

# CANOLA Digest

THE SOURCE FOR CANADA'S CANOLA GROWERS

MARCH 2013

OUTLOOK

Market outlook • Top tough weeds • Stacked volunteers

## HANDS ACROSS THE WATER

Trade missions are the backbone of industry marketing efforts





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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

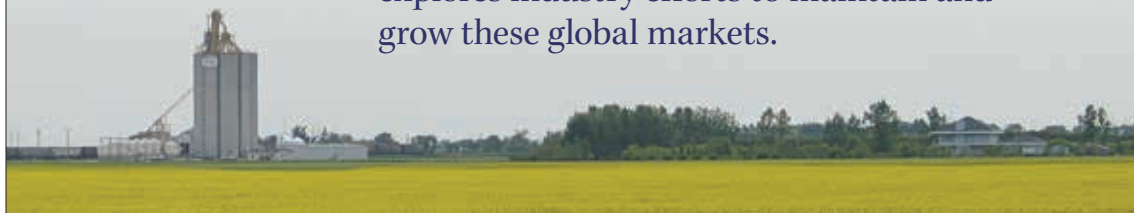
Send address changes and undeliverable copies (covers only) to:  
400 – 167 Lombard Avenue  
Winnipeg, MB R3B 0T6

#### PRINTED IN CANADA

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

# CANOLA digest

Canada's canola export market is worth more than \$1.6 billion per year, with even more potential on the horizon. This issue explores industry efforts to maintain and grow these global markets.



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*Cover: (Left to right) Japan Oils and Fats Importers and Exporters Association representative Mr. Akira Yoshii and Japan Oilseed Processors Association representative Mr. Yoshihiro Miyagawa meet with Canola Council of Canada president Patti Miller and vice president of crop production Dr. Curtis Rempel during a field tour in Alberta, July 2012.*

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# KEEPING DEMAND STRONG

By Debbie Belanger

*We take an inside look at what goes into a trade mission and why they are so essential to our industry.*

Canola growers understand that their main customers are in countries around the world. So as you prepare for spring seeding, now is an ideal time to consider what it takes to secure those markets.

Canada's canola export market is worth more than \$1.6 billion per year, with great potential to grow. For our cover story, "Hands Across the Water" (page 6), we take an inside look at what goes into a trade mission and why they are so essential to our industry.

For several years now the Canola Council of Canada, working with your provincial grower groups, has run the Export Ready program. In the article, "Keep it Clean" (page 22) growers talk about the importance of following production practices that do not jeopardize our export markets. As Alberta farmer Todd Hames says, "The Export Ready message resonates well with farmers. We know how important this is with 85 percent of our canola going into the export market."

Sustainability is getting lots of buzz these days in international markets. The problem is that there are so many different definitions of just what it is. In the article "Sustainability – Accessing Demanding Markets" (page 16), Ontario canola grower Neil Driscoll observes that "Doing things in a sustainable way is something we see as the right thing for our family's future."

So here is our Diagnostic Dilemma for this issue of *Canola Digest*: A grower from Alberta called because leaf surfaces on a four- to five-leaf stage glyphosate-tolerant canola field were showing a mottling from green to yellow. The crop had emerged evenly, and the moisture situation was good and not excessive. Around spraying time, the field started to show this shift in colour, with the outside two sprayer rounds worse than the rest of the field. Go to page 29 for answers.

There is so much more great canola agronomy in this issue. Be sure to check out the Farmer Panel on top tough weeds (page 26), the story on stacked volunteers (page 24), and seeding strategies to optimize emergence (page 34).

On a final note, Jay Whetter has been an incredible contributor to *Canola Digest* over the past few years, establishing such popular features as Diagnostic Dilemma and Farmer Panel. I am pleased to announce that Jay will be taking over as Editor of *Canola Digest* as I take on other responsibilities with the Canola Council of Canada. Knowing Jay, he'll take this magazine to the next level!

Best of luck with seeding this spring! ●

A handwritten signature in black ink, appearing to read 'Jay Whetter', with a long, sweeping horizontal line extending to the right.

*Letters and comments are welcome:  
editor@canoladigest.ca*





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By Gail Granger

# HANDS ACROSS THE WATER

Trade missions are the backbone of the industry's marketing efforts – and much more than a sales pitch.

It's often said that marketing is the art of building relationships. When 85 percent of your product is destined for customers in far-flung markets, it takes an extraordinary effort to keep those relationships strong.

An important way to reach out across the miles is trade missions. In the past two years, the Canola Council of Canada (CCC) has traveled to China, Japan, India, Mexico, Europe, Vietnam and Thailand, spreading the good word about canola.

"When you make the effort to go to your customer or potential customer, the

message you deliver is, 'we're committed to you – to understanding your needs and meeting them,'" says Patti Miller, CCC president. "These trips are about building understanding and developing a relationship from a broad industry perspective. Really, it's a demonstration of respect."

There are many types of trade meet-ups, but the most attention-getting are the huge outbound missions with the prime minister, trade minister or agriculture minister at the helm. In important export markets, senior government officials can open doors that might be closed to delegates on their own.

The Canadian government organizes a major trade mission about once a year, and the CCC is often on board. The CCC's role is to address market development and market access challenges on behalf of the entire canola industry – thereby improving opportunities for Canadian companies to make sales.

"We bring a thorough understanding of the full value chain, and we make sure that the perspectives of growers, life science companies, crushers and seed exporters are all represented," Miller says. "We get the best results from that fully integrated approach."







*“These trips are about building understanding and developing a relationship from a broad industry perspective. Really, it’s a demonstration of respect.”*

– Patti Miller

A trade mission usually begins with formal talks led by heads of state and ministers, followed by tours of farm operations, processing plants and grain moving infrastructure. After these structured meetings, the tone gets more relaxed. Industry delegates get together after hours, meet for dinner and get to know each other on a personal basis.

“These informal exchanges are just as important as the organized program,” says Jim Everson, vice president of corporate affairs for the CCC. “This is where relationships are forged among peers at the industry level.”

The ultimate goal is to build the trust and understanding that will carry trading partners through any rough patches in the future. China is a prime example. Since 2009, the CCC and the Canadian government have been working intensively with their Chinese counterparts on market access concerns. Trade visits and joint research projects have strengthened understanding

## GROWERS CLICK WITH EXPORT CUSTOMERS

In markets half a world away, it’s the growers of canola who sometimes have the most influence on potential customers. Growers are getting more involved in trade missions, and they are a big hit at every reception and event.

“They’re treated like rock stars,” says Ward Toma, general manager of the Alberta Canola Producers Commission (ACPC). “We can tell trade contacts all about our systems, but talking to a farmer makes it real. They know farmers everywhere can be a skeptical bunch, so their word carries plenty of weight.”

ACPC director Marlene Caskey never fancied herself a super salesperson – but that’s the role she found herself in when she travelled to China in November 2011. Marlene was part of a multi-disciplinary team promoting the advantages of canola meal and the industry’s ongoing investment in meal research.

Marlene knew they had hit pay dirt when the delegation visited a feedlot to explain the benefits of feeding canola meal. Aided by interpreters, Canadian and Chinese farmers soon got into a lively discussion. A session that was supposed to last one hour was still going strong after three.

Marlene feels it’s essential for trade missions to work connections at all levels, including the people using the commodity. That’s where growers are an essential link. “If you can convince them that they should use the product, they’ll figure out what they need to do within their own systems to make trade happen,” she says. ●

on both sides, which is now leading to mutually beneficial solutions.

Besides traveling to important markets, the CCC and provincial grower groups host many incoming trade delegations. Every summer, a group representing the Japan Oilseed Processors Association (JOPA) travels to Canada for a firsthand look at how canola is grown and processed – a formalized program that has continued for nearly four decades.

“For Japan, developing strong relationships is critical to success,” says Miller. “They aren’t looking to meet only when there’s a crisis. They want a steady, long-term relationship so we are working from a place of knowledge.”

The industry also has a formal information-sharing program with

Mexico. In January, Miller traveled to Mexico with long-time meal manager Dave Hickling and Brittany Dyck, who is moving into the position after Hickling’s retirement. The trip brought continuity to the relationships Hickling has spent many years cultivating.

Whether inbound or outbound, trade visits involve plenty of preparation. “We put a lot of effort into making sure that government and industry are speaking with a common voice, and we do our homework to make sure we all understand the markets and who we should connect with,” says Everson.

With new markets and access issues always emerging, the CCC is becoming more strategic and focused in its

continued on page 9



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handling of trade visits. The federal government's Market Access Secretariat has helped streamline planning, and the Canadian Agri-Food Trade Alliance provides the means to work more collaboratively with other commodities with similar goals and interests.


At the end of the day, the payoff is more than the prospect of increased sales. It's the relationships forged between sellers and buyers, and among the industry delegates themselves.

"You don't really know a market well unless you've been there," says Everson. "You see things differently, and you have a better understanding of the challenges and the limitations. You just can't replicate that by reading a report." ●

*Gail Granger is a communications consultant and freelance journalist based in Winnipeg.*

*"You don't really know a market well unless you've been there."*


*– Jim Everson*



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# MARKET OUTLOOK

By Thomas Mielke

Canadian farmers likely to cut canola acreage in 2013 in favour of grains.



There is a high probability that Canadian farmers will reduce canola plantings sharply this spring, mainly in favour of wheat.

According to *Oil World* Global Market Research and Analysis – released January 25, 2013 – Canada’s canola plantings are expected to shrink by seven to 14 percent. This estimate would put the area to 7.4 to 8.0 million hectares (or 18.3 to 19.8 million acres) compared with the record area of 8.61 million hectares (21.3 million acres) planted in the spring of 2012. It’s also significant to note that in January and early February 2013 there were a great variety of estimates ranging from only a marginal setback of a few percentage points to a more significant decline of 15 percent or more.

## CANOLA PLANTING PROSPECTS

There are several reasons for the prospective setback in Canadian canola plantings this spring:

- Canadian farmers were disappointed with the poor yields achieved last year when the canola crop was severely affected by very dry and hot conditions in July – a month with sharply above-normal temperatures. This resulted in much smaller than expected returns per acre.
- Disease problems have become more widespread in several parts of the Canadian Prairies. Lack of rotation is one contributing factor. Canadian canola plantings increased in six consecutive years to a record of 8.6 million hectares last year. There

is new focus on the rotation requirements, which is likely to contribute to a setback in plantings.

- Wheat prices have become relatively more attractive than canola prices, partly because of the global production deficit in wheat and feed grains as well as the required reduction of stocks. Also, the drought in the U.S. winter wheat areas and in Australia has fuelled concern about next season’s crop prospects and contributed to the recent strength of wheat prices. On top of that, last year’s experience indicating that wheat was relatively more drought tolerant than canola is adding to the expectations of an acreage switch.

continued on page 12





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- Canadian soybean plantings are expected to continue to rise sizably in the spring of 2013 (also in new regions), exceeding the record area of 1.7 million hectares planted last year. With the assumption that weather will be cooperating, another very high soybean output should become possible, resulting again in very high soybean exports in 2013/14.

The impacts are difficult to quantify at this early stage. A sizable reduction in plantings would initially be supportive to canola futures prices. However, it is very possible that with normal to favourable weather, yields will rebound and the Canadian canola crop will recover to 14.5 to 15.0 million tonnes this year, despite a reduced area. Weather conditions will be the major swing factor to monitor.

Nevertheless, minimum carryover stocks as of end-July 2013 will keep total Canadian canola supplies in 2013/14 below those of 2011/12. On top of that, a prospective further increase in demand from the domestic crushing industry – in an effort to utilize the expanding processing capacity – will probably result in a further decline in Canadian canola exports.

In the current season, 2012/13, Canadian canola supplies have tightened considerably with stocks falling to a multi-year low at the beginning of 2013. The latest *Oil World* estimate of the 2012 canola crop is 13.9 million tonnes, down 0.7 million tonnes from a year earlier, but 0.6 million tonnes above the latest Statistics Canada estimate.

For the remainder of this season we expect that canola crushings will

exceed exports. Domestic crushers are trying to utilize capacity, which is becoming increasingly difficult with new processing plants coming on stream within the next 12 to 15 months. A further trend of crop disposals towards domestic crushings may lead to stagnation or a further decline in Canadian canola exports in 2013/14, depending on the actual crop.

Canola crushings increased to a new high of 3.03 in Aug/Dec 2012, five percent above a year earlier. As a result of insufficient moisture during key phases of development, the oil content of the 2012 crop is at the lowest level in at least four years, which curbed the year-on-year increase in canola oil output to only two percent in Aug/Dec 2012. But the meal content is considerably higher than usual, which boosted

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production by nine percent to a record 1.79 million tonnes in Aug/Dec 2012, facilitating a further increase in Canadian canola meal exports so far this season, primarily to the U.S.

## PRODUCTION PROSPECTS

World production of rapeseed and canola is set to recover by at least two million tonnes in 2013/14, after having stagnated at between 60 and 61 million tonnes in the past three years. This assumes favourable weather conditions in most producing countries.

As mentioned, the Canadian canola crop could recover to 14.5 to 15.0 million tonnes on account of favourable weather conditions and a recovery in average yields. In addition, it is possible that the rapeseed crop in the European Union could recover by around 1.5 million tonnes in the summer of 2013, mainly owing to the increase in plantings by 300,000 to 400,000 hectares – most of which is winter rapeseed. A larger crop is also expected in Ukraine and probably in Russia, weather permitting.

## SUPPLY AND PRICE PROSPECTS

Prices of rapeseed and canola have recovered from their December lows, resulting in a widening of the premium relative to soybeans. It can be expected that the premium will persist, and probably widen in the next two to four months, because world stocks are currently down sharply from the past two years and world export supplies of rapeseed and canola are squeezed accordingly in Jan/June 2013.

Disposals were front-loaded in Canada, the EU and other countries in the first half of the season, partly as a result of the insufficient supplies and high prices of soybeans and products. World crushings of rapeseed and canola increased by around 1.0 million tonnes from a year earlier to 30.7 million tonnes in July/Dec 2012, despite a decline in total supplies by 1.1 million tonnes in the full season, according to the latest *Oil World* estimates.

For Jan/June 2013, the most recent *Oil World* estimates point to a 1.2 to

1.4 million tonnes reduction in world exports of rapeseed and canola, mainly on account of Canada and Ukraine. The Australian canola crop exceeded expectations, thus raising export supplies. Still, import demand rationing is inevitable, affecting the traditional importers (Japan, Mexico and Pakistan) as well as others (China, EU, United Arab Emirates).

China is now facing greater problems to satisfy its import requirements owing to reduced world export supplies. In recent years, Canada was virtually the only canola supplier to China. But in view of the Canadian export supply shortfall, the Chinese authorities have removed the non-tariff trade barriers for Australian canola, thus opening the door into the Chinese market.

World supplies of rapeseed and canola are tight at least for the first six to seven months of 2013, which will require demand rationing. China, the European Union and other importing countries will not be able to satisfy their import requirements, enforcing a decline in crushings in the second half of this season. This should keep prices of rapeseed and canola well supported. However, the significant increase in South American soybean production in early 2013 – albeit not as high as originally expected – should have a somewhat negative impact on canola prices and limit the price appreciation. ●

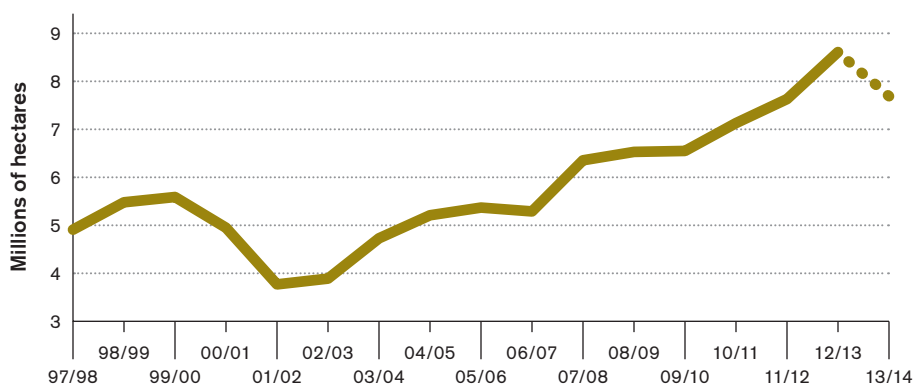
*Thomas Mielke is executive director of ISTA Mielke GmbH and editor of Oil World – www.oilworld.de*

Canada: Supply and Demand of Canola (millions of tonnes)

|             | August/July |       |        | August/November |        |
|-------------|-------------|-------|--------|-----------------|--------|
|             | 12/13F      | 11/12 | 10/11  | 2012            | 2011   |
| Op. stocks  | .83*        | 2.20  | 2.69   | .83*            | 2.20   |
| Output      | 13.90*      | 14.61 | 13.10* | 13.90*          | 14.61  |
| Imports     | .19*        | .10   | .21    | .08             | .05    |
| Exports     | 6.90*       | 8.70  | 7.20   | 2.68            | 3.02   |
| Crushings   | 6.92*       | 7.00  | 6.31   | 2.37            | 2.23   |
| Other use   | .30*        | .38*  | .29*   | .18*            | .22*   |
| End. stocks | .80*        | .83*  | 2.20   | 9.57*           | 11.39* |

Source: ISTA Mielke GmbH www.oilworld.de

Canada: Canola Plantings



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# SUSTAINABILITY – ACCESSING DEMANDING MARKETS

By Brian Innes

To complete our series of articles on the four major access issues facing canola, this issue of *Canola Digest* focuses on sustainability, and how the Canola Market Access Plan is working to meet sustainability requirements.

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C

anada's canola customers – food processors and biodiesel users – care about how their canola is produced. In fact, access to biodiesel markets requires growers and industry to demonstrate that canola is produced in a sustainable way.

“We were one of the first to be certified as sustainable in our area,” says Neil Driscoll, a canola grower from Moorefield, Ontario. “Doing things in a sustainable way is something we see as the right thing for our family’s future.”

Producer certifications are one part of a larger effort to sell canola to Europe – a growing market for more than \$420 million in canola seed and oil destined for biodiesel in 2011. The U.S. is also a large biodiesel market with sustainability requirements – estimated by the canola industry at approximately \$450 million per year.

“I see the biodiesel markets in the U.S. and Europe as important for canola,” says Clint Munro, managing director at Bunge ETGO. “It’s valuable to have

access to these markets when opportunities arise.”

“Increased market opportunities are a good thing for canola,” says Ryan Wilfing, a canola grower from Meadow Lake, Saskatchewan.

Both the U.S. and European biodiesel markets have government regulations requiring canola used for biodiesel to be produced sustainably. Each government wants to ensure the biodiesel inclusions they mandate do not harm the environment. While Europe requires each member of the value chain to be certified, the U.S. requirements are for Canadian canola more generally.

This is why sustainability is one of four pillars in the Canola Market Access Plan (CMAP) – a joint effort of the

*“Doing things in a sustainable way is something we see as the right thing for our family’s future.”*

– Neil Driscoll



*Neil Driscoll, a canola grower from Moorefield, Ontario.*

Canola Council of Canada (CCC) and the government of Canada. Staying abreast of requirements, coordinating industry engagement and ensuring grower efforts are recognized has allowed the Canadian industry to have access to these markets.





Ryan Wilfing, a canola grower from Meadow Lake, Saskatchewan.

## MEETING SUSTAINABILITY REQUIREMENTS

While “sustainability” has a different meaning in each market, the requirements generally relate to the impact of production on land, water and air. Calculating and demonstrating the sustainability of Canadian production is an ongoing effort that must keep pace with the latest scientific knowledge.

“Biofuels policy in both Europe and the U.S. is constantly evolving,” says Jim Everson, vice president of corporate affairs for the CCC. “Our market access efforts have helped us be proactive in showing our customers that Canadian canola is produced sustainably.” He says this has involved research, close collaboration within industry and with the government of Canada, and working with buyers and regulators in target markets.

In Europe, Everson says the CCC is engaged in research determining the greenhouse gas emission reductions achieved with canola-based biodiesel. Past research has shown that canola-based biodiesel reduces emissions by 90 percent compared to conventional diesel. With science continuing to evolve, the canola industry will need top quality information to inform European policy makers. Government officials at the Canadian embassy in Brussels and at the Market Access Secretariat coordinated by Agriculture and Agri-Food Canada continue to be key partners in working to supply sustainable canola to Europe.

*“Increased market opportunities are a good thing for canola.”*

– Ryan Wilfing

Another key criteria in determining sustainability for both the U.S. and Europe is understanding whether canola production results in changes to land use. For sales to Europe, none of the land used to grow canola can have been new agricultural land since 2008. For the U.S., this is also important.

“Accessing the American market for biodiesel meant Canada had to demonstrate the amount of land in production wasn’t increasing as a result of biofuels incentives,” says Everson. “The support of the government of Canada was instrumental in achieving access to the U.S. biodiesel market.” Everson is referencing the successful 2011 petition by the Government of Canada for the U.S. Environmental Protection Agency to use an aggregate approach.

It has meant that canola sold to the U.S. for biodiesel doesn’t need the type of specific certification required by European importers. The successful petition was the result of significant efforts coordinated under the Canola Market Access Plan. Engaging local expertise, commissioning research and working closely with the government of Canada enabled success.

## LOOKING AHEAD

Going forward, the CCC is preparing to be an active participant in sustainability policy development in both Canada and abroad. The first step for both food and biofuels markets is being prepared with solid information about Canadian production practices.

“Our farmers are some of the best in the world,” says Dennis Rogoza, sustainability advisor for the CCC. “It’s in our interests to be active participants as governments define what they mean by sustainability.”

Recognizing how improved growing practices make Canadian canola production more sustainable will help

the industry meet changing requirements. It’s also important that policy makers and customers understand how canola contributes to sustainable producers.

“Sustainability on my farm also means that canola in rotation contributes to our profitability, especially when the weather is challenging,” says Driscoll. “The biodiesel markets for canola have made prices more consistent, opening up new markets and new opportunities.” ●

*Brian Innes is corporate affairs manager with the Canola Council of Canada.*

## EXPORTING TO EUROPE

According to European Union biofuels regulations, Canadian exporters must show European buyers that any canola seed or oil destined for biodiesel was produced sustainably. This involves being certified under a recognized system.

Canadian exporters and crushers, facilitated by the CCC have adopted a common certification system. Crushers and exporters such as Bunge and ADM have worked with growers to prepare them for audits required under the International Sustainability and Carbon Certification (ISCC) program. The ISCC program requires a portion of certified growers to undergo an audit looking at their production practices.

“When they came to our farm we looked at our tillage methods, our soil sampling program, our fertilizer application, how we treated our workers, our spraying program and that we were not clearing new land to grow canola,” says Driscoll.

“In my experience, auditors find that Canada has few issues, and any outstanding issues tend to be minor,” says Rogoza. Growers also say the process has gone smoothly.

“There wasn’t anything we had to change to qualify as a sustainable grower; we just had to prove it. It was all positive from our perspective,” says Wilfing. “We found that many of the things we were already doing to improve our operation – like conservation tillage and good record-keeping – were also of interest for the certification.” ●

# MARKETS OF THE FUTURE

By Samara Hutton

The canola industry is looking beyond traditional markets to smaller markets that can help diversify exports and reduce risk.

**T**he Canadian canola industry exports approximately 85 percent of its canola production, relying heavily on significant sales to a small number of key markets including the United States, Mexico, Japan, China and the European Union. While these markets are expected to remain key markets for Canadian canola, other, smaller markets are becoming increasingly valuable export destinations.

In 2011, these other markets imported \$1.26 billion worth of Canadian canola products, up from \$51 million in 2008. The value of these markets has risen from 8.4 percent of total Canadian canola export value in 2008 to 14.8 percent in 2011.

With the growth in production, from 9.6 million metric tonnes in 2007 to 13.3 million metric tonnes in 2012, the canola industry is able to diversify beyond its traditional markets, and meet demand in other countries around the globe. Jim Everson, vice president of corporate affairs for the Canola Council of Canada (CCC), notes that, “Looking

beyond traditional canola markets to smaller markets with future growth potential provides opportunities to diversify exports and reduce risk, should an unexpected market access issue arise in a key market.”

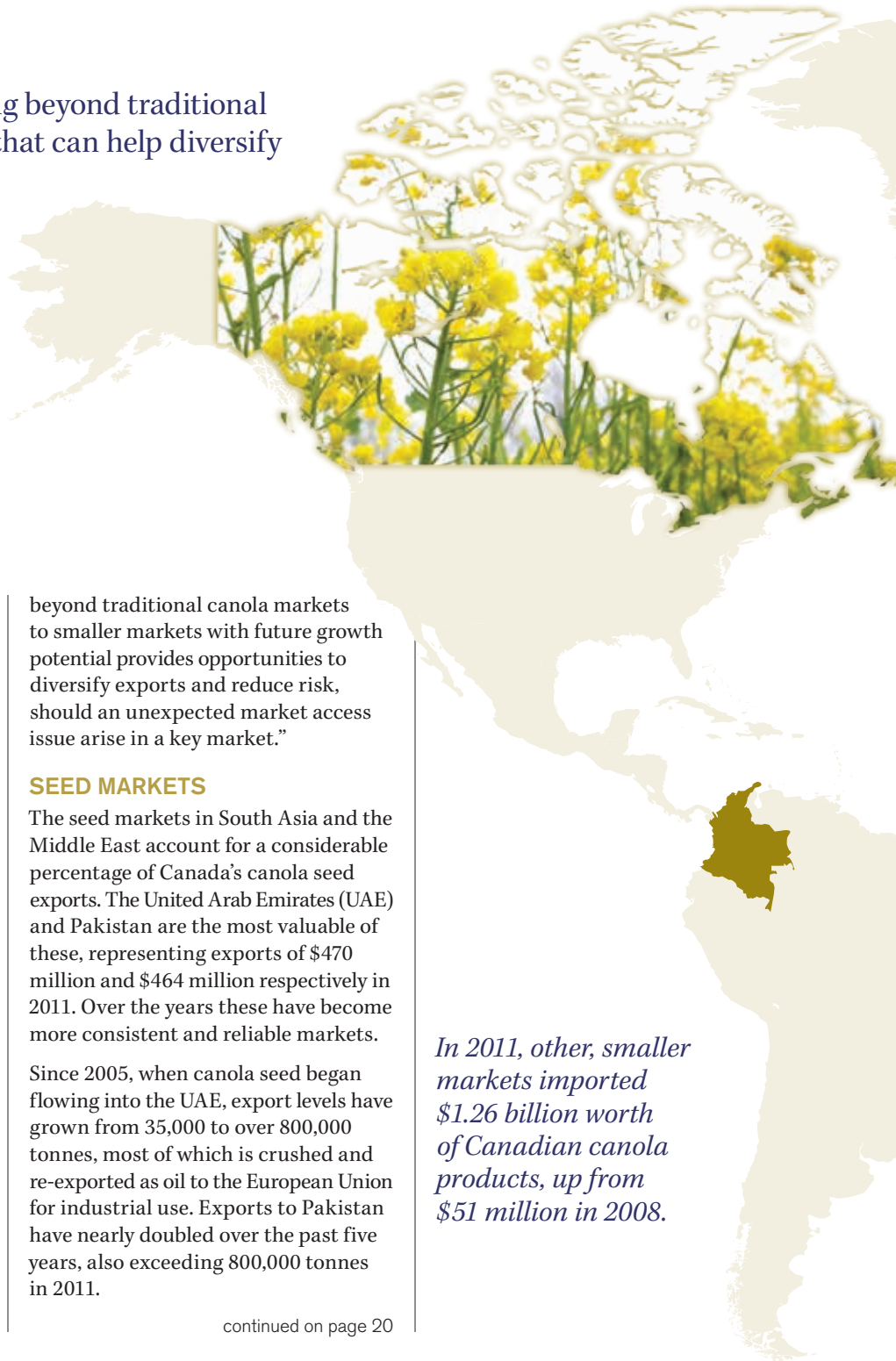
## SEED MARKETS

The seed markets in South Asia and the Middle East account for a considerable percentage of Canada’s canola seed exports. The United Arab Emirates (UAE) and Pakistan are the most valuable of these, representing exports of \$470 million and \$464 million respectively in 2011. Over the years these have become more consistent and reliable markets.

Since 2005, when canola seed began flowing into the UAE, export levels have grown from 35,000 to over 800,000 tonnes, most of which is crushed and re-exported as oil to the European Union for industrial use. Exports to Pakistan have nearly doubled over the past five years, also exceeding 800,000 tonnes in 2011.

*In 2011, other, smaller markets imported \$1.26 billion worth of Canadian canola products, up from \$51 million in 2008.*

continued on page 20







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Bangladesh represents a smaller but growing market in the region, with imports of Canadian canola seed reaching 152,000 tonnes, worth \$82.7 million in 2011 – nearly double 2006 levels. Both Pakistan and Bangladesh are oil driven markets that have shown consistent demand for canola oil. The tariff differential in each market favours the import of canola in seed form, for domestic crushing.

## OIL MARKETS

South Korea is an important destination market for canola oil producers, consistently importing over 30,000 tonnes in recent years, and jumping to nearly 66,000 tonnes, worth \$82 million, in 2011. The country's highly developed economy and strong import-dependency for vegetable oil are factors which support continued imports and growing consumption of Canadian canola oil. Since 2007, the canola oil market share in South Korea has more than doubled, to 10.5 percent of the vegetable oil market.

Working directly with the government of Canada, the CCC has successfully lowered tariffs to be competitive with other oils in South Korea, improving market access for canola oil. Ongoing negotiations toward a free trade agreement with South Korea hold potential for further market access.

*Since 2007, the canola oil market share in South Korea has more than doubled, to 10.5 percent of the vegetable oil market.*

Three other smaller, but notable oil markets include Colombia, Taiwan and Malaysia. Colombia imported \$11.2 million in canola oil in 2011, and has shown a strong upward trend,

more than tripling import value since 2008. Taiwan represents a \$14.3 million market, importing about 11,500 tonnes of canola oil in 2011. Canola oil is gaining an advantage as a healthier oil, as Taiwanese consumers look for healthy, high-quality products.

Malaysia is the primary canola oil market in South East Asia, importing \$32 million worth from Canada in 2011, though the region is predominantly a meal market for canola. Beyond increasing consumption trends, canola exports to the region have the potential to benefit from opened market access in the future. Malaysia and Vietnam, one of the region's main canola meal markets, are both members of the Trans-Pacific Partnership (TPP) along with Canada and eight other countries. "As a regional trade pact, the TPP presents an opportunity to open market access and develop a predictable trade environment in the Asia-Pacific region – a region that includes expanding economies and important growth markets for canola seed, oil and meal," says Everson.

## MEAL MARKETS

Vietnam and Thailand have accounted for the majority of canola meal exports destined for South East Asia in recent years, and as Canada's crush capacity increases, more opportunities may be on the horizon.

In the past, the CCC has conducted canola meal trials in aquaculture in Vietnam to increase awareness and promote the use of canola meal in this market. "Canola meal exports to Vietnam have the potential to climb up to 100,000 tonnes per year," says Brittany Dyck, meal manager at the CCC. "In addition, it is expected that

the dairy industry will be undergoing a large expansion within Vietnam, which could offer opportunities for increased canola meal consumption."

*"Canola meal exports to Vietnam have the potential to climb up to 100,000 tonnes per year."*

– Brittany Dyck

Thailand imported \$5.9 million of Canadian canola meal in 2011, for use mainly in poultry and swine rations. Total meal consumption has been consistently growing in both Vietnam and Thailand, and opportunities continue to develop for canola meal. "Emerging research funded under the Science Cluster program is demonstrating that with proper diet formulation, canola meal inclusion in monogastric diets can far exceed what is commonly used," says Dyck. "Communication of these results in Vietnam and Thailand will aim to further expand canola meal consumption in these markets."

The export landscape for Canadian canola products has changed significantly over the past decade, as global demand for canola seed, oil and meal has emerged and expanded. The growth potential offered by these markets, whether influenced by demographic shifts, changing consumer trends or market access factors, will continue to provide opportunities to expand the industry and diversify risk by spreading exports to markets around the world. ●

*Samara Hutton is market development coordinator with the Canola Council of Canada.*





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# KEEP IT CLEAN

By Bruce Barker

Export Ready program aims to keep borders open.

22 ● ● ● With the vast majority of Canada's canola crop exported around the world, Canadian canola growers and industry stakeholders need to work together to ensure canola production meets export standards.

"What we do with the Export Ready program is monitor export market issues and make sure that Canadian production practices align with export market requirements," says Jim Everson, vice-president of corporate affairs with the Canola Council of Canada (CCC). "The CCC works with various government agencies like the Canadian Food Inspection Agency (CFIA) and Agriculture and Agri-Food Canada (AAFC) to ensure that canola exports don't run into a market access issue."

*"What we do with the Export Ready program is monitor export market issues and make sure that Canadian production practices align with export market requirements."*

– Jim Everson

Export Ready is funded by AAFC as part of the Canola Market Access Program. Delivered by the CCC, the program focuses on production practices that ensure canola exports

do not contain de-registered varieties, have acceptable maximum residue limits (MRLs) for pesticides and minimal blackleg infection. The risk of not observing these guidelines is that, not only could the shipment be turned away at the exporter's expense, but the market could be in jeopardy in the future.

"As time goes on, the Export Ready message resonates well with farmers," says Todd Hames, farmer and Alberta Canola Producers Commission director. "We know how important this is with 85 percent of our canola going into the export market."

Everson and Hames acknowledge that most farmers are aware of Export Ready guidelines, but say there are a few areas where farmers could mistakenly go offside.

One area is MRLs – an indication of what level of pesticide residue in canola seed is acceptable to an importing country. While most MRLs are harmonized between countries, there are exceptions, and canola growers need to pay heed to the export guidelines in these instances. Countries are also becoming very strict about MRLs, and some countries like the U.S. have a zero tolerance for products if they contain a pesticide that does not have an approved tolerance.

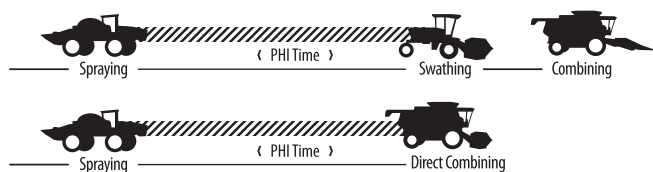
Everson says one of the roles the CCC takes on is to monitor MRLs to ensure Canadian production practices align with exporters' requirements. If the importing country's MRL is different from Canada's MRL, the CCC, AAFC and industry stakeholders work together to ensure trade will not be affected.

For example, the U.S. no longer has a tolerance for vinclozolin residues (Ronilan's active ingredient). While Ronilan is no longer in the marketplace, older inventories may still exist, so growers are advised to avoid the use of Ronilan on canola.

Lindane, which was sold as Vitavax RS, Foundation and other products, is another example of a product being removed from the marketplace because the U.S. did not have an MRL set for the seed treatment.

## DON'T GET TRIPPED UP

Hames says farmers can get tripped up in the Export Ready guidelines by unknowingly using a registered product outside of label recommendations. The MRLs guide the pre-harvest interval (PHI) – the time between pesticide spraying and when your crop is swathed or direct combined. If a pesticide is used in violation of the PHI, the MRL could be exceeded.



*A pre-harvest interval refers to the time between pesticide spraying and when your crop is swathed or direct combined.*

A good example is spraying insect pests like lygus, bertha armyworm or diamondback moth during the pod stage of canola. At this stage, insecticides like Ripcord with a PHI of 30 days, or Lorsban with a PHI of 21 days may not have enough days to harvest to stay onside of MRL limits. A better choice might be Decis or Matador insecticides with a PHI of seven days, Lannate with eight days or Monitor with 10 days.

“Spraying insecticides is one area where farmers and agronomists need to be cautious, and where more awareness is needed,” says Hames. “A lot of people don’t understand that pre-harvest interval means time to swathing, not necessarily combining, unless it is direct combining.”

In addition to following PHI, growers should only use pesticides registered for use on canola and always follow labeled rate and timing guidelines. This will ensure canola meets MRL requirements in all export markets.

## STORAGE GUIDELINES

Malathion is an insecticide registered for use in treating grain bins for stored grain insects. However, malathion is a concern in Japan and some other markets, and as a result, malathion cannot be used to treat bins where canola will be stored or to treat canola as it goes into storage. In addition, canola should not be stored in bins within six months of bin treatment with malathion.

“Malathion maybe isn’t as much of an issue for us in northern climates where cold temperatures can take care of grain bin insects, but further south, it could be a problem,” says Hames.

Bins should also be kept clean and uncontaminated by pests such as mice or rats. These pests can leave the presence of animal protein such as blood meal and bone meal in canola seed. Since BSE, some countries such as Japan have become more restrictive of these types of contaminants.

## GROW ONLY REGISTERED VARIETIES

The Triffid flax trade disruption highlights the issues with export access. This genetically modified flax variety was deregistered in 1991, but traces of the DNA were found in shipments to the European Union in 2009, where a zero tolerance for gmo-flax is stringently followed. The trade disruption cost flax growers millions, and the industry is still trying to clean up flax seed grown commercially in Canada.

In canola, the seed must only contain genetics that have been approved by importing countries. Over the last 10 years, several genetic lines have been de-registered, and farmers are encouraged to destroy seed that contains these genetic events. Examples include a Roundup Ready Polish variety, Hysyn 101RR, that was not approved in Japan; a line of older Liberty Link varieties with genetic event MS1RF1; and bromoxynil-tolerant varieties which are not approved for Europe or South Korea.

Another area that requires agronomic attention is blackleg disease control. Growers are advised to grow only R- or MR-rated varieties, and to use good agronomic practices to minimize blackleg infections. This recommendation is to ensure continued access to markets that may not have blackleg pathogens in their country. ●

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

For a complete list of Export Ready best production practices, including de-registered varieties and pesticide restrictions, visit [canolacouncil.org](http://canolacouncil.org). ●


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# STACKED VOLUNTEERS

By Jay Whetter

Within the next few years, various seed companies will give canola growers the option to buy varieties with both Liberty Link and Roundup Ready traits. How will stacked traits change volunteer management?



CCC agronomy specialist Tiffany Martinka recommends ongoing canola volunteer management.

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any canola growers already have experience with stacked volunteers. Those Liberty Link volunteers you can't control with glyphosate could have both Liberty Link and Roundup Ready traits. Outcrossing of pollen from field to field is common, especially with the high number of canola acres and close proximity of canola crops the past few years.

There will be a sharp increase in the number of stacked volunteers in a few years, as most major canola seed companies plan to offer varieties with two herbicide tolerant traits built in. Seed companies are licensing traits to each other, which means you'll be able to buy Roundup Ready, Liberty Link and possibly Clearfield from a broader range of seed companies. Growers will still be able to get varieties with one trait or another, but some varieties will have two traits.

Why offer stacked traits? Well, it reduces the threat of glyphosate-resistant kochia and other weeds prematurely derailing the Roundup Ready system. It also gives

InVigor users the option to rotate other herbicides into that system.

When it comes to control of stacked volunteers, the current principles of volunteer canola management still apply. "The difference between wild stacks and intentional stacks is numbers," says Clark Brenzil, weed specialist with the Saskatchewan Ministry of Agriculture. "In a wild situation there will only be sporadic plants that have both traits and they will be concentrated nearest the 'donor' field. In the 'pre-stacked' situation, all of the volunteers are multi-stacked and evenly distributed over the entire field."

## PRINCIPLES OF VOLUNTEER CANOLA MANAGEMENT

These steps for volunteer canola management are effective for volunteers with single-trait or stacked herbicide tolerance.

**1. Treat volunteer canola as a weed and get rid of it.** "Volunteer canola does not make a positive contribution to the plant stand," says Tiffany Martinka,

*When it comes to control of stacked volunteers, the current principles of volunteer canola management will still apply.*

agronomy specialist with the Canola Council of Canada (CCC). "Volunteers do not have seed treatment, so they provide untreated host plants to build populations of seedling diseases and flea beetles. Volunteers also create competition for the seeded canola crop, stealing valuable nutrients and moisture from the soil, and they disrupt stand uniformity and crop staging."

**2. Take a long view.** The vast majority of seed in the canola seed bank is eliminated in the first two years after canola is grown, so growing at least one and preferably two or three crops between each canola crop can greatly reduce the volunteer population. Cereals provide a broad range of preseed and in-crop herbicide options for any type of canola volunteer. Stacked volunteers, even if they happen to have all three

traits, are still susceptible to common herbicides, including 2,4-D and MCPA, and various new products. Group-6 Basagran can control all canola volunteers in peas, flax, beans and other broadleaf crops.

**3. Consider preseed herbicides.** If some volunteers germinate on a field planned for canola, CleanStart and Amitrol 240 are registered for preseed application before canola, providing alternatives to straight glyphosate.

**4. Keep detailed notes.** Track your herbicides and herbicide-tolerant systems used on each field. "If you grow a stacked variety, have a plan to manage stacked volunteers the following year and two or three years down the road," says Martinka.

**5. Leave canola seeds on the soil surface after harvest.** If you use fall tillage, delay it until a few weeks after harvest. That allows time for seeds to germinate in the fall (most of which will die through the winter) and for birds

and insects to eat seeds. Also, dormancy of canola seed does tend to be reduced if canola remains near the soil surface.

**6. Apply herbicides early.** Spraying volunteer canola at the two to four leaf stage is much more effective than at the five to six leaf stage.

**7. Reduce harvest losses.** Heavy winds during the 2012 harvest made this a tough chore, but the fewer seeds shelled out, the lower the volunteer seed bank.

The minimum loss you can expect is about half a bushel per acre, which is five times the typical seeding rate. On many fields, harvest losses are 20 times the seeding rate, or more. That's a lot of potential volunteers. ●

*Jay Whetter is communications manager with the Canola Council of Canada. He's also editor of the CCC's free Canola Watch agronomy newsletter. Go to [www.canolawatch.org](http://www.canolawatch.org) and find the sign up box down the right column.*



*Canola volunteers are a hindrance more than a help when they grow in a seeded canola crop. Taking steps to control volunteers in the fall after canola and during the rotation crops will go a long way to reducing the volunteer seed bank.*

## LEVERAGING RESEARCH: HOW CANOLA ROTATION INFLUENCES WEEDS

Ecoregion – as determined by soil class and long-term climate – and weather in any given year are the most important factors determining weed community composition. "However, rotational diversity, which is within a grower's control, also explains a significant portion of the variation in the weed community," says Christian Willenborg.

The University of Saskatchewan researcher, along with Julia Leeson with Agriculture and Agri-Food Canada (AAFC), are wrapping up a CCC and AAFC funded study into weed communities under varying frequencies of canola cultivation – continuous, one year between canola crops, and two years between canola crops. They observed the same rotations for Liberty Link and Roundup Ready canola, counting weeds before and after in-crop herbicide applications for all crops in the rotation. For their data, they counted weeds in years three and four of a separate six-year AAFC field plot study, and used data from the weed survey conducted across Western Canada over several years.

### Willenborg and Leeson found that:

- Most weeds were reduced by the in-crop herbicide in all rotations, with the exception of foxtail barley and American dragonhead. These species tended to be a larger problem in the longer rotations, suggesting they were able to establish and build up in the intervening crops between canola crops.
- Relatively few weed species (other than volunteer canola) were associated with continuous canola cultivation. Also interesting, back-to-back canola had similar weed communities regardless of herbicide tolerance system. While this may seem a positive for short term weed control, back-to-back canola has other penalties when it comes to disease management and yield potential. "It also imposes intense selection pressure on the weed population, putting fields at high risk of weed resistance to glyphosate and glufosinate," says Willenborg.
- Roundup Ready canola fields with a longer interval between canola crops tended to be associated with green foxtail. This may be due to the late emergence of green foxtail. Growers may be applying glyphosate very early when the crop is in the cotyledon to two-leaf stage, prior to emergence of the majority of green foxtail seedlings.
- Prior to in-crop herbicide application, the severity of weeds such as volunteer canola, round-leaved mallow, redroot pigweed and henbit was greater in Liberty Link systems and greater when rotations were shortened.
- Weeds such as cleavers and annual sow-thistle species were found in higher numbers in the longer rotations. This trend suggests that cleavers require management in all crops to keep them from becoming a problem in canola. ●

# TOP TOUGH WEEDS

By Jay Whetter

Weed control remains one of the single most important steps to a profitable canola crop. These four growers explain their weed control challenges and how they take a full rotation approach – especially when it comes to cleavers, volunteer canola and other tough weeds.



**STAN JEEVES**  
Wolseley, Saskatchewan

Jeeves's top weed is wild oats, which is typical, but he's noticed downy brome, foxtail barley, cleavers and black medic getting worse the past few years.

His minimum tillage program favours downy brome, Jeeves says. The weed germinates late in the fall and gets going early in the spring. "By the time you apply preseed glyphosate, downy brome plants are often too large for effective control," he says. He applies a late fall application of glyphosate to get them.

Foxtail barley has become a concern in moist low ground the past few years, he says, but the late fall application of glyphosate gets this weed, too.

Jeeves will try something new in 2013 to tackle small cleavers patches. He will use a Clearfield canola variety and Ares herbicide, which has a new Group-2 active ingredient that provides cleavers control (as long as the cleavers aren't Group 2 resistant).

Jeeves's overall weed management strategy involves rotation of crops and herbicides. He uses both Roundup Ready and Liberty Link canola varieties and will add Clearfield. As a mixed farmer, he harvests cereals for grain and for silage. He seeds the silage crop late, giving more time to get later flushing weeds with a preseed burn-off, and he cuts the silage crop green, giving him a mechanical way to remove weeds before they set seed. "The silage process also heats up any mature weed seeds so they won't germinate after I apply the manure back to the fields," he says.

*Jeeves's overall weed management strategy involves rotation of crops and herbicides.*

Black medic is a small problem so far on fields that have received more manure, says Jeeves. "It likes the rich soil. We can usually control it with our preseed burn-off ahead of cereals by adding 2,4-D to glyphosate or using Express Pro," he says.



**ELAINE BELLAMY**  
Rosebud, Alberta

Bellamy's weed management plan starts with soil tests and a nutrient program to provide the healthiest most competitive plants possible. She seeds shallow to encourage rapid establishment.

Her second step is to know the weed spectrum for each field, and apply the herbicides and rates needed to provide a "lethal dose" to that weed spectrum. "We keep scouting fields as we are spraying to be sure we are applying what we need to do the job," she says.

Bellamy uses a preseed burn-off of one litre per acre of glyphosate on canola acres and PrePass on wheat acres. She discovered cleavers in a field a few years



ago and “research has shown PrePass to be very effective for cleavers,” she says. She waits until temperatures have reached 5° Celsius before applying the burn-off.

In-crop sprays go on as early as possible and always at the recommended water rate. “Water is cheap, and you want the best coverage possible,” she says.

Bellamy grows Liberty Link canola, and always includes Group 1 Centurion at the 50-acre rate. “In canola, our most common weeds are volunteer wheat and wild oats.” In 2012, she used the higher Liberty rate and added ammonium sulphate to “sharpen” the control on cleavers and wild oats.

*“We keep scouting fields as we are spraying to be sure we are applying what we need to do the job.”*

– Elaine Bellamy

Her worst weeds overall are kochia and wild buckwheat. “I always tell my operators to be sure to get that boom right out to the edge of the field so the nozzle pointing outwards gets all the kochia that likes to grow at the edge of the field.”

At harvest, Bellamy asks her combine operators to point out areas with bad weed infestations. She applies Avadex to some fields each fall to take care of Group 1 and 2 resistant wild oats. “Over a number of years all fields will be covered,” she says.



**CLAYTON HARDER**  
Rosser, Manitoba

Harder maintains a rotation of four crops and uses tillage and herbicides, so weeds – for the most part – are under control on his farm. His worst weeds are wild buckwheat and Group 1 resistant wild oats. “We can’t use Group 1 herbicides at all because of resistant wild oats,” he says.

Harder’s weed control program starts in the fall with a pre-harvest or post-harvest application of glyphosate and then tillage. “We cultivate all our acres in the fall,” he says. “We’re not zero tillers. We have heavy black soil, and we’re usually trying to dry it out, not conserve moisture.” Fall tillage also controls dandelion, Canada thistle and quackgrass.

His typical rotation includes wheat, grass seed, Roundup Ready soybeans and Liberty Link canola. “Volunteer canola is not an issue when I follow canola with soybeans or wheat,” says Harder.

Wild buckwheat is the biggest problem in Roundup Ready soybeans. “I need to go at the highest rate to get them,” he says. He will often apply Roundup two or three times on soybeans, often with rates of one-third to one-half a litre in the second and third sprays.

“Wild buckwheat that emerges after the second spray may be six inches tall before I make the third application, and the lower rate isn’t always enough,” Harder says.



**ED SCHAFER**  
Makwa, Saskatchewan

Schafer’s weed management program has evolved to address more specific issues in certain areas, and to consciously use different herbicide groups. “Traditionally we would have used a blanket system, with one chemical applied across the board. Now we go block by block. If we have four or five quarters with the same problem, we’ll hit that block with a specific product or spray timing to address that particular weed,” he says.

*Schafer figures that with herbicide tolerant canola, he’s losing ground on cleavers and other flushing weeds that emerge after his in-crop application.*

Schafer figures that with herbicide tolerant canola, he’s losing ground on cleavers and other flushing weeds that emerge after his in-crop application. “Three dry years in a row would take cleavers off the radar.” In the meantime, he makes an effort to identify fields with cleavers and target them for control during the cereal crops. It would help to have more effective options for cleavers, he says.

His rotation includes canola, wheat, barley and oats, with canola every two or three years, depending on the field. He targets volunteer canola during the cereal rotation, and does as much fall spraying as possible, which keeps dandelion and thistle under control. ●

Jay Whetter is communications manager with the Canola Council of Canada. He’s also editor of the CCC’s free Canola Watch agronomy newsletter. Go to [www.canolawatch.org](http://www.canolawatch.org) and find the sign up box down the right column.



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# DIAGNOSTIC DILEMMAS

By Jay Whetter

Yellowing can result from many causes, including frost, flooding, seedling disease, nutrient deficiency, herbicide carryover and herbicide drift. Here are two scenarios where growers found yellow leaves and contacted the CCC to find out why.

**C**anola Council of Canada (CCC) agronomists get many calls each year from puzzled growers wondering how to solve problems in their canola fields. Agronomists run through a checklist with the grower to determine the probable cause. This checklist includes careful field observation.

In many cases, careful diagnostic reasoning can narrow the possibilities down to a single cause. Here are two such scenarios:

## CAN'T BE DRIFT. THE PATTERN MAKES NO SENSE.

**Problem:** A grower from Alberta called because leaf surfaces on a four- to five-leaf stage glyphosate-tolerant canola field were showing a mottling from green to yellow. The crop had emerged evenly, and the moisture situation was good and not excessive. Around spraying time, the field started to show this shift in colour, with the outside two sprayer rounds worse than the rest of the field.

The grower thought the field may have reacted to the particular glyphosate applied. He had been spraying canola all that day and for this last field the grower had included one jug of glyphosate left over from last year. A couple days after spraying, this one field started to show symptoms while the other fields did not have this damage.

The grower asked the company whether there might have been a problem with the formulation, or whether something could have changed with the formulation over a winter of storage. The company rep didn't think it was the formulation. He thought it may have been environmental, but said to watch the crop all season and take it to yield, and let them know if there was a measurable difference. Then the company agronomist called the CCC agronomist out to look at the field.



**Action:** The CCC agronomist walked the whole field and discovered the damage seemed worse on the west side and to a lesser degree on the north side. The rest of the field looked fine. Also, while the damage was present on the outside 200 feet on those sides, the line between damage and undamaged was not a straight line. It stretched out 300 feet in some places and only 100 feet or so in others.

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*When diagnosing what looks like herbicide drift damage, as shown in the photo on the left, look for broadleaf weed damage in fence lines or roadways between the fields, as shown in the photo on the right, as well as damage in the field.*



These are classic drift patterns, but to have damage on two sides – west and north – was confusing. The agronomist then started to examine all the neighbouring fields and the ditches and field border areas for damage. He noticed the west and north sides were both wheat fields. Turns out it was owned by the same grower, and both wheat fields had received the same broadleaf herbicide on the same day.

The grower always took care not to spray in conditions that may cause drift, but in this case he had used a new cereal herbicide and was unaware that it could vapourize off leaves while drying and drift even in the slightest wind. This vapour is enough to show symptoms on canola, but rarely causes economic damage. In this case the field grew through the problem and in a couple weeks was showing no symptoms.

Plant stages in outside edges seemed to catch up quickly to the rest of the crop.

The key diagnostic message in this case: Look beyond the damaged field when faced with a question that has no obvious solution. Look at neighbouring fields and at weeds in the ditch. Ask: do broadleaf plants but not grasses show injury symptoms, or vice versa? What weeds are affected in neighbouring fields? What are their symptoms?

Finally, if the situation doesn't completely match all your preconceived notions about a likely cause – such as drift – be open to new drift patterns and possibilities. The human eye is very adept at finding patterns where patterns don't exist, and we often try to fit scenarios into familiar patterns. Good diagnosis often requires you to challenge this nature.

### WEIRD HALO. IS IT SERIOUS?

**Problem:** A grower from Manitoba noticed a yellow rim around an estimated five percent of his canola cotyledons, spread throughout the field. He wondered about nitrogen burn. The N was side banded but he said the placement wasn't very good because the openers were “gummed” up a lot of the time. The field was unseeded last

*The human eye is very adept at finding patterns where patterns don't exist, and we often try to fit scenarios into familiar patterns. Good diagnosis often requires you to challenge this nature.*



*This odd looking halo effect around cotyledons was the result of seed treatment uptake. The plants recovered and this turned out to be the grower's best yielding canola field in 2012.*

year, had manure spread on parts of it and was well fertilized this spring. He had no idea of the cause of the yellowing, but found the pattern – or lack thereof – mysterious and contacted the CCC.

**Action:** This puzzle generated a lengthy email conversation among CCC agronomy specialists. Burn from banded fertilizer was ruled out early because it generally affects the roots only.

One agronomist produced photos of similar-looking damage that he knew resulted from a light frost. A light frost as the crop is emerging can produce mild symptoms on a scattering of plants while others are unaffected. However, the group reached consensus that since distribution was scattered (not just specific drill runs) and yet uniform throughout the field with no correlation to things like topography or crop residue that can affect surface temperatures, it was probably seed related.

The grower confirmed that the seed was certified and treated and purchased new that year. Seed companies do blend

seed sources, so the grower wondered if five percent of the seed was from an older lot. This is possible, but seed companies do quality checks on all components of the blend prior to blending, so there should not be any issues with any component. The best way to diagnose seed quality issues is to check other fields seeded with the same seed lot to see if they have the same symptoms.

As the conversation broadened, a few other CCC agronomists said they had also seen this effect in other years and were told it was caused by seed treatment uptake. So we checked with a representative from the seed company to see if he had heard of it. He had, and the company even had a name for it – seed treatment “halo.” The seed company rep added that the plant will grow through it. CCC agronomists agreed that any time they had seen this damage the plants fully recovered.

“The plants did seem to recover and the halo appearance never transferred to the true leaves. The crop ended up being our best, even though it was the only variety that showed these symptoms,” the grower said.

**Key message:** Consider every possibility when diagnosing a problem, but in the end, sometimes consulting with company reps or product retailers that have experience with products under a wide range of conditions can help quickly conclude if a “problem” is truly a problem. ●

*Jay Whetter is communications manager with the Canola Council of Canada. He's also editor of the CCC's free Canola Watch agronomy newsletter. Go to [www.canolawatch.org](http://www.canolawatch.org) and find the sign up box down the right column. For more on diagnosis of yellowing canola leaves, read this Canola Watch article: [www.canolawatch.org/2012/03/09/station-7-diagnostic-tips/](http://www.canolawatch.org/2012/03/09/station-7-diagnostic-tips/)*

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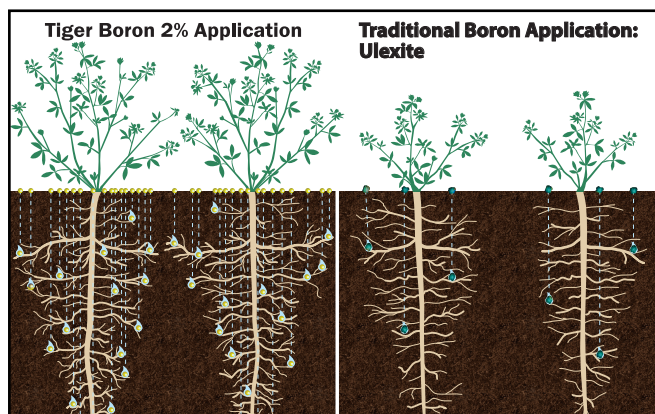
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Tiger Boron 2% is the first-ever combination of boron and sulphur into a homogeneous pastille that contains minimal fillers and 82% total plant nutrients. The uniform pastille provides up to seven times more spatial distribution compared with traditional forms of boron such as Ulexite.



Tiger Boron 2% increases the amount of boron and sulphur in the soil solution mix for easier absorption by root hairs. This enhances opportunities for improved nitrogen fixation, pollen viability, plant metabolism, root strength & greater yields.



# DIAGNOSE AT YOUR FINGERTIPS

By John Gaudes

The Canola Growers Manual – renamed the Canola Encyclopedia – has been updated and put online to be searched quickly, revised easily and accessible anywhere, including on your smartphone and tablet. The Encyclopedia, to be launched soon, also feeds into a handy new Canola Diagnostic Tool.



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The Canola Council of Canada (CCC) will launch two new tech tools in 2013 to help growers and agronomists make more informed agronomy decisions. The online Canola Encyclopedia is an updated version of the old Canola Growers Manual, with more photos, the latest research, and a platform designed for smartphones, tablets and desktop computers. The Canola Diagnostic Tool, which taps into the Canola Encyclopedia, walks users through a series of yes-no questions to help them diagnose issues in their fields.

“For us, getting accurate and science-based information to growers quickly is everything,” says Dr. Curtis Rempel, CCC vice president of crop production. “These two new online tools work with the technology – the smartphones, the iPads and other tablets – that many growers and agronomists are already using. They will help the CCC crop production team do an even better job of getting timely information out to the field when and where important decisions are being made.”

The Canola Growers Manual has long been a huge source of quality information for growers. With the new Canola Encyclopedia, the manual has been updated from the ground-up, and 10 years of new information have been built into an online wiki tool that can be accessed from anywhere.

“Canola is a more mature crop today. It’s a well established part of the rotation for many growers,” says Rempel. “For that reason, growers aren’t looking for basic information anymore. Rather, they’re looking for insight into how our learnings fit in with their production system. The new Encyclopedia takes the Growers Manual information from 2002 and brings it up to date, making it relevant to growers now. Being online and easy to update will keep it that way.”

Constant updates by the CCC’s agronomy team will be one of the most important features of the Encyclopedia. In addition, the CCC’s library of disease and pest photos has grown exponentially since 2002, creating a more dynamic learning experience for the grower.

Feeding into this online Encyclopedia is the Canola Diagnostic Tool, a totally new program for smartphones, tablets and computers. Built with intense input from dozens of canola specialists, the new tool applies the breadth of canola research to help growers diagnose canola damage or production issues through a process of elimination. After finding probable causes for the problem, the tool links back to corresponding Encyclopedia articles for more detail.

“I expect many growers will move to this electronic platform for diagnosis,” says Rempel. “Though many are used to paper-based systems, the simplicity of this online tool will make it the standard.”

The CCC built these tools with funding from Agriculture and Agri-Food Canada as part of the federal government’s Economic Action Plan. The goal is to put the latest research into growers’ hands, literally, and provide value through more precise and timely use of crop inputs and higher canola profits. ●

*John Gaudes was a communications assistant with the Canola Council of Canada.*



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# SEEDING STRATEGIES TO OPTIMIZE EMERGENCE

By Donna Fleury

Research finds little difference between openers, but seeding speed and depth can still result in variable canola emergence.

34 **A**chieving consistent high rates of canola emergence above 50 or 60 percent continues to be a challenge for the canola industry, despite using high quality hybrid seed and proper seeding practices. Researchers and industry are trying to find some answers and recent studies on openers and seeding speed are helping to address the issues.

A previous study led by Dr. Neil Harker at Agriculture and Agri-Food Canada (AAFC) confirmed that seeding speed and depth have an impact on canola emergence, which was highly variable and often in the range of 50 to 70 percent. Seeding depth was the biggest factor, with shallower the best option under most conditions.

“That study was conducted with a ConservaPak Drill equipped with 16 mm-wide knife openers, which can cause considerable soil disturbance especially at high ground speeds,” explains Dr. Bob Blackshaw, research scientist with AAFC at Lethbridge, Alberta. “We wanted to expand this work to determine if speed was as important with other types of no-till drills.”

A two-year follow up study compared six different openers in both small plot replicated trials and field scale strip trials across different soil types in Western Canada.



*Cooperator Kevin Auch of Carmangay, Alberta seeding canola strips.*

## SMALL PLOT TRIALS

The AgTech Centre at Lethbridge, Alberta, led by Blaine Metzger, conducted the small plot trials at Lethbridge, St. Albert, Zealandia, Indian Head and Brandon in 2011 and 2012. “The AgTech Centre has the expertise and specialized equipment for the study,” says Blackshaw. “They can use the same seed drill and just switch to different opener types, which means our results are not confounded by other effects such as drill weight, row spacing, seed metering system or packing system.”

At each location, six different openers were evaluated, including two low, two medium and two high disturbance openers and at two ground speeds:

4 and 6 mph. Row spacing was 12 inches for all openers and Liberty Link hybrid canola was planted at 110 seeds/m<sup>2</sup> in 2011 and 97 seeds/m<sup>2</sup> in 2012. Canola emergence counts were made three weeks after planting.

“The early results of the study are showing minimal differences between openers, which surprised us a bit,” explains Blackshaw. “We are still finalizing the results, but our initial findings are that canola emergence was affected with seed drill opener type in only two of 10 site-years, with lower canola densities using higher soil disturbance drills at Lethbridge and Zealandia in 2012. Across all opener types, an increase in seeding speed



*Cooperator Ron Streit of Stettler, Alberta seeding canola strips.*



from 4 to 6 mph in the small-plot study caused reduced canola emergence in 20 and 33 percent of the comparisons in 2011 and 2012, respectively.”

Blackshaw notes that spring conditions in both 2011 and 2012 provided better than normal soil moisture, which may not have been the toughest test for the openers. “Overall, our study does confirm results of previous studies indicating that canola emergence is highly variable and often in the range of 50 to 70 percent. Our data also confirms there was a general trend of reduced canola plant stands with higher seeding speeds in both small plot and field scale trials.”

### FIELD SCALE STUDY

In the field scale study, farmer cooperators seeded one strip at 4 mph and then adjacent strips at higher speeds using their own seeding equipment. “This component of the study was not so much about different drills, but about the differences in ground speed at a typical farm field scale,” explains Blackshaw.

“The initial results show that regardless of the seed drill used, there was a consistent trend of reduced canola emergence with higher ground speeds in both 2011 and 2012,” says Blackshaw. “In some cases, the differences were less than 10 percent, which is negligible, but in others there were greater than 20 percent reductions in emergence. Growers are challenged with seeding several thousand acres and still getting a good stand.”

Ron Streit of SSS Farms at Stettler, Alberta farms 4,600 acres and grew 1,800 acres of canola in 2012. He has been in zero-till for 23 years and currently has a John Deere 1870 ConservaPak with a three-inch spreader tip opener. “We seeded four strips, one at our usual ground speed of 4.1 mph compared to 3.5, 4.5 and 6 mph,” says Streit. “We straight combined everything, and all of the strips ripened at the same time and yielded very similar. However, the higher speed strips flowered a couple of days later, had thinner stands and the stalks were a little greener at the bottom.” Streit plans to stay at a speed



*Good emergence on Ron Streit's canola trials at 4.5 mph.*

of 4.1 mph, which allows him to cover the acres and still get a good stand.

At Carmangay, Alberta, Kevin Auch of Auch Farms grows between 1,500 and 2,000 acres of canola every year. He has a Flexicoil Drill with Pillar Laser openers. He switched to this hybrid opener in 2009 because he wanted the shoe type for good seed to soil contact and a low disturbance disc opener that can cut through the soil and the straw.

“My drill is probably one exception to higher seeding speeds as it doesn't allow much bouncing around,” says Auch. “I usually seed at 6 mph, and compared this speed to strips at 5 and 7 mph. Our yield maps showed no statistical difference at any of the speeds and the plant stands were very similar. I think the big thing is to watch where the seed is going when you are seeding. We pay a lot of money for the seed, so if it gets thrown where it doesn't belong, it's just another expense we don't need as farmers.”

Although researchers still don't have all the answers to variable emergence, there are good practices growers should follow to minimize plant mortality and



*Emergence results from faster ground speeds of 6 mph.*

improve emergence and yields. “This study and others show the impact of seeding speed and depth on the rates of success of converting seeds into plants and speed of emergence,” explains Dr. Curtis Rempel, vice president of crop production with the Canola Council of Canada.

When accurate placement of canola is compromised, the variability can lead to variable emergence and maturity that can carry through the season. This makes all the rest of your management timing decisions a bit of a compromise, from herbicide and fungicide applications to swathing and harvest. “Although average emergence may be edging up to 60 percent from 50 percent, we still need to continue to improve our understanding of precision seed placement and other factors that can improve canola emergence,” says Rempel.

This study is funded by the Canola/Flax Science Cluster, which is part of the Canadian Agri-Science Clusters Initiative of AAFC. ●

*Donna Fleury, P.Ag., is a freelance writer from Millarville, Alberta, specializing in agriculture and the environment.*

# POLICY DECISIONS IMPACT YOUR FARM'S BOTTOM LINE

By Christina Patterson

New legislation will increase the costs of marketing your grain, but it will also help create tools to address railway service issues.

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For the past 25 years the Canadian Grain Commission (CGC) has seen modest change, but updated legislation and a new operating model for the agency means costs to farmers will increase.

Historically, services provided by the CGC were funded by a combination of user fees and public funds. More than half of the CGC's \$80 million annual operating budget was funded by the federal government. User fees charged to the industry for services such as inward and outward weighing and inspection covered the remainder.

## CHANGE AT CGC MEANS INCREASED COSTS FOR FARMERS

Beginning August 1, 2013, the CGC will begin operating on a cost recovery basis. Public funding will contribute only \$5.45 million per year over the next five years. Higher user fees charged

to shippers will cover the remainder. But, ultimately, the higher fees will be borne by farmers.

Many argue that a drop in public funding of nearly \$35 million off loads too much of the CGC's operating costs onto farmers. "There is value for the services provided by the Grain Commission and producers are willing to pay for the services that directly benefit us and our industry," says Marlene Caskey, a canola farmer from Oyen, Alberta. "However, a portion of the services CGC provides have a benefit to the greater Canadian public good, and we feel that the government needs to reconsider this public funding piece prior to implementing the August 1 revisions."

Fee increases are not welcome news, but recent changes to the *Canada Grain Act*, contained in the *Budget Implementation Act*, will generate some cost savings. These changes include: (a) removal of CGC's mandatory role in inward weighing and inspection, and (b) changes to the payment protection program provided by the CGC (licensed facilities will be required to purchase insurance instead of posting a bond that would pay farmers if the company fails).

With the removal of the mandatory CGC role in inward weighing and inspection, approximately \$20 million in savings will be generated. But there still remains a significant portion of CGC operating costs, \$38 million, that will be covered by increased fees.

Under the CGC's new user fee schedule, outward inspection fees will increase from \$0.50 to \$1.60/tonne. Private industry providers have stated that they can perform outward inspections for a substantially lower cost of \$0.40/tonne. This wide discrepancy suggests that the proposed CGC outward inspection fees will contain additional fixed costs and unrelated costs necessary for the CGC to operate.

"Legislative changes were a good first step to update the CGC and reduce costs, but more is needed," says Rick White, general manager of the Canadian Canola Growers Association (CCGA). Examples include streamlining the agency's governance structure to make it more accountable to farmers and the industry, and allowing third-party inspectors to conduct outward inspections.

August 1 is approaching quickly. Advocates, including the CCGA, continue to press the government for additional legislation to address outstanding issues before the new fees are adopted.

*A typical 5,000 acre farm pays about \$8,000 annually in CGC fees. When the new CGC fee structure is implemented, that same farm is expected to pay \$12,000 annually in CGC fees.*





Marlene Caskey, Oyen, Alberta.

A typical 5,000 acre farm pays about \$8,000 annually in CGC fees. When the new CGC fee structure is implemented, that same farm is expected to pay \$12,000 annually in CGC fees.

### WILL THE TRAINS ARRIVE ON TIME?

With over 85 percent of canola exported in some form, reliable rail service is a fundamental part of canola growers' success. Chronic rail service problems have cost the canola industry and



Dale Leftwich, Esterhazy, Saskatchewan.

farmers millions of dollars in contract penalties, trucking fees, and inventory and labour costs over the years.

"In order to supply many of our traditional and new markets, we need to be able to count on the rail system to get our product to port in a reliable and timely fashion," says Dale Leftwich, who farms near Esterhazy, Saskatchewan.

In response to widespread complaints of inadequate railway service, the federal government recently tabled Bill

C-52, the *Fair Rail Freight Service Act*, aimed at addressing the imbalance in market power between shippers and the railways. "We've had challenges over the years with poor rail service," says Leftwich, "so I'm pleased to see that the government has tabled this legislation."

But after years of dealing with rail service problems, will this bill finally provide shippers with the tools they have long been seeking to address railway service issues? Here is a summary of what shippers were hoping for in a rail service bill and what the bill actually provides.

What shippers wanted:

1. The right to a Service Level Agreement (SLA) that will provide some definition of the service that the railway will supply.

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## ROUNDUP READY® CANOLA GROWERS ECLIPSE HARD-TO-KILL WEEDS TO MAXIMIZE CROP YIELD.



Roundup Ready canola growers have always looked to glyphosate to help them manage weeds in-crop. However, glyphosate alone does not effectively control some hard-to-kill weeds that are increasing in frequency in western Canada.

Wild buckwheat, Canada thistle and dandelion are among the weeds not controlled consistently by glyphosate – all three are a significant growing problem in western Canada.

According to one weed survey, canola fields showed a greater diversity and density of weeds in 2012 than has been present since the 1970s, and wild buckwheat and dandelion were among the weeds found to be increasing in frequency.\*

The weeds missed by glyphosate present a problem canola growers need to manage to

ensure it doesn't get worse in future years. Research suggests that not controlling wild buckwheat effectively in Roundup Ready canola can result in a yield loss of 5 to 15 percent. Yield losses from even a modest population of Canada thistle plants can be as high as 35 percent.

Eclipse™ III is an excellent way to manage weeds in Roundup Ready canola. It offers two unique modes of action that deliver overlapping activity on key weeds.

Gordon Tuck, who farms 2,000 acres at Vegreville, AB, has found Eclipse effective on key problem weeds in his Roundup Ready canola. "I have had good success with it. Eclipse controls the thistles and other weeds that have been hard to control. It has done a really good job on wild buckwheat. And it literally takes the dandelion right out," he says.

"Eclipse provides superior control of wild buckwheat from the 1 to 6-leaf stage, season long control of thistle and dandelion, plus the broad-spectrum glyphosate control Roundup Ready canola growers will be looking for," explains Brian Wintonyk, agronomist with Dow AgroSciences.

Eclipse offers higher crop safety compared to using elevated rates or multiple applications of glyphosate alone. "Increasing glyphosate rates is not the solution to control hard-to-kill weeds. Besides being unregistered, it can negatively impact crop maturity and yield," Wintonyk says.

"Farmers are dealing with heavy populations of buckwheat, Canada thistle, sow thistle, and dandelions in their Roundup Ready canola crops. Eclipse is an excellent choice to manage these weeds," says Lorne Thoen, Dow AgroSciences Representative from Prince Albert, SK. "Eclipse provides peace of mind and profitability because it delivers clean canola fields."

Eclipse also helps clean up fields for future crop years, by managing hard-to-kill weeds in the current crop. Tuck says, "If you don't get good weed control in a certain crop, you pay for it for the next few years. . . I will absolutely use Eclipse again, on all my Roundup Ready canola this year. I have had good success with it."

Eclipse is being offered in 2013 at a new low price that will deliver valuable weed control in Roundup Ready canola.

\* Agriculture Canada 2012 Weed Survey of Saskatchewan Canola Fields



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2. A commercial dispute resolution process which could be used to obtain a SLA if one could be achieved through direct negotiation or to settle disputes within a SLA once it is in place.

3. Consequences on the railway for non-performance. The railways now have the right, by law, to impose penalties on shippers for non-performance. (For example, demurrage charges for cars held too long for loading or unloading.) Shippers were looking for the same right.

What shippers got:

1. The right to a SLA that contains operational terms such as receiving, loading, carrying and delivering of cars, as well as protocols in the event of a performance failure. This is an

important milestone in balancing the commercial relationship between the railways and shippers.

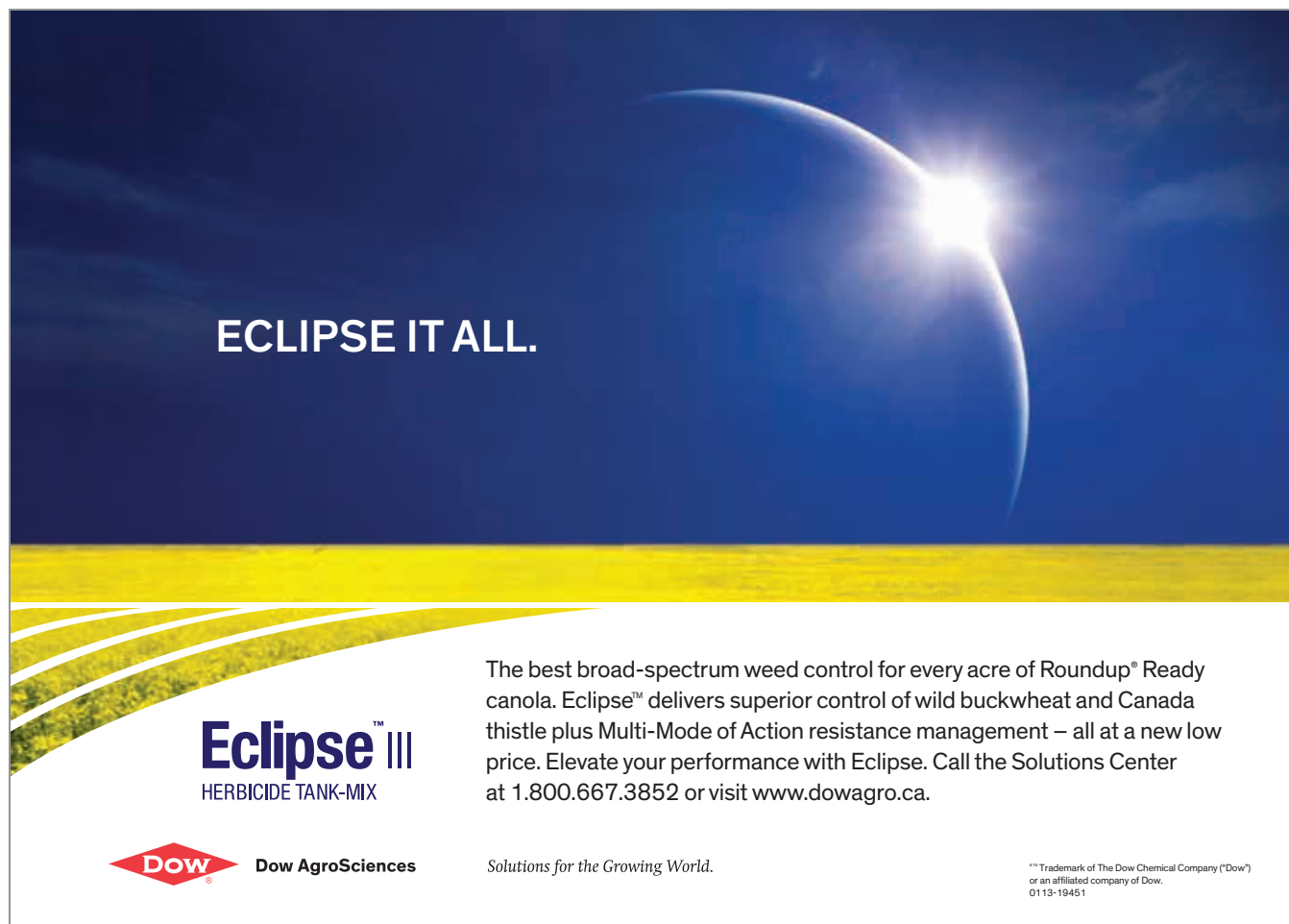
2. An arbitration process to obtain a SLA. This will help shippers obtain a SLA but does little to help settle disputes outside of a SLA.

3. The ability to seek penalties of up to \$100,000 if a railway violates an arbitrated agreement. Unfortunately this provision does not apply to commercially negotiated agreements, only to those achieved through arbitration. In addition, any fine awarded is paid to the government rather than the shipper. While this gives shippers some teeth in enforcing commitments determined through arbitration, it falls short of providing shippers with the ability to

apply reciprocal penalties for railway non-performance.

While this legislation doesn't give shippers everything they wanted, it does give them more power and helps provide more balance in the shipper/railway relationship. The bill will make its way through the legislative process this spring. The CCGA will work with other agricultural associations and shippers to lobby for necessary amendments to ensure the final bill passed into law provides the best possible framework to minimize railway service issues and increase the probability that the trains will arrive on time. ●

*Christina Patterson is a policy analyst with the Canadian Canola Growers Association.*



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# TAKING STOCK

By Patti Miller

In this guest editorial, Canola Council of Canada president Patti Miller talks about our industry's considerable strengths.



The industry is solidly invested in that potential. In the past year alone, plans for three new or expanded crushing plants were announced. Life sciences companies are continuing to invest in canola seed improvements that will provide growers with new tools to maximize yields and profits.

Our triumphs and challenges remind us how important it is to pull together, throughout the value chain. That strong sense of partnership is what truly sets our industry apart, and what will help us face any difficulties in the future. There will always be factors beyond our control, as we saw once again in 2012, but we can tip the odds in our favour by continuing to innovate and work as a team.

The government of Canada is one of our key partners. As we expand our markets, it's important that we keep working with the federal government on market access, market development and innovation. Our government partners can help us open doors, and keep them open, for the mutual benefit of our industry and our customers.

In 2013 we are building on a long record of success. The opportunities are there, with markets more reliable and profitable than they have ever been before. It's up to us to make the most of these opportunities.

After learning more about the people, potential and partnership driving our industry, I know there is much more to come in this success story. Good luck to all of you with spring seeding. ●

*Patti Miller is president of the Canola Council of Canada*

It has been almost a year since I was given the opportunity to join the Canola Council of Canada as president, and what a year it has been. It's an excellent time to reflect on the strengths of our industry and how they will help us achieve our goals.

If I had to pick three words to describe what makes this industry extraordinary, I would choose **people**, **potential** and **partnership**. People, of course, are at the top of the list. As I traveled across the country in 2012, meeting so many growers, scientists, life science companies, exporters and processors, I was always struck by the unflagging commitment to our commodity.

Most impressive to me was the resilience of canola growers during a very difficult year. The season began with record seeded acreage and high hopes that we would break through our 2015 target of 15 million tonnes of sustainable production. But by the time the crop was harvested, nature had reminded us to never count the crop before it's in the bin. The year was a

reminder that there will always be work to do in understanding the challenges of growing canola, and there will always be lessons to learn about how we can overcome them.

But the industry remains undaunted and positive. All through the value chain, we remain focused on our long-term potential. We continue to see a strong and growing demand – a major driver of profitability. With canola still a relatively new commodity, we know that our potential in the marketplace is still growing.







## DELIVERY OF GRAINS AND OILSEEDS DECLARATION OF ELIGIBILITY

I, \_\_\_\_\_

DO SOLEMNLY DECLARE AND AGREE THAT:

Any and all deliveries of grains and/or oilseeds made by me or on my behalf to the Grain Handling Company are eligible varieties for delivery for the commodity type of grain and/or oilseed for which payment is being requested in accordance with the Canada Grain Act, Seeds Act, and all Regulations and Orders made pursuant to those Acts (collectively, the “Acts”).

## Growing De-registered Varieties Could Cost You \$400,000!

If you signed this mandatory Declaration of Eligibility affidavit at the elevator, you made a legal assertion that your canola is registered. If it isn't, you can be held liable for the costs associated with contamination of a bin or shipment – up to \$400,000.

In a business where the presence of de-registered varieties can make or break a multi-million dollar deal, you can be sure that the companies you sell to are actively checking and tracing all deliveries.

So don't make the mistake of growing de-registered varieties. It can cost you more than you think.

**Are you export ready?**

**For a list of de-registered varieties go to [www.canolacouncil.org](http://www.canolacouncil.org)**

This important message  
brought to you by:



# ABreport



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

## ALBERTA CANOLA PRODUCERS COMMISSION DIRECTORS FOR 2012

The Alberta Canola Producers Commission's (ACPC's) Annual General Meeting (AGM) was held during the FarmTech 2013 Conference in Edmonton on January 29, 2013. Director nominations were held in October, with four directors being acclaimed. Renn Breitkreuz from Oneway is the new representative for Region 6. Returning to the Board of Directors to serve their second of two terms are Raymond Blanchette from Falher in Region 3, Lee Markert from Vulcan in Region 9, and Marlene Caskey from Oyen in Region 12.

Following the ACPC AGM, Colin Felstad of Dapp was elected to serve as chairman of the ACPC for the coming year. Lee Markert of Vulcan will serve as vice-chair

and also the chair of the Governance & Finance Committee.

Daryl Tuck of Vegreville 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 JODY KLASSEN

Jody Klassen retired from the board at the conclusion of the AGM after serving his maximum two terms as director for Region 6. Jody served as the chairman of ACPC for the past two years. During his tenure Jody also represented Alberta on the boards of both the Canola Council of Canada and the Canadian Canola Growers Association.



"On behalf of Alberta's canola growers, I extend my sincere thanks to Jody for his dedication and commitment to the canola industry and the producers he represented so professionally," says ACPC chairman Colin Felstad. "Jody had a strong commitment to engaging growers and to ensuring the board was effective and well governed."

## UNDERSTANDING GRAIN CONTRACTS BEFORE YOU SIGN

By Graham Gilchrist  
Farmers' Advocate Office

For the most part, farming across Alberta requires you to sell your own grain. That is the nature of grain farming. Overall, the vast majority of sales in Alberta go great – you have no issues with the contract and you get the funds as agreed to.

There are a few issues that show up from time to time when the Farmers' Advocate Office's (FAO) receives complaints about grain sales. Transactions do fail. For that reason, the time you spend up front before you sign the agreement is very valuable. If you happen to have one of these failure events, then the agreement lays out a plan of action that is beneficial to both parties. The following discussion will cover five common issues: delivery point, delivery periods, delivery locations, payment, and two-part contracts.

### Delivery Point

Miscommunication happens around the location of where the grain is to be priced. For example, the FAO has seen many complaints where the farmer has made an assumption that his grain would be priced locally, but the company had priced the grain at port. Pay attention to the pricing terms in the contract.

### Delivery Periods

Miscommunication happens around the timing of when the grain is to be delivered, especially when there are extension periods. The FAO has seen where the farmer took a contract to deliver grain in the fall – November 2013, for example. The contract the farmer agreed to had a delivery period from November 1 to December 1, 2013, but in the event the elevator cannot take the grain, then they (you) have agreed that the company can extend the period to March 1, 2014. There is no consequence for not taking the grain as agreed to. The farmer saw



the November period, but in reality the actual period was November 1 to March 1. Pay attention and discuss remedies if the extension period is triggered.

### Delivery Locations

Miscommunication sometimes happens around a change in delivery locations. The farmer in this example assumed the delivery point was his local elevator. The company elected to collect the grain at another point. Do not assume – pay attention to the delivery locations specified in the contract.

### Payment

The FAO is seeing more and more middlemen putting deals together. A recent example had the grain literally go around the corner, but the payment went from the user to the broker to the agent and finally to the farmer. There is some protection if the middlemen are licenced with the Canadian Grain Commission. There is little protection, as an unsecured creditor, if you deal with unlicensed brokers and agents.

### Two-part Contracts

The FAO regularly sees a price term sheet with "fine" print saying the farmer has agreed to a set of terms that are not present. The FAO advises the full contract be present and understood before signing.

The Farmers' Advocate Office understands the reality that these contracts tend to be one-sided; written in favour of the grain companies by lawyers. The FAO strongly suggests that producers address these issues when they negotiate the selling of their grain. These issues should be nailed down as clearly as possible. Farmers need to fully understand the ramifications of the agreement they are signing if the elevator fails to deliver what is promised

in the contract. On a similar note, farmers also have a responsibility to deliver the quality and quantity of the grain promised.

For more information, the Farmers' Advocate Office has put together a checklist to assist growers with reviewing grain contracts. The link is [http://www1.agric.gov.ab.ca/\\$Department/deptdocs.nsf/all/ofa14297](http://www1.agric.gov.ab.ca/$Department/deptdocs.nsf/all/ofa14297).

Contact the Farmers' Advocate Office by calling 310-FARM in Alberta. ●



## TAX CREDITS FOR CANOLA GROWERS IN ALBERTA

Canola growers in Alberta who do not request a refund of their check off from the ACPC qualify for a tax credit for the 2012 tax year.

The Scientific Research and Experimental Development Tax Credit allows canola growers to claim a tax credit for that portion of the check off paid that was used to fund qualifying research.

For complete details, visit [canola.ab.ca/research](http://canola.ab.ca/research) or contact the ACPC office at 1-800-551-6652. ●



# SKreport



## REPORT TO OUR GROWERS

The Dieticians of Canada celebrate Nutrition Month in March. As a canola grower this is great news for your farm.

According to CanolaInfo.org, "One dietary message for consumers has not changed in a decade: eat less fat. In recent years, a new message about fat has emerged – the type of fat in the diet is also important. Canola oil is the best blend of fats for good health.

Your body needs fat to provide energy and help you absorb fat-soluble vitamins. Certain fats such as omega-3 and omega-6 fats are essential for good nutrition and must be consumed as part of a healthy diet. It is important to choose fats wisely because some fats are healthier for you than others. Canola oil provides more healthier fats than any other popular vegetable oil.

If one of your goals is to eat better and boost your energy, Registered Dietitian Patricia Chuey recommends canola oil as a go-to ingredient because it is good quality, unsaturated fat.

The popularity of canola oil can be directly linked to its healthy nature and we should be very happy to celebrate its importance in human nutrition this month. To celebrate March nutrition month, the staff at SaskCanola have kicked off the Canola Café on our website. Go see what we are cooking with canola oil. Of course staff don't guarantee the results, but we hope you enjoy our kitchen efforts and our favourite dishes. Check it out at [www.saskcanola.com](http://www.saskcanola.com).

Have a great seeding season; *Canola Digest* will be back in September with more news for your farm.

Stay in touch with canola agronomy issues by plugging into Canola Watch at [www.canolawatch.org](http://www.canolawatch.org).

Catherine Folkersen  
Executive Director



*Catherine Folkersen, SaskCanola*

## 2013 DR. KEITH DOWNEY SCHOLARSHIPS ANNOUNCED

SaskCanola is pleased to announce that it will again provide four Dr. Keith Downey scholarships, each valued at \$2,000, to the families of registered canola producers.

The scholarships are made available on an annual basis to the immediate family of registered Saskatchewan canola producers who are enrolled in undergraduate postsecondary agriculture education in a recognized Canadian institution in the second, third or fourth years of their program. Information and application forms for 2013 Scholarships will be posted on the SaskCanola website **May 17, 2013**. Please let your student know about the opportunity! ●



PHOTO: ©iStockphoto.com/DustyPixel



## SASKCANOLA BOARD ELECTS LEADERSHIP

Following the SaskCanola Annual General Meeting on January 10, 2013, the SaskCanola Board of Directors elected Joan Heath as Chair for the upcoming year. Joan was the Vice-chair of SaskCanola for the previous two years and assumed the position as Chair on January 11, 2013. Board member Franck Groeneweg was elected as Vice-Chair.

"I am pleased to accept the Chair position for SaskCanola," Heath stated. "I want to thank Brett Halstead for all his hard work as Chair over the past two years; he is an excellent grower representative to have at the board table."

Brett Halstead led the board for two previous terms. During that time he steered the organization through the joining of the Saskatchewan Canola Growers Association and the Saskatchewan Canola Development Commission to become one grower organization, SaskCanola, and the relocation of Levy Central to the Agriculture Council of Saskatchewan.

"I have truly enjoyed working with staff and the board and I am happy that there is a successor such as Joan who has many years of experience and service in canola growers' organizations," Halstead stated. "I look forward to continuing to serve on the board in other capacities."

Heath commended all the board members for their willingness to seek leadership positions on board committees.

The following directors will lead SaskCanola Committees for the coming year:

Finance and Audit Committee: Stan Jeeves, Chair

Governance Committee: Terry Youzwa, Chair

Market Development/ Communications Committee: Dale Leftwich, Chair

Policy Committee: Brett Halstead, Chair

Research Committee: Franck Groeneweg, Chair ●



*Pictured left to right: Dave Sefton; Honourable Gerry Ritz, Federal Minister; Alanna Koch, provincial Deputy Minister Agriculture; Wayne Bacon; Patti Miller, CCC president.*

## QUEEN'S DIAMOND JUBILEE MEDAL PRESENTATION

Three Queen Elizabeth II Diamond Jubilee Medals were presented as part of the SaskCanola Producer Conference on January 10, 2013.



Canola Council of Canada (CCC) president Patti Miller and Federal Minister Gerry Ritz presented Jubilee medals to Wayne Bacon and Dave Sefton in recognition of their work and the significant contributions each has made on behalf of the canola industry. Canadian Canola Growers Association general manager Rick White and board member Franck Groeneweg presented a Jubilee Medal to Saskatchewan Deputy Minister Alanna Koch in recognition of her support and contributions to agriculture in the province. ●



*Joan Heath, Chair, SaskCanola*



*Franck Groeneweg, Vice Chair, SaskCanola*

## STAY CONNECTED!

For the latest information about crop production, 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 2013 Field Days and opportunities to win tickets to the 2013 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 877-241-7044. ●





# MBreport



## MY BE WELL STORY

*We all Have Dreams. We all Have Passion.  
We all Have a Story to Tell!*

### What's your Be Well Story?

Everyone loves a story, it's in our DNA. The Manitoba Canola Growers Association (MCGA) has launched a campaign with three inspiring stories. It's their Be Well story and we want it to inspire you to share your story with us. My Be Well Stories are empowering and uplifting, highlighting Manitoba innovators, influencers and dreamers who are shaping our world and inspiring change. Our intention at MCGA is to inspire and motivate our community.

In a series of short videos, you can learn about the passion of Doug Chorney, Getty Stewart and Mary Jane Feeke. "If we are lucky, we get to really know the story behind our friends and families. These short videos capture the essence of the individuals and you can see and hear about their passion," says Ellen Pruden, MCGA's Education and Promotions Manager. It's all part of Be Well. It's the sum of the parts. It's about the passion, balance and a strong foundation. It's living a passionate life to inspire others to do the same and when you can operate at your best, it seems like everything is possible.

Starting February 15 to April 5, 2013, My Be Well Story campaign launches at [www.blog.canolarecipes.ca](http://www.blog.canolarecipes.ca) and [www.facebook.com/bewellcanola](http://www.facebook.com/bewellcanola). Watch each Be Well film and share it with your family and friends. Enter to win a chance to get your story told and be part of the Be Well Story. ●



Getty Stewart, Founder,  
Fruit Share



Doug Chorney, Farmer



Mary Jane Feeke, Chef/Owner,  
Benjamin's Gourmet Foods

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*We all Have Dreams. We all Have Passion.  
We all Have a Story to Tell!*

**Getty Stewart**  
Founder, Fruit Share  
Watch ▶

**Mary Jane Feeke**  
Chef/Owner, Benjamin's Gourmet Foods  
Watch ▶

**Doug Chorney**  
Farmer, East Selkirk Manitoba  
Watch ▶

**Be Well Stories** are about people who live with passion.  
We're sharing their stories because we believe that living a passionate life can inspire others to do the same, and that will make the world a better place.

Watch their stories, and share them with your friends. Then help us tell the next story.  
Nominate the next Be Well Story below, and have a chance of getting your story captured on video. We'll be selecting one lucky winner from Manitoba and one from Canada, and sharing their story with the world next year. Please see Terms & Conditions of the Contest for more information.

It could be someone making a difference in her community, a business that's doing it for the right reasons, or someone that has made a positive change in his or her life that has inspired others. We'll leave that up to you!

**Enter Today!**  
Contest Closes April 5, 2012

**Tell Us Your Be Well Story!**

Your Name: \_\_\_\_\_ Your Email Address: \_\_\_\_\_

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## QUEEN ELIZABETH II DIAMOND JUBILEE MEDAL AWARDED TO THREE PASSIONATE AND PERSISTENT CANOLA GROWERS

By Wendy Elias-Lopez

The canola industry is fortunate to have exemplary farmers. Here in Manitoba, many canola farmers have been recognized for their passion and commitment to the canola industry and to Manitoba agriculture.

Manitoba Canola Growers Association (MCGA) vice president Brian Chorney, director Ernie Sirski, and past director Bruce Dalgarno were recently awarded the prominent Queen Elizabeth II Diamond Jubilee Medal. Their dedication to industry has surpassed the local level – all three have served on all three boards of MCGA, Canadian Canola Growers Association and the Canola Council of Canada (CCC) at some point in their careers.

The year 2012 marked the 60th anniversary of Her Majesty Queen Elizabeth II's accession to the Throne as Queen of Canada. According to the government of Canada, the commemorative 60th anniversary medals "serve to honour significant contributions and achievements by Canadians."

Senator JoAnne Buth and the Honourable Phillip Lee personally awarded the medals to our three canola growers and 12 other deserving individuals this past October at the Government House in Winnipeg. Senator Buth was allocated 30 of the medals to distribute. The passion, persistence and professionalism each individual demonstrated stood out in her eyes.

Her personal selection process included talking to numerous contacts in the industry and in Manitoba to develop a list of those who have made substantial contributions to Manitoba agriculture. "I thought of people I had worked with and others were suggested to me," she recalls. "My focus was on agriculture because that is my background and it is important to me that they be represented."



(L to R) Bruce Dalgarno, Ernie Sirski, JoAnne Buth, Phillip Lee and Brian Chorney.

Senator Buth emphasizes one quality all three medal recipients share: persistence. "I looked for people who had become champions by being persistent and who had followed through on things. I believe that is how you make a contribution."

She met Ernie Sirski when he was a director on the board of the CCC, where she was previously president. Ernie brought with him strong board governance skills that she admired and were good for the industry. "What impressed me was his ability to see the big picture and work cooperatively across the chain," she says.

Senator Buth also met Bruce Dalgarno during his time with the CCC board and was impressed with him right away. They worked on the Pesticide Harmonization Project together. "He took a lead from a farmer's point of view and when he presented to regulatory officials in Canada and the U.S. he did a remarkable job," she recalls.

Manitoba canola farmers know Bruce for playing a crucial role in establishing the canola check-off, which is further proof of his persistence. Senator Buth describes his perseverance in one sentence: "He sees a challenge and he doesn't give up."

Brian Chorney's passion and background in biofuels caught the senator's attention. She acknowledges he has done a remarkable job of advocating for the alternative use of canola. She worked with him on the Canadian Renewable Fuels Association on which she is proud to report that, "He was a tremendous representative of canola growers."

All farmers are brilliant, passionate and persistent at heart. It's part of what makes them successful. Having the government of Canada award such an honour to three from our very own canola family is as rewarding to our farmers, our community and our industry as it is for Brian, Ernie and Bruce themselves. ●



# CANOLA OIL MAY BE USED IN U.S. INFANT FORMULA

By Angela Dansby and Alison Neumer Lara

FDA has no questions in response to GRAS notification.

C

anola oil is now Generally Recognized as Safe (GRAS) for use as an ingredient in infant formula marketed in the U.S. The U.S. Food and Drug Administration (FDA) recently made public that it has no questions in response to a notice that was filed with the agency for the inclusion of canola oil as a source of fat in term infant formulas. Canola oil can be included at levels up to 31 percent of the total fat blend.

“This is significant as canola oil has not previously been used in infant formula in the U.S. due to the absence of a GRAS submission to do so,” says Shaunda Durance-Tod, manager of the CanolaInfo program at the Canola Council of Canada. “Canola oil is still a relative newcomer to the marketplace.”

All infant formulas marketed in the U.S. must meet federal nutrient requirements. According to the FDA, formulas must contain the essential fatty acids linoleic acid (LA), an omega-6 fatty acid, and alpha-linolenic acid (ALA), an omega-3 fatty acid, which aid in infant growth and development. Canola oil has among the highest ALA content of all edible oils – 11 percent compared to eight percent in soybean oil, currently the most widely used oil in U.S. infant formula.

The FDA requires that any ingredient added to infant formulas be GRAS for the intended use. It also requires

formula manufacturers to make a submission to the FDA in advance of the marketing of a new infant formula. The GRAS notification regarding canola oil in infant formula included a review by an expert panel of published scientific studies with infants fed formula containing canola oil.

*Canola oil has among the highest ALA content of all edible oils – 11 percent compared to eight percent in soybean oil, currently the most widely used oil in U.S. infant formula.*

“When used in combination with other oils that contain LA, canola oil can be used by infant formula manufacturers to target appropriate levels of LA (8 to 35% of total fatty acids) and ALA (1.75 to 4% of total fatty acids) and ensure the fat blend is within the recommended ratio of LA:ALA between 6:1 and 16:1,” says the response by the FDA to the GRAS notice.

“Canola oil has a lower LA:ALA ratio than other commonly used oils,” notes Durance-Tod. “In addition, canola oil is widely available at an affordable price. It is now number two by volume in the U.S.”



## BIG MARKET FOR LITTLE PEOPLE

The U.S. accounts for \$3.5 billion in annual sales of infant formula, which is 30 percent of global sales, according to a Nielsen estimate reported by the U.S. Department of Agriculture's Economic Research Service. Three brands together control 90 percent of the American infant formula market: Enfamil (Mead Johnson Nutrition Co.), Similac (Abbott Laboratories) and Good Start (Nestle).

But it was Paris-based Danone, one of the world's largest food product companies, which submitted the GRAS notification to the FDA. Aside from dairy products and bottled water, Danone (operating in the U.S. under the name Dannon) manufactures

medical nutrition products, including infant formula, through its Netherlands-based Nutrica division.

Chemist and former FDA officer Robert McQuate, whose firm prepared the GRAS notification on behalf of Danone, said historically there had been concerns about canola oil's erucic acid content (less than two percent) in infant formula but the accumulated scientific information put forth by the company met the FDA's requirement.

In one such study, a widely-cited article published in the journal *Clinical Nutrition* in 2011, data analysis by German researchers showed that infant formula containing canola oil supports normal infant growth. Further, canola oil's "favourable fatty acid composition"

can help create infant formula "more similar to human milk."

Because of this nutritional profile, canola oil is widely used as an ingredient in infant formula in Europe, Asia, Australia and Latin America, according to the study authors. In fact, "one of the main [European Union] manufacturers of infant formula who first introduced infant formulas containing canola oil in 1990 now produces an estimated 70 million tonnes of canola-containing formula annually." In all cases, the product's erucic acid content is less than one percent.

While Danone alone submitted the notification, the FDA's response will

continued on page 50

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make it easier for other infant formula makers to potentially use canola oil in similar U.S. products provided they first – as Danone must, too – file a submission with the FDA about their specific formula 90 days prior to marketing it.

That's an exciting development for Perrigo Nutritionals, the world's largest manufacturer of store brand (generic) infant formula for retailers such as Target and Walmart. The U.S. company can produce up to 65 million pounds of powder formula annually in its Vermont and Ohio facilities.

*"The ability to use canola oil is a step in the right direction for infant nutrition."*

– Joe Shields

"The ability to use canola oil is a step in the right direction for infant nutrition," said Joe Shields, public relations director for Perrigo Nutritionals. "We think this is great news. It's nice to have an alternative for lipids."

The FDA response is also helpful for the international market, Shields added. Perrigo, which currently supplies formulas to customers in 23 countries, has found that foreign consumers want to see the same formula on their shelves that is available in the U.S. Concerns over product purity rose in recent years due to infant formula contamination in China.

From adults to infants, the health benefits of canola oil are being realized around the world. The U.S., Canada's number one canola oil customer – and where since 2008-09, consumption of the oil has increased 42 percent – now has another way to continue increasing its market share. Oh, baby! ●

*Angela Dansby is CanolaInfo communications manager and Alison Neumer Lara is editorial specialist at Inkovation, Inc. in Chicago.*



## SKILLET GNOCCHI WITH BUTTERNUT SQUASH AND KALE PESTO

Hearty, whole grain gnocchi and the "superfood" kale lay the foundation for this nutrient-rich comfort dish from CanolaInfo's "Comfort Your Heart" recipe collection. The winning combination of canola oil and walnuts gives the meal two of the best sources of plant-based omega-3 fat. Healthy convenience foods such as pre-packaged whole grain gnocchi and frozen cubed butternut squash save time in preparation.

### INGREDIENTS

#### Kale Pesto

- 2 cups kale leaves, chopped
- 2 Tbsp fresh lemon juice
- 2 Tbsp Parmesan cheese, grated
- 1-½ Tbsp walnuts, chopped
- 1 clove garlic, minced
- 2 Tbsp canola oil

#### Gnocchi

- 1-½ cups frozen pre-cut (1-inch cubes) butternut squash, thawed
- 1 small red onion, finely chopped
- 1 package (16 oz) prepared whole grain gnocchi
- 1 cup kale leaves, cut into fine strips

### INSTRUCTIONS

- 1 To prepare pesto: In food processor, purée kale, lemon juice, Parmesan cheese, walnuts and garlic for two minutes until paste forms. While processing on low, drizzle in canola oil.
- 2 Warm large non-stick skillet over medium heat. Add pesto, butternut squash, red onion (reserve 2 Tbsp for garnish) and sauté for five minutes. Add gnocchi and sauté another five minutes until thoroughly heated.
- 3 Top with kale strips and chopped red onion, and serve.

Yield: 6 servings

Serving size: 1 cup gnocchi

### NUTRITIONAL ANALYSIS PER SERVING

|               |        |
|---------------|--------|
| Calories      | 260    |
| Total Fat     | 8 g    |
| Saturated Fat | 1.5 g  |
| Cholesterol   | 5 mg   |
| Sodium        | 390 mg |
| Potassium     | 337 mg |
| Carbohydrates | 42 g   |
| Fibre         | 4 g    |
| Sugar         | 6 g    |
| Protein       | 8 g    |



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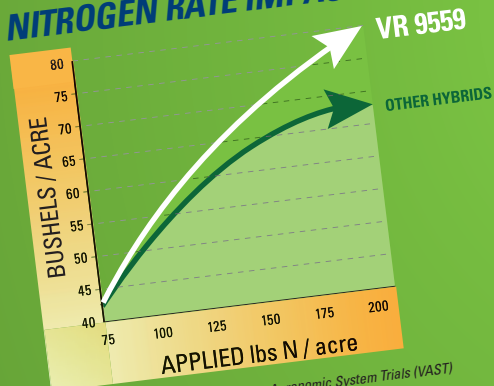
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### NITROGEN RATE IMPACT ON YIELD



Data abstracted from the 2011 Viterra Agronomic System Trials (VAST)

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**Do it**  
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ESSENTIAL FOR PLANT LIFE

Nitrogen is not the only factor to yield. Weeds, insects, and disease also have an impact. Always practice a balanced crop and fertility management approach to ensure optimal yields. VR 9559 G canola is a Viterra researched and recommended variety. Roundup Ready® is a registered symbol used under license from Monsanto Company. Pioneer® and the Trapezoid symbol are registered trademarks of Pioneer Hi-Bred.

Manager  
Strategist  
Marketer  
Accountant  
Problem-Solver  
Role Model

## Farmer

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