle.”*

– Christopher Mohr



Dude Food Recipes  
on [canolainfo.org](http://canolainfo.org)

To combat these statistics<sup>1</sup>, CanolaInfo created a “Heart-Healthy Dude Food Recipe Collection” to encourage men to cook with some of their favourite ingredients in a heart-healthier way. Recipes include:

- Hoisin-Whiskey Glazed Meatballs
- Deep, Dark and Stout Chili
- Beef Tenderloin with Balsamic-Coffee Sauce
- Herbed Pork Chops on Mustard Sauce
- Fall-Apart Beer Brisket
- Grilled Tuna Steaks with Cilantro and Basil

Each recipe is made with canola oil, which has the least saturated fat and most omega-3 fat of all cooking oils. The U.S. Food and Drug Administration authorized a qualified health claim for canola oil on its potential to reduce the risk of heart disease when used in place of saturated fat.

“I don't tell my patients to give up their favourite foods,” Mohr says. “I simply

continued on page 50

<sup>1</sup> Heart Disease and Stroke Statistics – 2011 Update: A Report From the American Heart Association, *Circulation* 2011, 123:e18-e209.

# DEEP, DARK AND STOUT CHILI

By Nancy Hughes for CanolaInfo



## GAME ON, HEART DISEASE OFF WITH HEALTHIER DUDE FOOD

continued from page 49

encourage them to make smarter choices, like substituting canola oil for solid fats or other oils and choosing lean cuts of meat, and to be mindful of portion sizes.”

Complementing the Dude Food recipes and media campaign January 17 to February 29 was CanolaInfo’s launch of e-cards on its website for Valentine’s Day and American Heart Month in support of the American Heart Association (AHA). For every e-card sent, CanolaInfo pledged to donate \$0.20 USD to the AHA up to \$20,000 USD. The money will help the AHA meet its goal to improve the cardiovascular health of all Americans by 20 percent while reducing deaths from cardiovascular diseases and stroke by 20 percent by the year 2020.

The complete Heart-Healthy Dude Food Recipe Collection is available at [CanolaInfo.org](http://CanolaInfo.org). For more information, visit [Facebook.com/CanolaInfo](https://Facebook.com/CanolaInfo) and [Twitter.com/CanolaInfo](https://Twitter.com/CanolaInfo). ●

*Angela Dansby is CanolaInfo communications manager based in Chicago, Ill.*

## INGREDIENTS

2 Tbsp (30 ml)	canola oil, divided
1½ lb. (750 g)	extra lean ground beef (or 1 lb./500 g extra lean ground beef and a 15 oz./426 ml can of kidney beans, rinsed and drained)
2 cups (500 ml)	green bell peppers, diced
1 cup (250 ml)	red onion, diced
3 cans (14.5 oz./ 412 ml each)	no-salt-added stewed tomatoes
1 bottle (12 oz./341 ml)	dark stout beer
3 Tbsp (45 ml)	chili powder
1½ Tbsp (20 ml)	ground cumin
1½ Tbsp (20 ml)	smoked paprika (optional)
1 Tbsp (15 ml)	sodium-free beef bouillon granules
1 tsp (5 ml)	salt

## TOPPINGS

½ cup (125 ml)	fresh cilantro leaves, chopped
½ cup (125 ml)	red onion, finely chopped
1 medium	lime, cut into six wedges

## INSTRUCTIONS

- 1 In Dutch oven, heat 1 Tbsp (15 ml) canola oil over medium-high heat. Working in two batches, brown beef, about 3-4 minutes per batch, stirring frequently. In sauté pan, heat remaining 1 Tbsp (15 ml) canola oil and cook bell peppers and onions 4 minutes or until onions are soft, stirring frequently. Stir into cooked beef and add remaining ingredients, except salt. Bring just to a boil over medium-high heat, reduce heat, cover and simmer 45 minutes. Stir in salt.
- 2 Serve chili with choice of toppings placed in three small bowls.

Yield: 4 servings

Serving Size: 1½ cups (325 ml) chili

*Tips: Like most chili recipes, the flavours are more blended if the chili is served the next day. This dish freezes well, too.*

## NUTRITIONAL ANALYSIS PER SERVING

Calories .....	240	Sodium.....	480 mg
Total Fat.....	8 g	Carbohydrates.....	18 g
Saturated Fat.....	1.5 g	Fiber .....	5 g
Cholesterol.....	45 mg	Protein.....	20 g



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