

CANOLA Digest

THE SOURCE FOR CANADA'S CANOLA GROWERS

NOVEMBER 2013

MARKETING & EXPORTS

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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 just harvested its biggest canola crop on record, and canola's impact on the Canadian economy averaged \$19.3 billion over the past three years. These good times bring their own challenges for marketing, exports and continued growth. We are up for the challenge.



CONTENTS

NOVEMBER 2013

THE EDITOR'S DESK

- 4 \$19.3 billion

ON OUR COVER

- 6 Test, test and test

GROWING GLOBAL

- 12 \$#@* in your canola?
- 16 The next goal
- 19 Meal time

MARKETING KNOW-HOW

- 23 When to sell

INDUSTRY UPDATE

- 27 7 billion reasons to be biosecure
- 30 Modernizing the CGC
- 32 \$19.3 billion impact
- 38 Commitment to research continues

LEVERAGING RESEARCH

- 41 CARP on clubroot, seedling disease

IN THE FIELD

- 47 Top 10 risky situations for canola storage
- 50 Diagnostic dilemmas

PROVINCIAL PERSPECTIVES

- 54 Alberta Canola Producers Commission
- 56 SaskCanola
- 60 Manitoba Canola Growers Association

HEALTHY LIVING

- 61 Leading with heart

Cover: Cascadia Terminal is one of five grain terminals at the Port of Vancouver. Photo credit: Viterro.

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THE EDITOR'S DESK

Jay Whetter

4

Ports are an essential yet mysterious part of Canada's canola industry. We know we need them. Exports account for 85 percent of our business, after all. And we know at a basic level what they do – load ships. Dig deeper and you'll see how much more influential they really are.

While in Vancouver for the Canola Council of Canada 2013 Convention in March, directors with the provincial canola grower organizations got an invite to tour the Viterra port terminal featured on the cover. One director impressed by the steps involved in transferring canola from trains to boats suggested it would be a good article for *Canola Digest*. I agreed, and so it leads this marketing and exports themed edition.

\$19.3 BILLION

The Port of Vancouver is actually mentioned twice in this edition. You'll find it again in the community impact sidebar to the article called "Canola's economic impact grows," a summary of the *Economic Impact of Canola on the Canadian Economy* report released in October. The hive of activity at the Port of Vancouver and all its worker bees are among the thousands who form canola's golden thread through the Canadian economy.

Canola's total impact, as the report concluded, averaged \$19.3 billion over the past three years. The 43,000 canola growers in Canada, along with the inputs they buy and the canola they sell, are the major component.

Seed breeders, fertilizer manufacturers, truckers, input retailers, country elevator and crushing staff, and agronomists are part of the chain. My panel topic for this issue is grain marketing. The growers I talked to say they often read market analysis newsletters as background for their marketing decisions. These analysts are part of the chain, too.

So are researchers. Public researchers invented canola, and researchers at universities, regional centres, provincial stations, and Agriculture and Agri-Food Canada locations continue to study and quantify ways to improve canola and canola agronomy.

In fact, some of their latest results are on your way. *Canola Digest* will send out a Science Special later in November with summaries of the 31 agronomy research projects from the 2010-13 Agri-Science Cluster initiative. This special edition will be full of agronomy tips on topics that include seeding speed, weed removal, new fertilizer products, fertilizer placement, harvest losses, bag storage, flea beetle management, and how various decisions influence yield. Putting new research results into practice is how we continue to build canola's economic impact.

I say "we" because communication – my job – is part of the process. The CCC and all the others involved in writing, editing, organizing and designing *Canola Digest* contribute to the impact by delivering information that helps build the canola business. I am one of the 248,989 Canadian workers who benefit from canola's broad impact. I am in good company. ●



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By Richard Kamchen

TEST, TEST, & TEST

6



*Cargill's 235,000-tonne
Vancouver terminal*

C

hina, Japan and Mexico are often mentioned in news stories dealing with foreign demand for Prairie canola, but the steps taken to move our canola to those destinations are usually left to the imagination.

“When you take a look at what we put down into Mexico, a large proportion of it goes out through Vancouver. When you take a look at what we put over to Japan or China, it is about Vancouver,” says Bruce Jowett, vice-president of market development, Canola Council of Canada.

The process of moving canola from a farm to port and beyond can seem an arduous one. Grading is a major component of that process and is done throughout the chain.

Mark Hemmes, president of Canada’s grain monitor, Quorum Corporation, explains that after canola is graded in the country by a grain company, it’s graded again at the port terminal by the terminal operator, and again when it is loaded onto the vessel, this time by the Canadian Grain Commission (CGC). Depending on the destination country or circumstance, a sample may also be tested by the Canadian Food Inspection Agency (CFIA).

“With regard to the export customer, depending on the terms of sale, they may ask for grading and CFIA test

The Port of Vancouver is a key hub for Canadian canola exports, servicing customers in China, Japan and Mexico, among others. If you ever wondered whether canola is really tested once it leaves the local elevator, this article will put an end to your wondering.

results, but typically they will run their own tests and grading when the vessel arrives at the destination port before it discharges its load,” Hemmes adds.

Joan Hardy, assistant vice-president of transportation with Richardson, says, in order to maximize terminal capacity at its ports, the company occasionally cleans canola at its country elevators to make it export-ready.

“Sometimes it’s good to have a portion of your canola cleaned in the country so it can just go straight through the terminal onto the boat,” she says.

Export shipments can be commercially clean or not commercially clean (NCC). Some international buyers prefer to complete the cleaning themselves. These NCC shipments, which aren’t cleaned and therefore don’t meet the standards for commercial cleanliness, are allowed only with the permission of the CGC.

“[Canola] is repeatedly analyzed and assessed [from the country to the terminal] to ensure we have a good idea of what we’re loading, because we have to meet strict export standards.”

— Joan Hardy, Richardson

Once the canola arrives at terminal, often via 100-car unit trains, a third-party inspection company grades it. “It’s repeatedly analyzed and assessed [from the country to the terminal] to ensure we have a good idea of what we’re loading, because we have to meet strict export standards,” says Hardy.

While a vessel is being loaded, the CGC collects an official sample during the entire duration of the load. It processes the samples on an incremental basis, principally after 2,000 tonnes have been loaded. “Results of the analysis are provided to the elevator operator immediately afterward so they may make any modifications necessary to ensure the cargo can be certified as originally ordered,” says Randy Dennis, Chief Grain Inspector for Canada.

Gerry Dickie, general manager for Cargill’s 235,000-tonne Vancouver terminal, says samples are tested to ensure they meet export standard or contract standard. “Customers may be involved through third party or protocol. We are extremely close to our customers and work extremely hard to give them what they require. They often visit,” says Dickie.

The CGC is prepared to issue a Certificate Final based on each

2,000-tonne increment meeting specification, or the average/composite of the entire load meeting the specification. The option to provide the latter was made available to the terminal operators in October 2012, and for shipments that are certified in this manner, the CGC states, “The cargo has been certified on the basis of a composite sample.”

“There is a growing interest from the grain handlers, and presumably the exporters also, to have product certified on the basis of the composite sample,” says Dennis.

Some testing, like oil percent for example, is done after the vessel sails, but it is still done by the CGC. “Often we are requested by the exporter to provide free fatty acid content, oleic and linolenic acid contents and iodine value,” adds Dennis.

LOADING

Canola can load onto any type of vessel, and large lot sales can range from 25,000 to as much as 65,000 tonnes.

“Panamax size vessels are the most common and we are seeing a greater number each year,” says Dickie.

“To Asia, it’s often a Panamax. To South America, it’s typically not. It’s a function of the capacity of the receiving port,” adds Hardy.

Some canola is even moved by container, although that’s still rather uncommon: “It depends on the terms of sale and the capacity to receive at the destination,” notes Hemmes.

Vancouver’s notoriously wet weather has hampered loading operations for years, and it was a revealing issue for grower and SaskCanola vice chair Franck Groeneweg. He visited Cascadia Terminal as part of the Canola Council

of Canada’s conference in Vancouver in March 2013, and discovered how rain delays can affect growers like himself who might be waiting for a train. “That can bottleneck back into the country fairly easily,” Groeneweg says. “It does open our eyes to see how being on ocean waters can make a difference right back to the farmgate.”

Recent innovations, primarily loading through feeder holes or under tarp, have alleviated some rain delays. Not all vessels are capable, but many are specifically constructed to facilitate feeder hole grain pouring. It’s done through designated openings in a vessel’s hatch covers that can accommodate the load spout of most bulk loading conveyor systems. Loading grain through feeder holes provides both rain protection and dust containment.

continued on page 10



Richardson's 108,000-tonne terminal on the north shore of Burrard Inlet.

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“It’s not completely solved, but we’ve come a long way,” says Hardy. “You don’t get the same loading speed as you would get loading through the hatches, but at least it allows you to continue loading in the rain.”

Hardy says Richardson is proactive when booking vessels to specify they be equipped with those feeder holes. But there’s still the challenge of getting the consent of vessel captains to allow their use. “They still sometimes have some concern that there might be water ingress and damage to the product,” she says.

Last fall, terminals got the ability to load straight into a vessel’s sliding hatches under an elaborate system of tarps. “We have two ways to keep loading, and we exploit them as often

as possible. It did improve things immensely during periods of bad weather,” Hardy says.

“Loading in the rain is still an evolving process,” notes Dickie. “Since it is just getting going and is so critical to supply chains, it is being monitored by both the Port and Transport Canada. Transport Canada took this as a key result area and we would not be where we are today without their leadership.”

OIL EXPORTS

Canola oil is another canola product moved through Vancouver, shipped through Neptune Terminals on the north shore of Vancouver Harbour or West Coast Reduction on the south shore.

Crushing companies have their own leased 80-tonne capacity tank cars to ship oil to customers in Canada, U.S., and offshore. Canola oil is transferred out of those cars through pipes and into large tanks at the port facilities. From there, it’s put into vessels – 20,000- to 35,000-tonne tankers – that mostly head to China, a crush source says.

Rain isn’t an issue like it has been for canola seed. A substantial amount of testing is done as well, and phytosanitary certificates need to be completed before any canola oil is shipped, the crush source adds. He explains that this is done by private companies supplied by export customers, for independent analysis and to ensure specs have been met.

THE GRAIN TERMINALS

Port Metro Vancouver has five grain terminals, with Western Canada’s three biggest grain handlers – Viterra, Richardson and Cargill – the main players, owning and operating four out of the five. The fifth is Alliance Grain Terminal, a 102,000-tonne export terminal owned by four members of the Inland Terminal Association of Canada, as well as grain companies Paterson Grain and Parrish & Heimbecker.

Richardson, Canada’s largest privately owned agribusiness, operates its own 108,000-tonne terminal on the north



Franck Groeneweg, vice chair of SaskCanola, visited Cascadia Terminal in March and discovered how rain delays can easily hold up ship loading and bottleneck back into the country.

shore of Burrard Inlet. That capacity, however, is set to grow significantly with the building of a new concrete grain storage facility that will hold 80,000 tonnes of grains and oilseeds. It’s expected to take two years to build and will allow Richardson to handle over five million tonnes of grains and oilseeds a year through that terminal, up from the three million.

Richardson also owns a 25 percent stake in the 282,000-tonne grain storage capacity Cascadia Terminal, which is 75 percent owned by Viterra. Hardy estimates typically around five million tonnes of grains and oilseeds move through Cascadia every year, and she predicts Richardson will move 25 percent of that. There is a very well-orchestrated plan to determine how the two agribusinesses will move their product through their shared terminal.

“We have to get terminal authorization before we put orders in with the railways to ship cars there. Cascadia’s job is to maximize the efficiency of the terminal, so they’ll arrange with the railways as to which trains move forward in what order. But the three companies – Viterra, Richardson and Cascadia – will be working closely together to make sure that the terminal runs very efficiently.” ●

Richard Kamchen is a freelance writer based in Winnipeg.

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\$#@* IN YOUR CANOLA?

By Crystal Klippenstein

The Export Ready campaign emphasizes the need to “Keep it Clean”. Export customers will test canola shipments for unregistered varieties and pesticide residues, so it’s important that we keep our canola clean.

Canadian canola has an international profile as a top-quality product supported by an industry committed to its export partners. As export markets develop increasingly sophisticated testing programs and policies, and as the economic and reputational cost of a rejected shipment rise, the value of best production practices grows.

The Canadian canola industry is the world’s largest exporter of canola and exports 85 percent of each year’s crop. Export markets are an integral piece of the industry’s success and the role growers play in maintaining market access is impossible to overlook. The Canola Council of Canada’s (CCC) Export Ready initiative leverages grower dollars with funds from Agriculture and Agri-Food Canada (AAFC) as part of the Canola Market Access Plan (CMAP).

The Export Ready program monitors market issues and works to keep Canadian canola production practices compliant. It aligns messages from several links in the value chain, and educates growers and agri-retailers on

the export-market-impact of positive and negative farm practices. The CCC delivers Export Ready messaging with an overall theme: Keep it Clean. It spans the growing season and drives home the dangers of not following the best production practices outlined below.

Grow registered varieties. Growers can be charged up to \$400,000 for contaminating a bin or shipment with deregistered varieties. Exporters can lose multi-million dollar deals because of said contaminations. Long-term market relationships can be jeopardized. Growing only registered varieties is a business make-or-break.

Use approved pesticides correctly. Growers should use only pesticides registered for use on canola and follow their pre-harvest interval (PHI) label recommendations. Maximum residue limits (MRLs) set by export markets determine the PHI rates. Following the spray-to-swath interval for each specific product (see sidebar for a helpful tool) is an important step in ensuring you deliver export ready canola.

Follow canola storage recommendations. Bins should be kept clean and uncontaminated by pests, which can leave the presence of animal protein in canola seed. Malathion is a concern for several key markets, so it cannot be used to treat canola as it goes into



SPRAY TO SWATH CALCULATOR

In late 2012, the CCC conducted a research study that surveyed growers and identified areas of focus for upcoming Export Ready campaigns. The results revealed that some growers were unaware of the definition of pre-harvest interval (PHI) or they found the “harvest” part of PHI to be ambiguous. To best serve all growers, an on-the-go online tool was created this past summer to help with spray decisions: www.spraytoswath.ca.

The tool is designed to help growers who:

- Have already sprayed a chemical and want to determine how long they need to wait before swathing.
- Have a deadline and want to determine which insecticide or fungicide works within their time range.
- Want to sync their Outlook or iPhone calendar with the swath date provided so that they can have all the information in one place. ●

storage, nor can it be used to treat an empty bin in the six months leading up to canola storage.

Grow blackleg-resistant varieties and use practices that reduce infection. Plant only resistant (R) or moderately resistant (MR) varieties to help control blackleg and institute management practices such as rotation between canola crops, planting certified seed, controlling volunteer canola in non-canola years and regularly scouting canola fields for blackleg symptoms.

Export Ready is supported by the CCC’s CMAP, with funding provided by the AAFC Agricultural Flexibility Fund. Learn more about best production practices at www.keepingitclean.ca. ●

Crystal Klippenstein is a communications program manager at the Canola Council of Canada.



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THE NEXT GOAL

By Patti Miller

Now that Canada's canola industry has surpassed its target of 15 million tonnes of production, what's next? In this guest column, Canola Council of Canada president Patti Miller offers her perspective.

16

First of all, congratulations to the canola growers of Canada who this year set a new production record. In fact let's face it, you completely blew past all previous records. I don't have the final numbers as I'm writing this column, but this year we have well surpassed our goal of 15 million tonnes of production by 2015 – two years early. Early estimates put production at 16 million tonnes this year.

As we break through our 2015 goals, it's a good time to talk about our industry and our future.

The Canola Council of Canada represents all stakeholders in the industry – and truly has the best interests of the whole industry at heart. For growers, that means we want to make sure we are providing the information and support you need for canola to be profitable and sustainable on your farm. Most of this year's production is bound for export markets as seed, oil or meal – in the range of 85 percent. So we need to make sure there is strong demand for what you produce. That's also part of our 2015

target – 15 million tonnes of demand. Achieving that has taken intensive work by CCC staff, the industry as a whole and government partners. And the work will continue in order to develop and grow markets, and to keep the borders open to our existing ones.

Underpinning the delivery of canola from Canadian farms to the fryers, baking pans, salad bowls, dairy farms and biodiesel plants of the world are the processors, exporters and seed development companies who each have a stake in canola's success. They, together with growers, are the Canola Council of Canada (CCC).

Global vegetable oil consumption continues to rise at a rapid pace. Soybeans and palm are the large competitors, but canola has a valuable advantage as a healthy oil. Our goal is to make sure canola leverages its human and animal health benefits to increase our market share in the global vegetable oil and meal markets. We believe this can be done.

It will take effort. We have to serve our key export markets of the U.S., China, Japan and Mexico. We have to develop new opportunities within these existing markets, and expanded sales into up-and-coming markets. We have to maintain our healthy advantage, which is being challenged by competitors. But we will do it.

And we have help. The Government of Canada, knowing that the canola industry contributes \$19.3 billion a year on average to the Canadian economy, wants to see us thrive. It has been a strong ally.

The Government of Canada invested \$7.8 million in the Canola Market Access Plan (CMAP), which wraps up in December of this year. The CCC added another \$1.2 million to finance the plan. The primary purpose of CMAP is to identify real and potential market access issues, such as tariffs and phyto-sanitary barriers, and take measures to mitigate them. This is essential work. So far our efforts have resulted in \$1.6 billion in new and maintained exports. And the government will continue their support in maintaining and expanding markets and market access in the next Agricultural Marketing Program (AMP).

The Government of Canada also supports research needed to bolster the healthy canola message. This past summer, Minister of Agriculture Gerry Ritz and I announced \$20 million in new research funding for the next five years, with \$15 million coming from the federal government and \$5 million from the CCC. This research includes human health studies in canola oil nutrition and animal health studies in canola meal nutrition to make sure we maintain our edge.

This same round of research funding also contributes significantly to agronomy research, with the important goal of on-farm profitability realized in a sustainable way.

Back in 2007 when our industry set a goal of 15 million tonnes of production and demand by 2015, there were many doubters. Production that previous year was at 9 million tonnes. But CCC stakeholders saw the potential for growth back then. And now we are succeeding.

So what's next? We're working on it. And you can bet we will be keeping the profitability of growers front and centre. Stay tuned. ●

Patti Miller is president of the Canola Council of Canada.

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MEAL TIME

By Treena Hein

The Canola Council of Canada continues to build strong market relationships for canola meal as an internationally sought-after ingredient in dairy cattle rations and aquaculture feed.

Asia and the United States are markets with great potential for Canadian canola meal. That's why the Canola Council of Canada (CCC) is actively laying the groundwork for expanded demand in these markets.

"Canola meal has already secured a spot in the U.S. dairy market as a protein source, but there is room for significant growth," says CCC market development vice-president Bruce Jowett. "We are continuing to build relationships with dairy producers and their trusted advisors."

Indeed, new research funded by the CCC clearly demonstrates that reaching these these advisors – mostly nutritionists – must be a key focus moving forward. "We know that the vast majority, about 80 per cent, of U.S. dairy farmers use a nutritionist, feed company representative or veterinarian to balance rations," Jowett says. "We also know that nutritionists often make the purchasing decisions, so they have a strong influence."

"Canola meal has already secured a spot in the U.S. dairy market as a protein source, but there is room for significant growth."

– Bruce Jowett



The research has also shown that nutritionists rely on two major factors when making feed recommendations: technical data and product recognition among their clients. "While they themselves are already aware of the excellent quality of canola meal as a ration ingredient, nutritionists aren't going to recommend it to their dairy producer clients if producers don't also understand this," says Jowett.

Research shows that while U.S. dairy producers were using or had used canola meal in their rations, they had a wide range of understanding about canola meal quality. Therefore, in 2012,

the CCC launched an active campaign to explain that canola meal has a more balanced and higher-quality amino acid profile than soybean meal.

"Last year, we also created the Canola Meal Calculator and supporting materials, and raised awareness through event sponsorships," Jowett says. "Our 'We did the math' display at the World Dairy Expo provided significant on-site discussions." This unique presentation shows how rations with canola meal translate into increased milk production with more protein. The marketing campaign also stressed that the supply of Canadian canola meal is secure and competitively priced.

"In 2013, we are building on the positive perception nutritionists have of canola meal with results of cutting-edge research," says Jowett. "We are also working on gaining more attention for canola meal throughout the entire U.S. dairy industry." To achieve that, the CCC has created a new dedicated canola meal website that features nutritional information, testimonials, articles, reports and the Canola Meal Calculator. See for yourself at canolamazing.com. With this tool, users can determine their best opportunities to use canola meal based on transparent comparisons of price, protein content and more.

continued on page 20

AQUACULTURE IN ASIA

The CCC is also working to build inroads for Canadian canola meal in the Chinese aquaculture market. Discussions between CCC representatives and China-based Tongwei, the world's largest aquaculture feed manufacturer, first began in mid-2010. Tongwei manufactures about 500 varieties of aquatic, livestock and poultry feeds.

“The government in China is working to increase the quality of the diet for its citizens, and they are beginning to understand that canola meal can play an important role in that effort.”

— Bruce Jowett

Discussions have been ongoing with Tongwei's technical team around canola meal attributes, research opportunities and importation. In July, Tongwei's Chairman Lui and colleagues visited Canada to see how canola is grown, what goes into canola meal production, and the quality and amount of canola meal that Canada can supply. “We visited farms to go over crop production and handling, and a grain processor to demonstrate how grain is graded and stored,” says Jowett. “We visited a crushing facility in Saskatoon, and also stopped by the University of Saskatchewan to see aquaculture feeding trials. I think they were impressed with the vastness of Canadian agriculture and how we handle and process canola.”

The CCC is preparing to partner with Tongwei on various projects. “In the short-term, this will include a tilapia feeding trial and a fish feed pellet quality study,” Jowett says. “Canola meal will be compared to other meals, studied in terms of its influence on fish feed pellet quality standards, and how much canola meal can be included in the diet of various fish species.”

Long term research opportunities include determining the amino acid availability of canola meal for aquatic species, studying the effect of heat



Canola meal (shown in foreground) is becoming a common ingredient in dairy cow rations. The protein-packed meal boasts an attractive amino acid profile that helps cows turn feed into milk more efficiently. The meal is mixed into a Total Mixed Ration (TMR) along with common ingredients such as corn silage and alfalfa before being fed to cows.

treatment on amino acid availability, and determining the effect of feeding canola meal on meat quality, fish health and the environment. Vietnam is another market where a great deal of aquaculture occurs, and CCC is funding feed studies there as well.

“We plan to arrange a visit to Western Canada for some of Tongwei's senior management team members,” Jowett adds. “We may also offer canola meal feeding seminars in China for Tongwei staff.”

China is also investigating canola meal as an ingredient in dairy cattle rations. “The government there is working to increase the quality of the diet for its citizens, and they are beginning to

understand that canola meal can play an important role in that effort,” Jowett explains. This understanding is largely due to a two-year study conducted by Chinese scientists and the dairy industry there, supported by the CCC and Agriculture and Agri-food Canada. “The researchers found that including canola meal in rations at a rate of only four to eight percent increased milk production by an average of 0.6 litres per day per cow,” says Jowett. “That means an extra 1.7 million litres per day countrywide. That is a very significant finding that will help to boost further interest in canola meal.” ●

Treena Hein is an award-winning writer based in Eastern Ontario.

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WHEN TO SELL

By Jay Whetter

In this issue's panel, four canola growers describe their canola marketing techniques. The feeling of success comes from being disciplined, selling in increments, and making the best decision based on information available at the time.

DALE GRYBA

Gilbert Plains, Manitoba

"Growers sell, not market," Gryba says. Growers get the posted price from a number of different elevators or mills, and then choose the best price on offer that day. They can get spot prices for immediate delivery or use various pricing tools to lock in future prices.

Gryba says marketing is more of an industry-wide effort to increase canola's value and consumer awareness around the world. "Canola growers pay their check-off to get the marketing and market development benefits of the Canola Council of Canada," he says. While the industry works to build the size and value of the canola market, growers do what they can to sell their canola at a profitable price.

No matter how much he thinks he knows about price drivers and fundamentals, Gryba says someone else always knows more. "Multinational grain companies have hundreds of employees on the ground in many countries around the world trying to figure out the market trends, and even these companies will hedge canola," he says. The message he takes from this is that his selling practices have to be about discipline. "Find price points where you can make money, and sell at those points. Keep emotion out of it."



Dale Gryba

Farmers are naturally optimistic, he says, but that can be a handicap when it comes to selling grain. "By thinking tomorrow is going to be better, we can miss the whole boat when it comes to pricing opportunities," he says.

Growers can't control prices, but one area where Gryba knows he can control his profits is cost management. For example, he will pre-buy inputs he knows he has to use, often saving 10 percent of the cost. That goes straight to his bottom line, and is as important to his farm profitability as spending time trying to predict market peaks.



Tim Johnson

TIM JOHNSON

Norquay, Saskatchewan

Tim Johnson gets a few daily emails so he knows what's happening in key production areas of the world. "It seems everywhere has a good crop this year, so we're not likely to get good prices like we've had the past few years," he says.

Johnson sets benchmarks based on good money-making prices, and then uses his research to estimate the upside. If it doesn't look like there's an immediate upside, he may sell some

continued on page 24

sooner rather than later. He adjusts his targets every month or so based on market realities.

"I make the best decision I can based on what I know at the time," he says. To avoid big misses, he sells no more than 10 to 20 percent at a time, and often less than that. "I do a lot of deferred delivery contracts, especially for March-April delivery. Small contracts make it logistically easier to make the deliveries, and in March the roads are still frozen so we can get the trucks where we need them. March sales also provide cash for spring purchases."

One of his pricing highlights was when he locked in a specialty canola variety at \$17 per bushel in 2008. "I locked in 7 bu./ac. – I should have done more, especially since the Act of God covered 15 bu./ac., but I thought prices might go higher," he says. "They never did."

Johnson says there's no point in dwelling on mistakes if the decision was the right one at the time. When asked about one of his biggest pricing mishaps, he described a situation last year. He thought he had a 40 to 45 bu./ac. canola crop, so he priced what he thought was 10 to 15 percent of his production at \$11. In the end, his crop yielded only 20 to 25 bu./ac., so what he thought was only 15 percent of his production turned out to be 30 percent. "And it was at a terribly low price." His lesson: "If you are going to pre-price such a large percentage of production, make sure the price is at a level you don't see very often – such as \$13 or \$14, or more. Don't lock in a large amount at a price where the market has been so many times."

KEN REWERTS

Fairview, Alberta

Ken Rewerts decides how much to sell based on immediate cash flow needs. It has to be profitable. Beyond that, he likes to get canola moving early to take care of cash flow commitments in the fall.

Rewerts likes to move grain off the farm as early as he can. "If I don't have to store physical product, that reduces



Ken Rewerts

my risk," he says. "Anyone who has put a drill in the ground has had heating problems with canola. That's how you learn these lessons."

One of Rewerts' best marketing moves was when he opted for a basis contract instead of a price contract to secure harvest delivery. "It has become difficult to move physical product off the combine unless you have a contract. I didn't like the price offered, so I signed an aggressive basis contract, which allowed me to deliver off the combine and gave me until the end of October to price," he says. He ended up pricing near the peak for the year. "A person is bound to make the right marketing move sooner or later," he adds. "But to duplicate it? Who knows."

His worst canola pricing experiences come when market prices aren't enough to meet his breakeven. "This hasn't been a problem the past few years, but in dry years when yields are low, it's hard to find a price that covers off the costs," he says. "You're scared to market the crop, so you end up holding the physical product and watching while the price continues to fall. That's the worst possible combination."



Terry Young

TERRY YOUNG

Lacombe, Alberta

Terry Young describes his overall strategy as "structured and calculated." He sells throughout the year, using target pricing, basis pricing and forward pricing. If prices seem to be rallying, and the rally seems to be counter to what fundamentals suggest, he may price more canola during these rallies.

He uses several subscription-based electronic newsletters, including Wild Oats Grain Market Advisory, to help with decision-making.

"If I am consistent with the expertise generated from the newsletters, and add some of my own intuition, I generally have very positive pricing experiences," Young says. "\$15 canola is always positive."

While Young sees the futures market as a useful price indicator and hedging tool, he is careful not to gamble on which way futures are going. "I am not a big fan of speculating with the futures markets," he says. ●

Jay Whetter is editor of Canola Digest. He also produces Canola Watch, the Canola Council of Canada's free and timely agronomy newsletter. Sign up for free at www.canolawatch.org.



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7 BILLION REASONS TO BE BIOSECURE

By Kelly Green

A new biosecurity standard and practical farmers' guide help canola farmers tailor their management plans to mitigate the risks of introducing or spreading dangerous pests.

With over \$7 billion in farm-gate canola sales every year, Canadian canola farmers have plenty of reason to take on-farm biosecurity seriously.

“Being able to sell our canola without interruption is critical to farm profitability and continued industry success,” says Marlene Caskey, director of the Canadian Canola Growers Association. “The risk potential is significant, so it’s worth investing time to plan how to mitigate a biosecurity risk that could reduce yields, prevent a farmer from selling their canola, or – worse – cause a blockade of an important export market.”

Biosecurity refers to a series of management practices designed to prevent, minimize, and control the introduction, spread, and release of plant pests, which include insects, nematodes, weeds, molluscs, bacteria, fungi, and viruses.

Two years ago, Caskey joined a group of farmers, agronomists, food inspectors, grain industry representatives and government staff who collaborated to develop a *National Voluntary Farm-Level Biosecurity Standard* specifically designed for the grains and oilseeds industry.

“While it sounds a bit daunting, the national standard and the accompanying *Producers Guide* help farmers develop

continued on page 28



Marlene Caskey farms near Oyen, AB and is a farmer representative on the Grains and Oilseeds Biosecurity Advisory Group.

their own farm biosecurity plan in a very practical way,” says Caskey, a working member of the Grains and Oilseeds Biosecurity Advisory Group.

“This voluntary system supports farmers to evaluate their biosecurity risk and create an on-farm biosecurity management plan,” says Caskey. The three main areas of concern for biosecurity include: (1) entry of pests onto your farm, (2) movement or spread of pests within your farm, and (3) exit or spread of a pest from your farm to other farms or along the value chain.

By asking four simple questions, the *Producer Guide* helps farmers assess the risks unique to their farm:

- Can I avoid a risk I don’t currently have?
- Can I contain and minimize the risk I already have?
- Can I avoid pests leaving my farm?
- Do I need a biosecurity risk management plan for my farm?

Biosecurity refers to a series of management practices designed to prevent, minimize, and control the introduction, spread, and release of plant pests, which include insects, nematodes, weeds, molluscs, bacteria, fungi, and viruses.

Biosecurity risks can be introduced in several ways, including by human activity, by nature’s activity or by a farm’s operating processes. The farm-level biosecurity standard focuses on management practices within the farmer’s control.

To help mitigate biosecurity risk, farmers can: take care when sourcing, transporting or handling crop inputs; minimize the movement of soil and plant material; monitor the movement of people, vehicles and equipment;

perform timely scouting; and communicate, train and keep good records.

The *Producer Guide* includes many “best of class” examples to assist in conducting a risk assessment and developing a biosecurity management plan. The sidebar on this page is an example from the *Producer Guide*, providing risk mitigation procedures and management considerations for storage and transport.

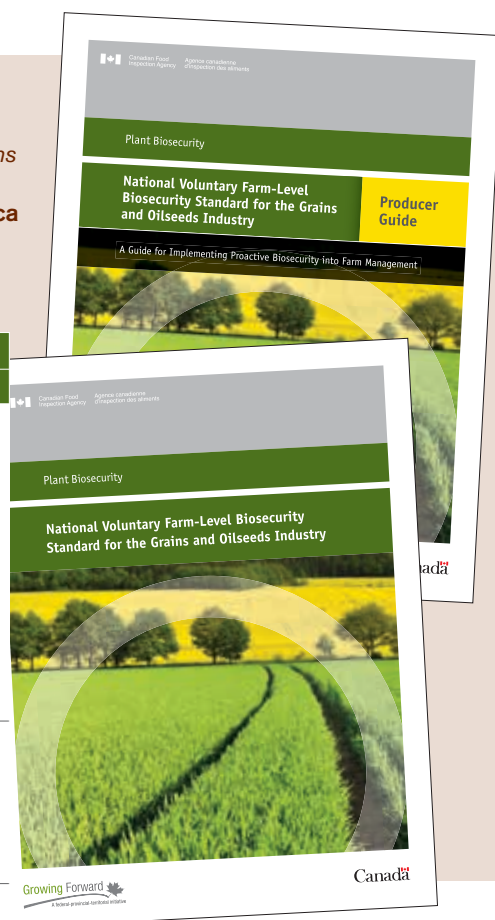
“Farmers are masters of risk management,” says Caskey. “They are always seeking the most cost effective way to do things, and this *Standard* and *Producer Guide* are designed to help them do just that.” She reminds farmers that Canola Council of Canada agronomists are always available to help them assess risks and devise a plan of action to resolve them. ●

Kelly Green is director of communications with the Canadian Canola Growers Association.

GET YOUR BIOSECURITY GUIDE

Digital copies of the *National Voluntary Farm-Level Biosecurity Standard for the Grains and Oilseeds Industry* and the *Producer Guide to the National Voluntary Farm-Level Biosecurity Standard for the Grains and Oilseeds Industry* can be found at www.ccg.ca or www.inspection.gc.ca. For printed copies, contact the Canadian Canola Growers Association at 1-866-745-2256 ext. 8806 or email: janellew@ccga.ca ●

Storage Handling and Transport	
Intensity	Risk mitigation procedures and management considerations
Basic	<p>Start with clean bins and keep transport and handling equipment clean between crop movements. Sweep bins thoroughly, let concrete floors fully dry prior to using. Empty hoppers, run augers backward. Remove all spoiled grain.</p> <p>Ensure grain storage quality through moisture and temperature control using adequate aeration, drying, and/or turning bins as required. Each crop has an ideal moisture and temperature range. Stay within that range.</p> <p>Monitor bins frequently; probe bins for changes.</p> <p>In the event that insects and/or molds are found, follow appropriate fumigation, aeration or other management strategies to reduce impact.</p> <p>Tarp trucks for any road travel.</p> <p>Declare to grain buyers any pests that could be of concern. If the buyers know of the pest risk, they may be able to handle the product in a way that puts no other farms, or the supply chain, at risk. The next time, it might be you that is being protected.</p>
Moderate	<p>Bin grain from pest infested areas separately to isolate the risk.</p> <p>Keep samples from each bin or lot of production that may have different characteristics.</p> <p>Fumigate when appropriate and required.</p> <p>Treat grain with recommended pesticides when appropriate and required.</p> <p>When using temporary field storage, monitor grain condition and the integrity of the storage facility frequently.</p>
Advanced	<p>Document storage use year over year to monitor possible pest propagation.</p> <p>Purchase temperature-monitoring systems for large bins. The larger the bin, the more cost effective the available technology and tools are for monitoring storage conditions.</p>





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MODERNIZING THE CGC

By Janelle Whitley

The Canadian Grain Commission has a new funding model that shifts the cost of operating the organization almost entirely to farmers and the industry through increased user fees.

The Canadian Grain Commission (CGC) has been a cornerstone of Canada's grain quality system. Through its programs and services, the CGC ensures Canada's international reputation for consistent and reliable grain quality is maintained and scientific research on grain quality and safety is performed. The CGC determines Canada's official grain grading standards and related testing methods, and establishes comprehensive, workable standards for grain companies, farmers and customers.

Historically, federal government funding and industry user fees equally financed the operations of the CGC. On August 1, 2013, that longstanding formula changed when the CGC moved to a cost recovery funding model. To make up for a drop in annual government funding of nearly \$35 million, the CGC significantly increased its service and licensing fees. The federal government will now fund \$5.45 million – only nine percent of this year's projected costs of \$63 million – and user fees charged to the industry will cover the remainder. (Side note: In the U.S., the government funds 37 percent of the costs to run its quality assurance program.)

While recent legislative changes and operational cost-cutting measures generated roughly \$30 million in savings, the majority of CGC's operating revenue

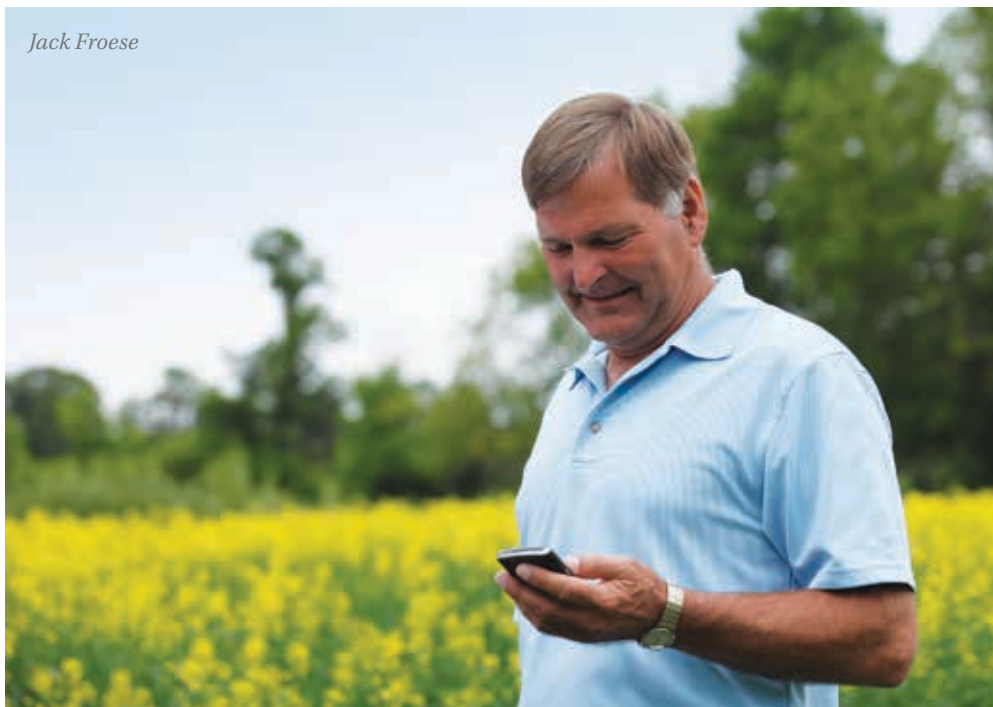
will now come from increased fees for inspection services at port. For example, mandatory outward inspection fees increased from \$0.50 to \$1.60 per tonne, more than tripling inspection costs for export shipments. Under the new funding structure, these fees will be used to fund the majority of CGC operations, including its public good activities, such as ensuring domestic grain safety functions.

While these new higher fees are being charged to exporters, they ultimately will be borne by farmers. "Grain

companies may absorb some of the fee increase but, to stay competitive, the bulk of the cost will need to be absorbed by someone else," says Jack Froese a canola farmer in Winkler, MB. "Ultimately, the increase will come out of producers' pockets, likely through the price we receive for our canola."

Essentially the increase in CGC fees means a farmer who crops 5,000 acres and delivers most of it to a local elevator will see costs jump from approximately \$5,000 in 2012-2013 to almost \$7,300 in 2013-2014.

Jack Froese



MORE CHANGE COMING

In an effort to reduce the CGC's operating costs, a more modernized organization has begun to emerge. Last year mandatory CGC inward weighing and inspection was eliminated and the CGC announced a new insurance-based model to fund the producer payment protection program. The revised protection program will be launched December 1, 2013. It will continue to ensure farmers are paid for grain deliveries in the event of a default by a grain buyer, but in a more streamlined and cost-effective manner.

"Changes to inward inspection and producer payment security are positive first steps," says Rick White, general manager of the Canadian Canola

Growers Association (CCGA). "However, additional reforms to CGC's governance structure and funding model are still required to increase the agency's effectiveness and to ensure better value for all producers."

Froese agrees. "If producers are expected to fund an increased portion of CGC activities, the CGC should be made more accountable to producers and should look at further ways to reduce its operating costs," he says.

According to White, canola farmers have called for the government to introduce legislation that would bring further changes to the CGC. This includes allowing third-party outward inspections to introduce an element of competition and help keep costs down.

Another key CCGA objective is to re-examine the CGC's governance structure to ensure an appropriate level of accountability back to the farmers who will ultimately shoulder the organization's costs.

The federal government recognizes that more reforms are required. Agriculture and Agri-Food Minister Gerry Ritz has indicated further changes to the *Canada Grain Act* are forthcoming. The CCGA will continue to work with government to ensure that changes to the CGC and the *Act* are in the best interest of farmers and the industry. ●

Janelle Whitley is a policy analyst with the Canadian Canola Growers Association.

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\$19.3 BILLION IMPACT

By Brian Innes

Canola now contributes \$19.3 billion to the Canadian economy, according to a new independent study. Through hard work, ingenuity and investment, growers and agri-businesses are building on canola’s advantages and creating jobs for nearly a quarter million Canadians.

32 **W**hat’s spread across the country, has a vast impact, creates yellow landscapes and is growing in economic importance? If you’re thinking canola, you’re on the right track. It’s the canola industry to be precise!

A new study released by the Canola Council of Canada (CCC), with support from Agriculture and Agri-food Canada’s Agricultural Flexibility Fund, confirms that the impact of the sector on the Canadian economy has grown significantly and is bigger than ever before.

“Growers have known for years that canola can be a major contributor to their bottom line – it’s why we’ve seen acreage increases,” says Terry Youzwa, a canola grower in Nipawin, Saskatchewan and chairman of the CCC.

“What this study shows is that canola is also a major contributor to jobs and economic growth across Canada.”

And major it is. The study shows that the canola industry has grown to contribute \$19.3 billion to the Canadian economy each year, supporting 249,000 jobs and \$12.5 billion in wages. This estimate is based on an average of three crop years, from 2009-10 to 2011-12.

One of the main findings of the report is that more canola acres have led to increased economic activity across the value chain. Demand for healthy oil and valuable meal has enabled grower profitability and increased acreage. Compared to the 2004-05 crop year using constant dollars, the 2011-12 crop year represented a 203 percent increase in economic activity.

“I see it in my community and I see it across Canada,” says Youzwa. “Canola’s success has led to a great deal of economic activity. The returns have been good for growers and provided opportunity for the whole value chain, too.”

10 STEPS IN THE VALUE CHAIN

The impact study, the most comprehensive to date, examined the economic, wage and employment impacts of the canola value chain on Canada. Ten steps in the canola value chain were examined, from canola seed and trait development through farming and processing to the creation of value-added products and delivery to domestic end-users and ports of export. Benefits of canola meal to the livestock sector were also captured.

CANOLA’S TOTAL ECONOMIC IMPACT ON WAGES AND JOBS FROM 2004-05 TO 2011-12

Year	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	Annual average, 2009-10 to 2011-12
Economic Impact	\$6.998 billion	\$7.474 billion	\$9.680 billion	\$16.067 billion	\$14.327 billion	\$15.346 billion	\$21.287 billion	\$21.161 billion	\$19.264 billion
Jobs	194,258	177,144	201,856	198,343	192,623	241,397	244,984	260,587	248,989
Wages	\$3.439 billion	\$3.754 billion	\$5.709 billion	\$7.568 billion	\$8.008 billion	\$10.294 billion	\$12.671 billion	\$14.578 billion	\$12.514 billion



“Canola’s impact is increasing because every segment of the value chain has invested – seed developers, growers, exporters and crushers.”

– Patti Miller, president, CCC

In addition to national level impacts, benefits were also broken down by province. Saskatchewan, which grows the most canola, was the province where canola had the most significant impact. The study also showed that the canola value chain makes a significant contribution to regions across the country. (See the inset that showcases how canola benefits communities from Ontario to British Columbia.)

“Our success may be rooted in the Prairies, but investment has led to big impacts across Canada,” says Patti Miller, president of the CCC. “Canola’s impact is increasing because every segment of the value chain has invested – seed developers, growers, exporters and crushers.”

The crushing sector, for example, has or is investing approximately \$1.5 billion to expand its capacity. This type of investment provides more local marketing options for growers and more value-added jobs and economic activity for rural communities.

Increased investment also enables increased grower profitability, as seed developers produce higher yielding varieties that are more resilient and crushers create additional markets at home. All investments from seed developers to exporters similarly have far-reaching effects on the economy.

“Canola supports people directly employed in the sector and it supports people in communities far from where they live,” says Miller. “It’s easy to look at a truck full of canola and see the value it provides to growers. This study shows us the incredible effect that this crop can have on the whole economy.”

continued on page 34

IMPACT BY VALUE CHAIN SEGMENT

Three-year average, 2009-10 to 2011-12



*Increased milk production or cost savings when canola meal is used in feed.

Thousands of jobs and activities are involved in supplying the canola value chain, such as those in the crop input sector and those required to build and maintain facilities such as crush plants. As these jobs are created and wages are spent, the effect ripples through the economy in a wide range of sectors related to household spending.

Farming is the segment of the value chain supporting the greatest number

of jobs in the canola industry and creating the greatest effect on the Canadian economy as a whole. Nearly 120,000 Canadian jobs and \$9.4 billion in wages can be linked back to the work of Canada's 43,000 canola growers.

The *Economic Impact of Canola on the Canadian Economy* was released by the CCC in October 2013 and can be viewed at www.canolacouncil.org. The study was conducted by LMC

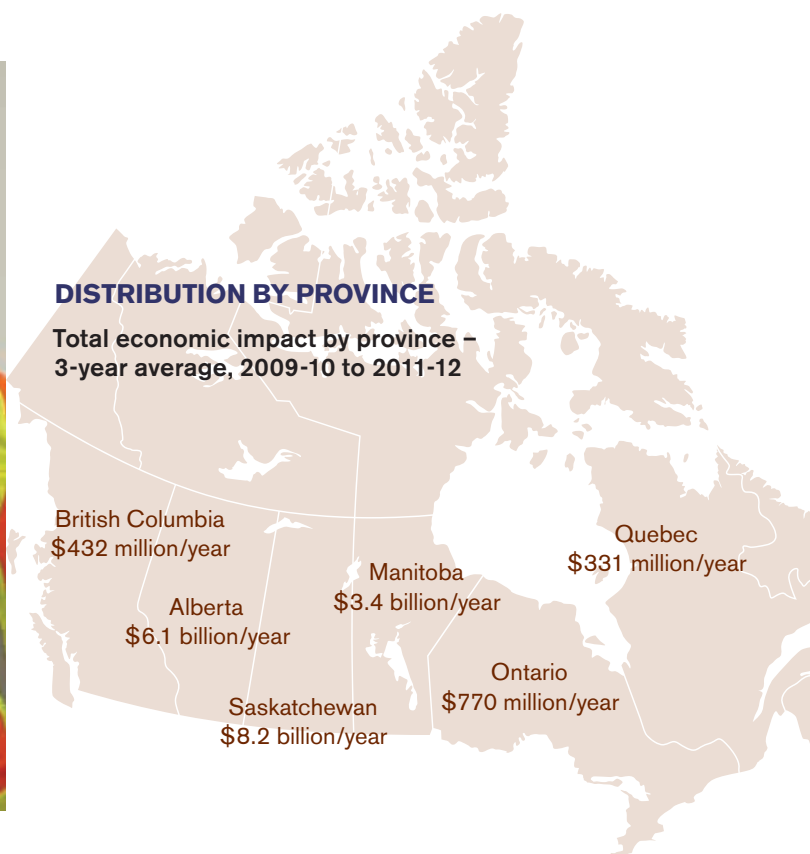
International, an independent economic and business consultancy for the agribusiness sector. It was prepared as part of the Canola Market Access Plan (CMAP) with funding from Agriculture and Agri-food Canada under the Agricultural Flexibility Fund (AgriFlexibility) under Canada's Economic Action Plan. ●

Brian Innes is market access manager with the Canola Council of Canada in Ottawa.



DISTRIBUTION BY PROVINCE

Total economic impact by province – 3-year average, 2009-10 to 2011-12



COMMUNITY IMPACT

Here is just a small sample of communities that have seen huge economic spinoff from the canola industry.

Yorkton, Saskatchewan

Yorkton is also home to two large crush plants with a combined capacity of 5,500 tonnes of canola per day, providing market opportunities for growers and more jobs in the community. Add to that the thousands of canola growers in the broader Yorkton area, as well as related jobs in transportation and input supply.

Windsor, Ontario

Windsor has Archer Daniels Midland's easternmost canola crushing plant, processing up to 1,200 tonnes of canola per day. Canola arrives by truck from Ontario and by vessel from Western Canada via the Great Lakes. The plant

supports local jobs directly, provides a market for growers and creates jobs in the transportation, further processing, and animal feed sectors.

Lethbridge, Alberta

Several segments of the canola value chain call Lethbridge home, including seed developers, growers, crushers, and biodiesel manufacturers. Lethbridge is the Canadian centre for hybrid canola seed production with all major seed developers having facilities in the area. In addition there is a Richardson crush plant and oil processing facility. All facilities support jobs directly as well as creating markets and opportunities for growers in the

area. Seed production also requires beekeepers to supply and manage large quantities of bees for pollination.

Vancouver, British Columbia

The Port of Vancouver is the gateway for the majority of canola destined for Pacific markets. This includes about 70 percent of the canola exported as seed, worth an impressive \$3.6 billion annually. In addition, more than \$1.3 billion in canola oil and meal are also exported through Vancouver. This provides jobs directly at the terminal elevators that procure and load the vessels as well as jobs in the transportation and maintenance sectors. ●

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COMMITMENT TO RESEARCH CONTINUES

By Brian Innes

Canada's canola industry and the Federal Government continue their research partnership, with a new \$20 million five-year funding announcement.

From the canola industry's position as the number one source of farm income in Canada, it would be easy to enjoy the view from the top. But that's not what canola is about, and that's not what the industry is doing.

Instead, the canola industry and the federal government partnered in a five-year research program, realizing that tomorrow's success depends on today's innovation.

"Investment in research has taken canola from just an idea over 40 years ago to now the top revenue-generating commodity on Canadian farms," says Canola Council of Canada (CCC) Board of Directors Chairman Terry Youzwa, a grower based in Nipawin, Saskatchewan. "Continued investment is essential to keep the momentum going."

Agriculture and Agri-Food Minister Gerry Ritz announced the five-year Science Cluster research funding commitment in July. A total of \$20 million in new investment was announced, including \$15 million from the federal government under the Growing Forward 2 agricultural policy framework and \$5 million from the canola industry.

"This is a great day for the canola industry," said Patti Miller, president of the CCC when speaking at the news conference to announce the funding. "This research investment will help us make quantum leaps in sustainable production. It will allow us to continue to differentiate canola oil and meal from our competitors. And it will provide economic and health benefits for Canadians."

The research to be carried out under the Science Cluster grew out of extensive consultations with growers and other industry representatives. Curtis Rempel, vice president of crop production for the CCC coordinated the process to establish research priorities.

"Growers' research needs continue to evolve as pests, technology, and our agonomic knowledge change," says Rempel. "We're confident that we've selected the right projects to keep canola a top performing crop in growers' rotations."

The Science Cluster will be managed by the CCC and will involve a number of research institutions across Canada, including AAFC research stations, universities, and other public research facilities.

A large portion of the research will be focussed on helping growers continue profitable and sustainable canola production. Other research will focus on oil and meal nutrition – improving understanding about the value of canola oil and meal to the health of people and animals. Research projects funded under the cluster are organized into six major themes:

Canola health and integrated pest management. This theme focuses on managing pests of canola such as sclerotinia stem rot, blackleg and clubroot. Projects under this theme will focus on identifying resistance and developing integrated management strategies.

Canola yield and quality optimization. This theme focuses on constraints impacting the canola production system, including emergence, nitrogen management, drought tolerance and shatter resistance. Two of the projects in this theme will focus on improving or maintaining quality of canola by targeting storage systems and low saturated fatty acid germplasm.

Integrated crop management and sustainability of canola production. The objective of this theme is to determine the profitability and impact of more intensive crop rotations.

"Investment in research has taken canola from just an idea over 40 years ago to now the top revenue-generating commodity on Canadian farms. Continued investment is essential to keep the momentum going."

—Terry Youzwa

continued on page 44

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This is the second of a four-part series on CARP highlights.

CARP ON CLUBROOT, SEEDLING DISEASE

By Donna Fleury

Canola crop health is a priority for the grower-funded Canola Agronomic Research Program. This article highlights studies into clubroot and seedling diseases.

The Canola Agronomic Research Program (CARP) is funded by growers from Alberta, Saskatchewan and Manitoba. Its aim is to support projects designed to improve canola production, grower profitability, and the future of the industry. The research program is coordinated by the Canola Council of Canada. CARP has been supporting research for almost 25 years across Western Canada. Here are agronomy highlights from two recent studies on canola crop health and integrated disease management.

MANAGING CLUBROOT WITH RESISTANT VARIETIES

Clubroot, caused by *Plasmodiophora brassicae*, is a serious disease threat to the canola industry in Alberta and Western Canada. Clubroot is a real concern because of its long-lived spores, its ability to multiply rapidly and its detrimental effect on canola yields.

Stephen Strelkov from the University of Alberta and Sheau-Fang Hwang from Alberta Agriculture and Rural Development are leading this study on the effects of resistant crops and non-host crop rotations for clubroot management. They are also trying to determine the impact of repeated growth of a resistant cultivar and mixtures of resistant and susceptible

continued on page 43



Resistant varieties reduce clubroot spore populations and disease levels. This photo shows clubroot galls on a susceptible variety.



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cultivars on soil pathogen population levels and on the severity of clubroot in subsequent susceptible crops. Research trials were conducted under both greenhouse conditions and in mini field plots.

The researchers found that introducing a susceptible canola cultivar resulted in greater spore populations, higher disease levels and more root hair infection compared to the resistant cultivar. The severity of clubroot was lower in the resistant cultivars than in the susceptible cultivars.

But beware the volunteers. Researchers found that higher proportions of susceptible canola volunteers led to higher disease severity and lower plant heights in susceptible canola varieties grown in the following years.

They also found that high soil populations of the clubroot pathogen, *P. brassicae*, reduced plant growth and yield and interfered with seedling emergence.

To understand how crop rotation using resistant canola impacts clubroot severity, researchers set up two three-year rotation studies seeded into naturally-infested field soil. In the first study, treatments included rotations of a susceptible canola cultivar, pea, barley, oat and fallow. In a second study, treatments included rotations of resistant canola cultivar and barley. In the final year of the study (2013), susceptible canola was grown in both soils to determine the effect of rotations



Here is a comparison of 4-week seedlings. The seedlings on the left is infected with *Rhizoctonia solani* pathogen. The seedling on the right is healthy.

on *P. brassicae* populations, clubroot severity, and yield. Study results will be available in 2014.

REDUCING SEEDLING BLIGHT

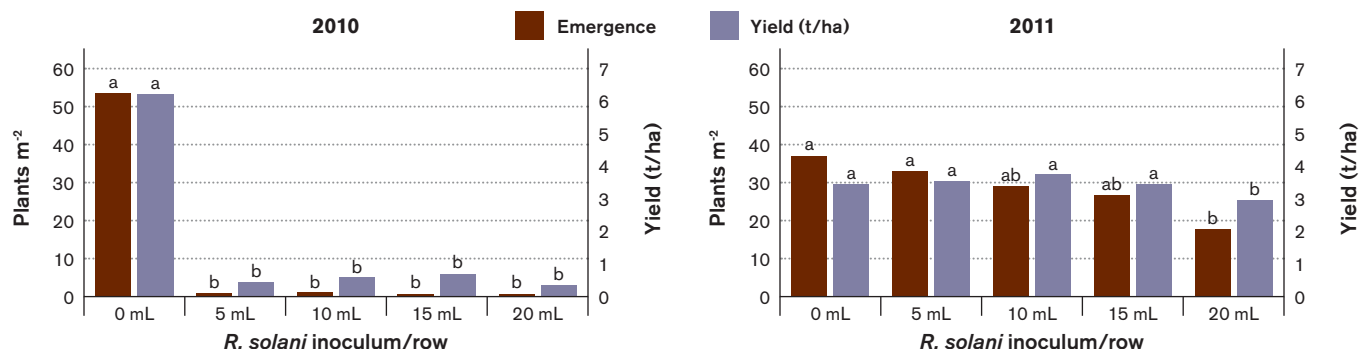
What seedling disease pathogen creates the greatest challenge to canola stand establishment? Sheau-Fang Hwang with Alberta Agriculture and Rural Development and Stephen Strelkov, University of Alberta, led a project to identify the organisms associated with the increased incidence of root rot in hybrid canola crops. They observed a higher degree of loss after inoculation with *Rhizoctonia solani* than for either *Fusarium* or *Pythium* species. They concluded that *Rhizoctonia solani* may be responsible for many of the seedling emergence losses and overall canola yield losses experienced in Alberta.



Another comparison of seedlings infected with root rot (left) and healthy seedlings (right).

continued on page 45

FIGURE 1. Effects of inoculum density with *R. solani* on seedling emergence and yield of canola in 2010 and 2011.



Good moisture in 2010 increased disease severity, while dry conditions in 2011 reduced yield for the control and reduced disease damage in inoculated plots.

In addition to yield, gross income and quality measurements, there will be a farm-level analysis of how different rotations affect risk and returns.

Investigations into how canola interacts with the environment will be carried out through a Prairie-wide life cycle analysis of canola and other crops in the rotation, exploring biodiversity, and looking at how soil health is affected.

Canola supply surveillance and forecasting. Simulations are used in many parts of the world to monitor the effect of weather conditions and production practices on crop growth. Currently, the interactions between canola's genetic potential and yield are poorly understood – especially how environmental constraints affect crop growth, physiology and yield response. Research under this theme will evaluate

the potential for new technology such as moderate resolution imaging spectroradiometers to monitor crop development remotely. The research will help to better predict canola growth stage, disease and yield. Results will provide information to help growers manage pests, make effective input and production decisions, and make informed marketing decisions.

Oil nutrition. Canola oil has a qualified health claim for heart health in the United States, but further research is required to better understand all the health benefits of canola. Research under this theme will help fund research into how eating canola oil can limit the risk of cardiovascular disease, diabetes and obesity. Results will be used to communicate the health benefits of canola to key influencers and to work

on potential new health claims for heart disease and diabetes.

Canola meal nutrition. Canola meal has long been used as an excellent protein ingredient for livestock. Its high protein content and amino acid profile make it a very competitive feed ingredient among other protein sources such as soybean meal and distillers dried grains. Research proposed in this cluster will work toward demonstrating high performance in monogastrics fed rations with high inclusion rates of canola meal. It will also investigate the potential for fractions of canola meal in bio-products. Research results will be shared across the livestock industry to promote canola meal's advantages. ●

Brian Innes is market access manager with the Canola Council of Canada in Ottawa.



INNOVATIVE BREEDING

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Researchers conducted disease surveys in 2007 and 2010, and greenhouse and small field plot studies from 2007 through 2010. The main plot treatments (*Pythium*, *Rhizoctonia* or *Fusarium* versus non-inoculated control) were compared to determine the effect of seed size, seeding date and depth, harvest depth and fungicidal seed treatments on canola establishment and yield. Researchers also isolated pathogens from the field studies and developed inoculum to inoculate plots at various rates to determine the impact on seedling emergence and yield.

Researchers observed similar seedling establishment for seeds of all sizes when challenged with *Fusarium* or *Pythium* in a greenhouse study, but greater establishment and lower root rot severity for seed between 0.7 and 2.0 mm in size when challenged by *Rhizoctonia*. However, plant size increased with

seed size for all three inoculum types. In field studies, larger seed showed better seedling establishment in two of three site-years, and resulted in better yield in one of three site-years.

The project also looked at ways to improve seedling establishment, vigour and yield by optimizing chemical and cultural methods that reduce the impact of seedling blight and root rot.

Canola seed planted at greater depth showed reduced establishment in both greenhouse and field studies, however, yield was unaffected in the field studies. This likely relates to canola's ability to branch out to compensate for thinner stands. This study also found lower seedling establishment associated with earlier seeding in two of three station-years of field data. Other studies show that seeding in early May generally results in higher yields than seeding in late May.

Experiments with fungicidal seed treatments showed that Rovral and Dynasty/Helix combinations reduced seedling blight in *Rhizoctonia*-inoculated soils, while Rancona was more effective in reducing seedling blight in *Fusarium*-inoculated soils. Treatment effects in *Fusarium*-inoculated soils varied with the concentration of inoculum and also with the cultivar of canola.

In small plot trials, inoculum was distributed at rates of 5, 10, 15 or 20 mL per six metres of row. All of the inoculum treatments reduced seedling establishment by over 98 percent and yield by over 90 percent compared to the non-inoculated control in 2010 (see Figure 1). ●

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



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TOP 10 RISKY SITUATIONS FOR CANOLA STORAGE

By Jay Whetter

November is a good month to check bins and make sure canola has cooled to a safe storage level.

Western Canada has never produced 16 million tonnes of canola – until this year. A lot of canola may be in bins not ideally suited to canola, and not all canola will be delivered this fall. The longer canola stays in storage, the greater the risk of spoilage – especially if the canola was not on aeration. Here are the top 10 situations, taken from a September 18 Canola Watch article, that increase storage risk.

10. Can't remember what's in the bin. It helps to keep a composite sample for each bin of canola, along with average moisture and grain temperature of canola as it went into the bin. Use this information, along with a visual assessment of green count and dockage in the sample, to see which bins may be at higher risk.

9. No cables. Bins with monitoring cables make it easy to keep tabs on temperature. Some also record moisture. Bins without cables will need to be probed, or turned over with the truck and auger to check temperature. Even with cables, monitoring is still highly recommended. For more on probing bins, watch Canola Council of Canada agronomy specialist Keith Gabert's Canola School video. Go to www.realagriculture.com and search for "Canola School: The how and why of monitoring bin temperature and moisture".



With a bumper harvest in many areas, bin space was at a premium. Not all canola went on aeration right away, and not all canola went into ideal bins. These may be the bins you want to move first, especially if they're in small yards that may be hard to access in the snow.

8. Inaccurate moisture meter. Calibrate the moisture meter each year to make sure it's accurate. Check a few samples at home and at the elevator to see that you're getting the same result. If your moisture meter says 9.5 percent while the elevator says 10 percent, the difference could be significant for safe long-term storage.

7. Sub-par bin space. With a bumper harvest in many areas, bin space was at a premium. Not all canola went on aeration right away, and not all canola went into ideal bins. If canola is in a ring on the ground, check that seals on the top and bottom are keeping out moisture. Grain bags can provide very good storage, but the general recommendation is to consider them a short term solution for canola.

6. Larger bins. Bigger bins in general will have greater compaction, and tall narrow bins will have the most. More compaction means reduced airflow. Note that canola has greater density than cereals to begin with, therefore canola needs more fan horsepower to do a proper aeration job.

5. Dockage. Insect bodies, plant material, and weed seeds tend to contain more moisture than canola seeds. High-moisture dockage of any type may not be enough to elevate overall grain moisture tests, but if dockage congregates in pockets in the bin, it can create localized hot spots for spoilage to begin. Keep in mind that grain with no dockage can also be at risk.

continued on page 49

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TOP 10 RISKY SOLUTIONS FOR CANOLA STORAGE

continued from page 47

4. Green canola seeds can increase the storage risk, even if canola is dry and cool. A *Canola Digest* article from September 2011 recounted the experience of an Alberta grower who got \$1 per bushel for 4,000 bushels of heated canola. The canola was dry and not excessively warm when it went in, so the grower thought the canola was safe. But green counts were 10 percent or higher.

3. Damp or tough canola. Canola is considered “dry” at 10 percent moisture, but eight percent is safer for long-term storage. Anything above 10 percent should be dried. Keep in mind that a bin’s average moisture might be dry, but a couple tough loads could have gone in, or small areas within each load



Bins with monitoring cables make it easy to keep tabs on temperature. Some also record moisture.

may have been harvested from weedy slough patches and have higher moisture and higher dockage. These small pockets of moist grain and dockage could create a start point for heating.

2. Hot canola. Canola binned hot, even if it has low moisture, low dockage and low green, should still be put on aeration. Target a core temperature of 15°C at harvest time, and watch throughout the winter to make sure it doesn’t start to increase. November is a good month to check stored canola temperatures. A wide temperature differential between hot grain inside the bin and cold winter air outside sets up strong convection patterns in the bin. Moisture will be moving and concentrating at the top of the top middle core of the bin.

1. Neglected bins. Canola seed continues to sweat during the first four to six weeks after harvest, making that a critical period to move air through the bin and remove that moist air. It cannot always wait until after harvest. Canola can jump from 30°C to 50°C and beyond in two weeks or less. November is a good time to go back and check each bin again to make sure all is stable.

For more on this topic including aeration and drying tips, and videos on storage best practices, see the “storage management” chapter in the Canola Encyclopedia at www.canolacouncil.org/canola-encyclopedia/. ●

Jay Whetter is editor of Canola Digest and Canola Watch.

MAKE INFORMED DECISIONS

Sign up for Canola Watch

Canola Watch is a free agronomy email sent out each week through the growing season and each month through the winter. It is timely, research based and unbiased. Canola management articles in the email are based on weekly conference calls with Canola Council of Canada agronomists, provincial canola specialists, and experts in weed, disease, insect and fertility management. You get all of that expert advice free, along with helpful photography and videos. Canola Watch is for growers, agronomists, retailers and anyone else with an interest. View archived articles and sign up at www.canolawatch.org. You can also follow @CanolaWatch on Twitter. ●



DIAGNOSTIC DILEMMAS

By Jay Whetter

These dilemmas are all about leaf damage. Many factors can cause leaf damage, but as these dilemmas show, agronomists can usually dig to the bottom of the problem with a few background questions.

50

Leam damage always catches a grower's eye. When canola leaves are white or brown or cupping, it can make the person whose livelihood depends on a healthy good yielding crop a little panicky. Here are three cases where growers called with concerns about their canola leaves, and where Canola Council of Canada (CCC) agronomy specialists responded with a prompt, "Leaf it to me!" Because what does every grower want to hear when he thinks he might have a serious problem with his canola? A pun.

BACK TO THE BEGINNING

An important component of diagnosis is collaboration among agronomists. Each agronomist across the Prairies has a network of other agronomists and specialists they can contact to doublecheck or triplecheck their thoughts on a problem.

In June, a field agronomist with one of the grain companies phoned a CCC agronomy specialist with what seemed like a clear case of Group 2 herbicide

damage. The Roundup Ready canola was seeded into lentil stubble, so it seemed obvious that the grower had applied Pursuit on his Clearfield lentils the year before. The herbicide residue was now knocking back his canola. This is a common risk, which is why we have recropping restrictions for many Group 2 products.

"So what's the mystery?" the CCC agronomy specialist asked. "Well, the grower says it wasn't Clearfield lentils, so there shouldn't be any Group 2 residue."

It is possible that Group 2 carryover can last for more than one year, if conditions are very dry or very wet and normal breakdown patterns are delayed. Group 2 residue can also build up with repeated use over a number of years, so residue can still be at damaging levels even two years later. However, these are rare cases, and would be unlikely to cause the level of damage present in this case.

Maybe it wasn't Group 2 damage. Maybe it was frost or fertilizer toxicity



or something else? The agronomist looked at the field again, and asked the grower about frost records, fertilizer use, seed treatments and seed depth. Nothing else seemed to fit. The plants had the clear signs of severe Group 2 damage: Damaged growing point, early and long lasting purpling or chlorosis, cupping, reduction in leaf area and very slow growth. This combination is not mimicked by nutrient, insect or disease injury symptoms.

Finally, they went back to the beginning. “Tell me again about the lentils?” the agronomist asked the grower. The grower explained that he had just rented the land, and the owner said the previous crop was conventional lentils. Just to be safe, the grower checked again. Unfortunately for the grower, a second call to the landowner solved the problem. “Turns out they were Clearfield lentils after all,” he said.

The crop was set back and some yield loss likely occurred, but the crop did produce a decent yield in the end. Growers are encouraged to get as much information as possible about the herbicide, fertilizer and rotation history of new land. If necessary, they may have to go back and doublecheck if something about that history doesn't seem right.

FROST, NOW I KNOW THEE

Canola is a fairly new crop for many growers in Southwest Saskatchewan, but acres are rising quickly after a few years of good canola-growing weather. That means a lot of growers and a lot of agronomists are just learning to recognize canola symptoms and the range of possible causes.

The CCC agronomy specialist for the region got a call in June from a fellow agronomist who was getting a bunch of calls about strange whitening of

Whitened stretchy leaves can be an indicator of frost damage, especially if it appears on a number of fields in the same region at the same time, with no other apparent patterns.

canola leaves. Whitened leaves were also strangely stretchy, the fellow agronomist added.

Damage was found on a number of different varieties. No pattern was apparent in the fields – damaged plants were distributed randomly. Soil samples didn't suggest anything out of the ordinary. The two agronomists went through other potential causes, including herbicide carryover and fertilizer toxicity. Only one cause seemed to fit.

continued on page 52

51



These photos demonstrate many of the symptoms of Group 2 herbicide carryover damage, which include stunted growth, cupping, purpling and yellowing.

TRY THE CANOLA DIAGNOSTIC TOOL

The online Canola Diagnostic Tool at www.canoladiagnostictool.ca walks you through a series of questions to get to the bottom of a problem. The tool then provides a list of potential causes, along with photos, descriptions and links to the Canola Encyclopedia to help users make the right management decision. ●



Whitened stretchy leaves can be an indicator of frost damage, especially if it appears on a number of fields in the same region at the same time, with no other apparent patterns.



“Was there any frost in the area?” the CCC agronomist asked. “None that I know of,” the fellow agronomist said, but she checked with Environment Canada records just in case. Turns out there had been a low of -3.5°C a couple weeks ago.

Whitened stretchy leaves can be an indicator of frost damage, especially if it appears on a number of fields in the same region at the same time, with no other apparent patterns. Frost a couple of weeks earlier would have stunted the most advanced plants, while other plants that were later emerging may have been unaffected and had caught up – giving the appearance that damage was random through the field.

These new canola growers hadn’t experienced spring frost damage on canola, or at least not damage that looked like this. (See the photos.) Now they know a little more. Canola plants will often recover from an early season frost, as long as the growing points aren’t damaged. For the field in this dilemma, the later emerging plants that were unaffected by frost provided enough plants to achieve a decent yield – even if a large percentage of the damaged plants died.

As long as there is at least one or two healthy plants per square foot uniformly

throughout the field, a thinned canola stand will likely outyield a reseeded stand. However, these thin stands will have to be monitored closely for insects throughout the season, and given a sclerotinia fungicide spray if conditions warrant, to make sure the surviving plants make it through to maturity.

LIBERTY CUP

A grower called with a concern about his Liberty Link canola. He sprayed it about a week earlier on a nice warm day using lots of water – a perfect combination for Liberty – at the 1.3L rate of Liberty plus Centurion. But now he’s seeing a lot of cupping of the leaves. No discolouration, just cupping.

The grower had sprayed two fields that day – but when he called, one field had just the odd cupped leaf here and there, while the other field had cupped leaves on almost every plant. He said the field that has more cupping had a little higher rate of Centurion, but other than that, he says it doesn’t make sense.

Leaf cupping is a common response to Liberty application. Bronzing can also occur. If weed control was considered “very good” for the rate used, this may indicate very good plant uptake – and more potential for this superficial crop

injury. Crop damage can also result from herbicide residue in an improperly cleaned sprayer tank and boom. However, in this case, the only damage was the cupping.

Bayer, the company that makes Liberty and InVigor canola, acknowledges that cupping and bronzing can occur after a Liberty application. Bayer has not been able to narrow down a specific situation that causes the response. However, canola quickly grows out of cupping or bronzing that results from a Liberty application.

For best Liberty results, use a minimum 10 gallons of water per acre to ensure complete coverage. Spray in warm, sunny conditions ($>10^{\circ}\text{C}$). The warmer the better, but dry conditions reduce effectiveness. Avoid application during poor moisture, low humidity and heavy dew. Apply when weeds are newly emerged and actively growing.

In this case, the field did recover completely – as expected. ●

Jay Whetter is editor of Canola Digest. He also produces Canola Watch, the Canola Council of Canada’s free and timely agronomy newsletter. Sign up for free at www.canolawatch.org.

WHEN IT COMES TO CANOLA, YOU HAVE A LOT OF CHOICES. UFA SHOULD BE THE FIRST.

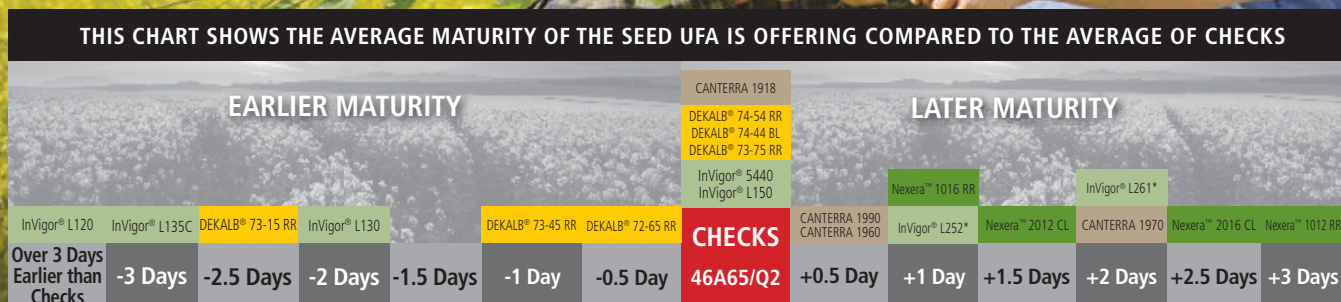
Maximizing canola production is all about informed decision making. From yield performance to maturity dates, choose varieties that are best suited to your unique farming operation.

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CROP INSIGHTS

GROW YOUR EXPECTATIONS

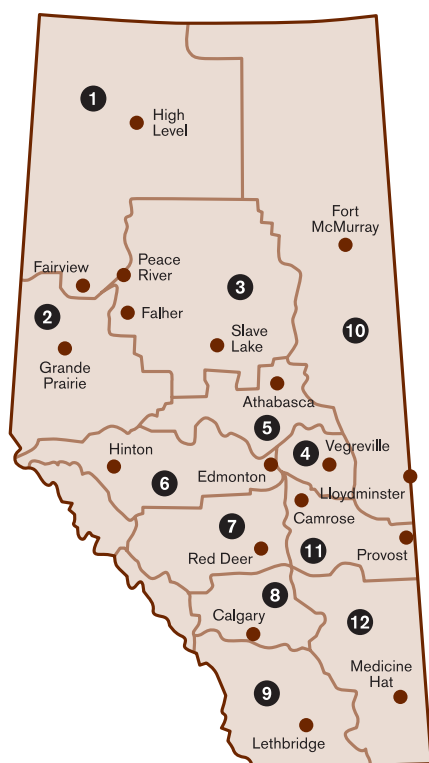


*Check varieties for InVigor L252 and InVigor L261 are InVigor 5440/Pioneer 45H29.

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UFA.com

ABreport



FALL GROWER MEETINGS ACROSS ALBERTA

Be sure to attend the ACPC regional grower meeting in your area this fall.

Speakers will address a variety of topics including agronomy, marketing and farm management.

Pre-register for the meeting in your area and you could **win a three-day pass to the FarmTech 2014 Conference** in Edmonton. A winner will be selected at every regional meeting.

For complete details, visit www.canola.ab.ca and check your mailbox for the fall issue of *Alberta Canola Connections*.

NOVEMBER	19	Grimshaw (Region 1) – Pomeroy Inn ACPC Director: Kelly McIntyre
	20	Falher (Region 3) – Falher Recreation Complex ACPC Director: Raymond Blanchette
	21	Grande Prairie (Region 2) – Stonebridge Hotel ACPC Director: Greg Sears
	21	Camrose (Region 11) – Norsemen Inn ACPC Director: Jack Moser
	26	Westlock (Region 5) – Westlock & District Community Hall ACPC Director: Colin Felstad
	26	Lacombe (Region 7) – Lacombe Memorial Centre ACPC Director: Terry Young
	27	Stony Plain (Region 6) – Best Western Sunrise Inn & Suites ACPC Director: Renn Breitzkreuz
	27	Rosebud (Region 8) – Rosebud Centre ACPC Director: Elaine Bellamy
	28	Viking (Region 4) – Viking Senior Citizens Club ACPC Director: Daryl Tuck
	28	Oyen (Region 12) – Oyen Seniors Centre ACPC Director: Marlene Caskey
DECEMBER	3	Lethbridge (Region 9) – Lethbridge Lodge ACPC Director: Lee Markert <i>in conjunction with the Farming Smarter Conference</i>
	10	Marwayne (Region 10) – Marwayne Hall ACPC Director: Todd Hames

AGM AT FARMTECH

The Alberta Canola Producers Association Annual General Meeting will be held during FarmTech at the Edmonton EXPO Centre on Tuesday, January 28, 2014 at 2:45 p.m. Canola growers may attend the AGM without registering for FarmTech™.



Commander Chris Hadfield

GLOBAL PERSPECTIVES...LOCAL KNOWLEDGE

FarmTech, Canada's premier crop production and farm management conference, returns to the Edmonton Expo Centre at Northlands **January 28 to 30, 2014**.

The theme for FarmTech is "Global Perspectives...Local Knowledge," and this year's amazing line-up of speakers will deliver over 65 concurrent sessions focused on the latest in technology, environment, agronomy and management.

Keynote speakers for 2014 are:

- Commander Chris Hadfield, astronaut and former commander of the International Space Station
- Michael "Pinball" Clemons, CFL legend, Toronto Argonauts
- Dr. Lutz Goedde, McKinsey & Company, Chicago, Illinois
- Dick Wittman, Wittman Farms Consulting, Culdesca, Idaho
- Leona Dargis, Canadian Nuffield scholar, Red Deer, AB

The FarmTech Conference is hosted by the Alberta Canola Producers Commission, the Alberta Pulse Growers, the Alberta Barley Commission, the Alberta Wheat Commission, and the Alberta Seed Growers Association.

For more information on the FarmTech Conference visit www.farmtechconference.com or follow [@farmtechevent](https://twitter.com/farmtechevent) on Twitter. ●

ACPC INVESTS IN AGRITALENT.CA

The Alberta Canola Producers Commission (ACPC) is pleased to announce its support for **Agritalent.ca**, a web-based tool designed to help farmers find agriculture training opportunities in Canada. The searchable Agritalent database, which is managed by the Canadian Agricultural Human Resource Council (CAHRC), has an extensive catalogue of educational opportunities in all areas of farm management, including business planning, human resource management, marketing, financial management, production and more.

"We see incredible value in what the Agritalent database offers, not only for canola producers and farm employees, but for anyone else working in the agriculture industry who is looking for training specific to agriculture," says ACPC Chairman Colin Felstad.

The Commission's support for Agritalent.ca stems from recommendations made in its Farm Business Management and Leadership Project.

Felstad says, "ACPC will use its commitment of support to get the Agritalent.ca message out to canola farmers."

ACPC will profile and promote the Agritalent.ca tool on its website and through various grower communications, while ACPC-sponsored events will be added to the Agritalent database. "We would certainly like to see other producer groups in Alberta and across Canada get behind this valuable service and promote it to their members," says Felstad. ●



SKreport



EXECUTIVE DIRECTOR'S REPORT TO OUR GROWERS

Hello again. It's a warm, blue sky day in late September as I write this article. Harvest is underway and reports of crop yields are optimistic. Thank you for making harvest a celebration one more time.

At SaskCanola, we recently shared the stage with the Minister of Agriculture and Agri-Food, the Honourable Gerry Ritz, as he announced that the Government of Canada will invest up to \$4.2 million in funding, in partnership with a \$1.4 million check-off investment by Saskatchewan and Alberta canola producers, to support the continued development of the Canadian canola industry. That's a total investment of \$5.6 million.



Catherine Folkersen
SaskCanola

Canola plays a significant role in Canada's agriculture industry. Canada is the world's largest exporter of canola seed, meal and oil, with Saskatchewan producing nearly half of all Canadian canola. Canola contributes over \$5.4 billion annually to the Saskatchewan economy.

"Research is vital to ensure Canada's position as a global leader," stated Franck Groeneweg, vice-chair of SaskCanola. "This collection of research projects will focus on blackleg and sclerotinia, two diseases that have a significant impact on canola production."

I think Saskatchewan farmers should be very proud of the positive impact they have on this industry through their continued investment in science to help unlock the mysteries of disease. Through your levy funds, groundbreaking science continues to be carried out in Canadian research labs. The last international brassica conference I attended lauded our Canadian scientists for their leading edge research programs on canola; of course, it should have been noted that these programs are at least partially supported by farmer investment. SaskCanola, like all levy commissions, is directed by board members who farm which is the reason why commissions are so successful at partnering with the research community. We bring practical, real life situations to the table and work collaboratively with scientists to try to understand the issue and generate technology or management practices that will mitigate problems for farmers.

At times the research we invest in provides a royalty back to our organization so that we can fund more initiatives on your behalf. Stretching your levy funds through partnerships and agreements allows us to fund almost \$2 million in research annually. Come on out to our AGM or to the regional meetings to hear about the amazing work your funds have accomplished to maintain a strong industry in Saskatchewan. Check out the locations and dates at www.saskcanola.com.

From everyone at SaskCanola, to each of you, wherever you are in Saskatchewan, have a very Merry Christmas and a Happy New Year.

Catherine Folkersen
Executive Director



SAVE THE DATE

Agribition Grain Expo

November 12-13, 2013
Regina, SK

CropSphere

January 14-15, 2014
TCU Place, Saskatoon, SK

including

SaskCanola AGM

January 14, 2014
TCU Place, Saskatoon, SK

Regional Producer Meetings

Plan to attend one of SaskCanola's Producer Meetings to get the latest crop production information.

Humboldt – Nov 27
North Battleford – March 6
Melfort – March 27

We are working on dates and locations for meetings in Kindersley and southeast Saskatchewan. For the latest program details and pre-registration information, visit www.saskcanola.com.

REGISTRATION OPEN FOR CROPSPHERE 2014

SaskCanola has been working with other commodity groups to present Saskatchewan farmers with a world class conference in Saskatoon, January 14 to 15, 2014. We are very excited to be partnering with the Saskatchewan Pulse Growers, Saskatchewan Oat Development Commission, SaskFlax, Saskatchewan Wheat Development Commission and the Saskatchewan Barley Development Commission to bring farmers a wide range of topics in this two-day event called CropSphere. Focusing on Ideas, Innovation and Knowledge, the goal of the conference is to provide thought-provoking talks to engage forward-thinking Saskatchewan growers in discussions that will continue to improve the crop industry in our province.

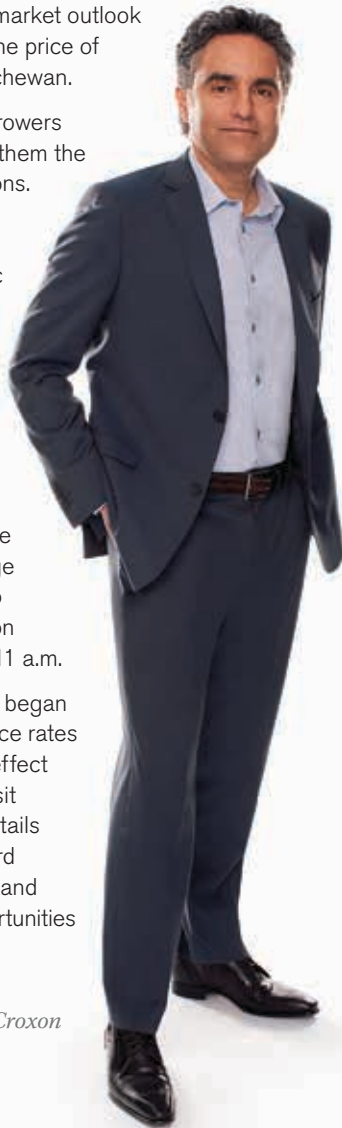
Bruce Croxon, from the hit TV show *Dragon's Den*, will speak about innovation and success in business during the Tuesday evening banquet. Other plenary session speakers will address what the processing and retail industries are looking for in sustainable production, how to engage people outside our industry in a meaningful conversation about agriculture and a macro-level market outlook examining global impacts on the price of commodities grown in Saskatchewan.

Breakout sessions will allow growers to choose topics that will help them the most in their business operations. These concurrent sessions will include general agriculture topics, marketing talks specific to crop type, and production information on current commodity research and agronomy issues.

In addition to the conference sessions, the host groups will hold their Annual General Meetings (AGMs) at TCU Place during the week. We encourage registered canola producers to attend the SaskCanola AGM on Tuesday, January 14, 2014 at 11 a.m.

Online conference registration began October 1, 2013 and conference rates at downtown hotels will be in effect until mid-December. Please visit www.cropsphere.com for details and to register. We look forward to hearing engaging speakers and sharing many networking opportunities throughout the week. ●

Bruce Croxon



Minister of Agriculture and Agri-Food, the Honourable Gerry Ritz, makes the Growing Forward 2 Agri-Science Project announcement on September 4, 2013.

MAJOR FUNDING FOR BLACKLEG AND SCLEROTINIA RESEARCH

Many diseases in canola have a significant impact on producers' bottom line. As recently as last year, sclerotinia affected a huge number of acres in Saskatchewan, and there is field evidence that some of the blackleg resistance may be eroding.

In early September, the Minister of Agriculture and Agri-Food (AAFC), the Honourable Gerry Ritz, announced that the Government of Canada will invest up to \$4.2 million in funding, in partnership with a \$1.4 million check-off investment by Saskatchewan and Alberta canola producers, for a total investment of \$5.6 million, to support blackleg and sclerotinia research. SaskCanola is managing this file for the benefit of Prairie canola producers.

A Blackleg Research Strategy developed by all players in the canola industry provided the priorities for blackleg research topics, which are intended to get ahead of this disease. Within the timeframe of this project, scientists from universities and the AAFC will work to: identify new sources of blackleg resistance; better understand the mechanisms of the disease interaction with plants; learn more about disease race dynamics across the Prairies; find new and quicker ways to discover races present in a field or region; develop tools and information that producers can use to rotate varietal resistance strategically; and better understand the correlation between plant infection and yield loss.

Sclerotinia research will focus on discovering strong disease resistance and new, faster methods of screening for resistance. Some of the funds will also be used to get the new information out to farmers so that they can take full advantage of the research investment.

This project complements the AAFC Growing Forward research that Prairie producers support through the Canola Council of Canada, with a focus on other agronomic issues as well as oil and meal research. ●

MBreport



Jack Froese, MCGA director

JACK FROESE'S BE WELL STORY

Despite being one of the newest directors on the board of the Manitoba Canola Growers Association (MCGA), Jack brings with him a wealth of board experience, knowledge of Canadian agriculture and general life wisdom.

After spending many years on the board of the Manitoba Pulse Growers Association and Pulse Canada, Jack decided to take a break from board governance. Some time passed and he decided to try something new. "After about two years had gone by and I hadn't been involved in anything, that didn't seem right," Jack says. "Then I saw an opening on the MCGA board, so I ran." He was elected to the MCGA board in late 2011.

On leadership

Jack's past board experience and diplomatic approach has allowed him to fit in well with the rest of the MCGA board of directors. He is the first to admit he is a man of principle. "I generally take a stand for things based on principle," he says of his leadership style. He believes a good leader needs to stand out. "I don't necessarily follow the crowd."

He believes in looking at the big picture and suggests others do the same. "My advice is to look at the long-term aspects of agriculture instead of concentrating only on what's succeeding at the moment," he says.

Giving back

Jack has a heart of gold. One of his passions is the work he does with Children's Camps International, an organization his family has been involved with since they sponsored a camp in India in 2005. He believes the people in his family are the ones who have gained more in return. "What we've gained in the form of experience and knowledge has been amazing," he says.

In addition to farming, volunteer work with the camp, and serving on the board of MCGA, Jack makes time to do the things he enjoys. The only problem, he says, is "most of my hobbies are associated with farming." Auction sales are one of those.

His other passions include spending time with grandchildren and traveling. "I have travelled to over 40 countries in the world," Jack admits proudly.

MCGA is proud to have a strong, knowledgeable leader with a long-term vision like Jack playing an active role on its board and guiding the organization into the future. ●



WATCH THE 24th SEASON OF GREAT TASTES OF MANITOBA

Each Saturday from September 7 to December 14, 2013, tune in to CTV at 6:30 p.m. to watch Great Tastes of Manitoba. A great new contest has been launched this year. You won't want to miss it!

Enter for a chance to win a weekly prize of a small KitchenAid Appliance (coffee maker, toaster, blender) and a chance to win the Grand Prize of a major KitchenAid Appliance package, worth \$5,000.

To enter:

1. Watch the show
2. Look for the Great Tastes of Manitoba "Teachable Moment"
3. Enter to win by visiting one of two Midland Appliance stores (St. Mary's Road or Portage Avenue locations) or by visiting the Midland website at www.midlandappliance.ca.

Make sure to PVR the episodes on October 12 and December 7, 2013 so you can watch The MCGA's own Ellen Pruden cook and bake up some delicious canola-inspired recipes that will get you eating well. If you miss the show, you can watch past episodes at www.foodmanitoba.ca and find all the recipes on the Be Well Blog at www.blog.canolarecipes.ca. ●

CANOLA DAY

The Manitoba Canola Growers Association (MCGA) will hold its annual "Canola Day" on Tuesday, January 21, 2014 – the first day of Manitoba Ag Days at the Keystone Centre in Brandon, MB.

Our first speaker will be Angela Brackenreed, regional agronomy specialist with the Canola Council of Canada (CCC). Angela will report on the Ultimate Canola Challenge that took place in Portage la Prairie this year. She will share the results and explain how farmers can use the information.

A marketing speaker will present an update on canola markets and what the future holds.

The morning will wrap up with a panel discussion on clubroot. Members of



Angela Brackenreed

the panel will discuss and share information and respond to producer questions. The panel members will be announced closer to the date. ●

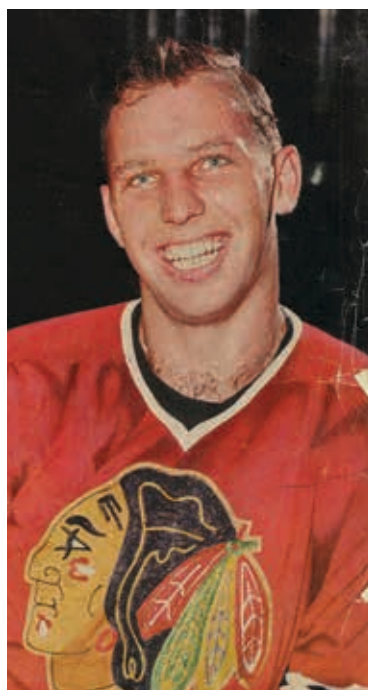


CROPCONNECT

Mark your calendars and plan to attend CropConnect on February 18 to 19, 2014. Registration is open for this two-day conference featuring a variety of sessions on agronomy, succession planning, marketing, the science of agriculture and more. Go to the conference website at www.cropconnectconference.ca to register or check out full program details.

Early bird registration opens November 4, 2013, so take advantage of the discounted rate.

Tickets for the CropConnect Banquet on Tuesday, February 18 are limited, so book early to ensure you don't miss out. The banquet will recognize the impact the agriculture industry has in our country, honour the people that stand out in our ag community, and foster the future growth of the industry. It's an opportunity to meet Dennis Hull and network with producers, industry, scientists and resource professionals. ●



Dennis Hull

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LEADING WITH HEART

By Alison Neumer Lara

Food science students cook up healthy products with canola oil.



University of Arkansas students
Quyen Nguyen and Alexandria Huck.

Creating “Simply Heart” was far from simple. Sticky dough. Surface cracks. Over-ripe banana flavour.

These were just a handful of the technical problems that University of Arkansas students Quyen Nguyen and Alexandria Huck encountered while developing their heart-smart breakfast bar “Simply Heart”, which won first place earlier this year at the third annual **Heart-Healthy Product Development Competition** sponsored by CanolaInfo.

After more than 20 iterations, Nguyen, 28, and Huck, 21, hit on a formulation that worked: a dried banana and cinnamon-flavoured breakfast bar made with oats, sweet potato, dried fruits, chopped almonds and canola oil – the required ingredient. The result was vegan, dairy-and wheat-free, as well as a good source of minerals and vitamins.

“It wasn’t even a breakfast bar when we started,” says Huck, but research changed their approach.

“We surveyed the bar market to see what was missing,” Nguyen adds.

“We decided breakfast, especially heart-healthy breakfast, didn’t have as much competition.”

The contest, organized by the Institute of Food Technologists (IFT), challenged food science students across North America to develop a heart-healthy product made with canola oil. Of the 12 entries, three teams of finalists were invited to compete at IFT’s Wellness 13 conference in suburban Chicago in late February.

Among the requirements, products needed to be low in saturated fat and free of trans fat to help consumers comply with the U.S. Department of Agriculture’s Dietary Guidelines for Americans. The Canola Council of Canada’s (CCC) promotion program CanolaInfo sponsored the competition to draw attention to heart disease (a leading cause of death in both the U.S. and Canada) and show how the food industry can help meet dietary health guidelines.

“Canola oil has the least saturated fat of all common cooking oils, a neutral

taste, light texture and high heat tolerance so it is an excellent component of heart-healthy products,” says Shaunda Durance-Tod, M.S., R.D., CanolaInfo program manager at the CCC and a judge of the competition. “Plus, consumers are becoming increasingly aware that not all fats are created equal and they are looking for products made with healthier oils, high in unsaturated fats.”

CANOLA COOKS

Nguyen, a native of Vietnam who is pursuing a U.S. degree at the University of Arkansas, says she worked on product development with canola oil before the contest because it’s a common choice among her professors.

“They want us to use something that’s healthy and avoids allergens like soy,” she says.

The competition required students to, not only develop the product, but also package it, present it and prepare a 10-page proposal defining its nutritional value and safety information.

continued on page 62



Above all, participants and organizers say the contest challenges students to think beyond the lab and consider the commercial limitations of bringing a product to market, including merchandising, advertising and cost.

REAL WORLD THINKING

The judges kept students on their toes throughout their presentations with a steady stream of practical questions: How would you sell this to the marketing team? Did you look at products that are similar to yours? What would be the product extension? Where would I find it in the grocery store?

“The students can’t be on autopilot,” says Roger Clemens, one of the judges and immediate past president of IFT, who quizzed contestants on food science. (Example: How much vitamin A do sweet potatoes contain? Answer: Trick question. None, only precursor compounds.) “These are teachable moments,” Clemens says.

The “Simply Heart” team impressed Clemens and other judges by, among other choices, using two ingredients in novel, functional ways: chia seed as a natural thickener and puffed millet to achieve a crispy coating. For their first

place finish, Nguyen and teammate Huck received a \$3,500 cheque and complimentary registration for IFT’s annual meeting and food expo.

“This competition gives students real-world product development experience and the students from the University of Arkansas carried their product well from start to finish,” notes IFT President-Elect Janet Collins. “I believe ‘Simply Heart’ is a product that could really succeed in today’s marketplace.”

EYE ON HEALTHY SNACKS

Six students from Rutgers University earned second place in the contest and a cheque for \$2,500 with “Herbilicious Crisps,” thin chips made of a quinoa-based flour blend and flavoured with Italian herbs and roasted seaweed powder.

“We wanted to offer a junk food-like healthy food,” says team member Karen Chang. “Americans love snacking, but most snacks in the market are not healthy.”

To bolster nutrition, “We chose quinoa because it’s a popular heart-healthy product right now,” adds teammate Linhong Yao. “We also used seaweed to incorporate umami flavour.”

The students used canola oil, blended with egg whites and roasted sweet potato, to bind the chips.

Iowa State University (ISU) won third place and \$1,500 with “SmHeart Bites,” a layered mini cottage cheese cake with a purée made from aronia berries, an antioxidant-rich fruit grown in Iowa. The team used canola oil in the product base, an almond-oat bran crust.

Market research, a key component of the competition, guided the team’s decision to build a product around cottage cheese, according to team member Blake Jorgenson. “No one had ever heard of a cottage cheese bar,” he says.

The contest’s biggest challenge – and best reward – was working as a team, students agree. “To turn an idea into a real thing together is so satisfying,” says ISU teammate Yee Lung Lai, noting long nights in the lab and the difficulty of balancing schoolwork with product testing. “At this point, we can finish each other’s sentences.”

CanolaInfo and IFT plan to hold the competition again in 2014 for a chance to see – and taste – what’s next for canola oil. ●

Alison Neumer Lara is account supervisor for CanolaInfo at Inkovation, Inc. in Chicago, Ill.



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