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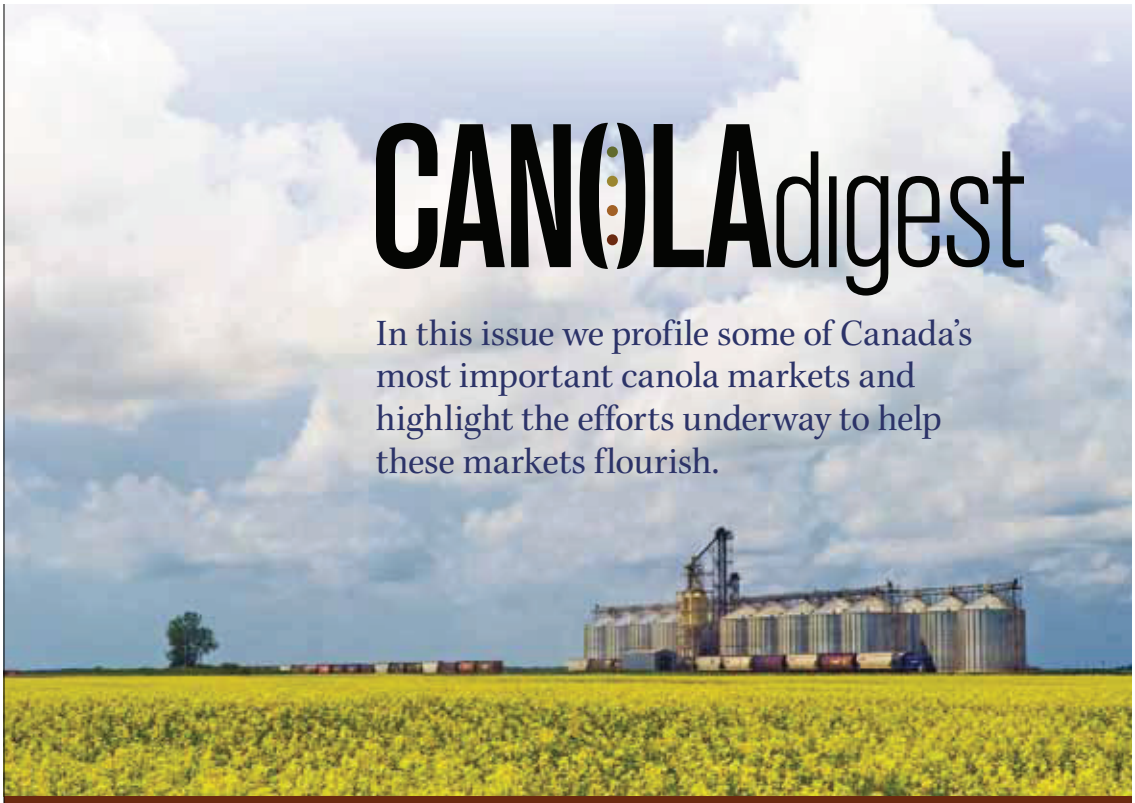

CANOLAdigest

In this issue we profile some of Canada's most important canola markets and highlight the efforts underway to help these markets flourish.

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Cover photo: A bulk carrier docked at Cargill's Port of Vancouver terminal waits for its cargo of grains and oilseeds to be loaded.

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GROWING MARKETS AND MANAGING RISK

By Kelly Green

While attending a recent agricultural conference I had the opportunity to hear two farmers talk about their visions and future growth plans. While their shared passion for growing their farming businesses was infectious, it was interesting to hear farmers from very different sectors of agriculture talk about two common elements that are critical to their future successes: understanding their markets and managing risk.

The canola industry is not dissimilar in its plans for growth. With a long-term vision of 15 million tonnes of sustainable demand by 2015, growing export markets and managing the risk within those markets is tantamount.

Our November issue is all about export markets. We profile some of Canada's most important canola markets and highlight some of the efforts underway to help these markets flourish; from biannual consultations with the Japanese crushing industry to finding a path forward on rebuilding canola meal exports to the U.S. and building demand pull in China for canola meal and oil.

About 85 percent of domestic canola production ends up being consumed by people and livestock somewhere other than Canada. Being an industry heavily dependent on export markets means we must be prepared to proactively respond to market access issues, both tariff and non-tariff, whether it be preferential tariffs for soybeans in China or non-tariff issues such as GM approvals in Europe.

While some market access issues arise without warning, there are other risks that we can mitigate beginning right back at the farm. For example, the canola industry's Export Ready program proactively engages farmers and exporters to ensure we only grow and offer for sale canola that meets our international customers' requirements. That means only growing registered varieties and following pesticide residue guidelines.

The risk to our export markets is very real. Our ability to detect even the minutest traces means it now only takes nine seeds of an unapproved or deregistered canola variety in a super-B to lose millions of dollars in sales. Read "Deregistered Means Don't Grow" (page 21) to find out which 21 varieties are on the do not grow list.

Being an industry heavily dependent on export markets means that we must be prepared to proactively respond to market access issues ...

And when it comes to understanding markets, we need to be cognizant of what's on the horizon. Palm oil is a competitor that is rapidly expanding production. With a 25-year lifespan and immense production capacity, this perennial oilseed is going to compete against canola for many years to come. Learn more about this crop and its market impact in "The Palm Oil Factor" (page 6) and find out about one Alberta farmer's first-hand experience with the crop as he toured palm plantations in Malaysia.

I always enjoy hearing from readers. If you have a comment about *Canola Digest* or have ideas for a future story send me an email at **editor@canoladigest.ca** ●

Only nine seeds of an unapproved or deregistered canola variety in a super-B is all it takes to lose millions of dollars in sales.

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By David Jackson and Lan Chen

THE PALM OIL FACTOR

To what extent will oil palm supplies affect world vegetable oil markets over the next decade? International experts provide their perspective.

The emergence of palm as the leading global source of vegetable oil is founded on its low production costs driven by the plant's high oil yields relative to other vegetable oil crops. In fact, the growing dominance of palm oil in global vegetable oil supplies is striking (see Chart 1). Global production of palm and palm kernel oils has doubled over the last 10 years. During that decade, their combined share of global vegetable oil output climbed to 37.5 percent of the total supply of all major oils.

Now, with oil prices still far above trend levels, plantings of oil palm in Southeast Asia (especially Malaysia and Indonesia) remain buoyant and, as a tree crop with a 25-year lifespan, these supplies will be a factor in world vegetable oil markets for decades to come.

Well-managed oil palm estates usually achieve an average yield of eight to 10 tonnes of fresh fruit bunches (FFB) per acre of mature trees and an oil extraction rate for crude palm oil (CPO) of 20 to 25 percent. An acre of oil palm yields 1.8 to 2.6 tonnes of vegetable oil – 1.6 to 2.4 tonnes of CPO and another 0.2 tonnes of the co-product palm kernel oil.

The demand for vegetable oil has also grown significantly in the last decade as the advent of biofuels stimulated the demand for oils over and above the already rapid growth in food demand. As a result, the world needs a source of oil that does not contribute significantly to the supply of meal and oil palm fits the bill ideally. But even if not much palm oil is used in the production of biofuels, it helps to fill the gap when other oils are diverted from food to biofuel uses.

Without palm oil supplies, it is unlikely the world will be able to fulfil its ambitious plans for biofuels without compromising on food consumption and/or paying far higher prices for oils. The question, therefore, is whether palm oil can fill the gap in global vegetable oil consumption in the coming decade?

In order to estimate the future availability of palm oil, we must first understand the link between changes in new plantation areas and palm oil prices. Over the past few years, we have witnessed a trend whereby higher prices have led directly to substantial increases in new oil palm planting areas – when prices are well above their trendline and palm estates are likely to be very profitable, new plantings rise well above trend within one year. Currently, crude palm oil prices remain at almost double their 40-year trend levels, conferring strong profits to plantation companies and smallholders alike.

We then need to remember that palm oil is a tree crop that requires three to four years of growth before it yields a fruit harvest, thus explaining why the recent wave in plantings has yet to have any impact on vegetable oil prices. But, as these harvests inevitably arrive, their output will continue to be a major factor in the market until they are replaced 25 years later.

The unavoidable conclusion is that vegetable oil prices cannot remain far above trend forever — eventually, palm oil supplies will choke off any persistent price hike, after an appropriate time lag.

One counterargument to palm oil impacting vegetable oil markets is the notion that many end-users have loyalty to particular oils. If this were true in all markets, expanding palm oil supplies would not affect the demand or price for other vegetable oils. However, in price sensitive markets such as China and India, very large swings in demand can be observed between oils in response to relatively small changes in price.

But what is the case in North America? Chart 2 shows the consumption of

DID YOU KNOW?

World average oil yields per acre vary widely across oilseed crops. From 2005 to 2009 world soybean yields averaged 0.15 tonnes per acre, canola/rapeseed averaged 0.26 tonnes per acre and oil palm yields averaged 1.43 tonnes per acre. But in Malaysia and Indonesia, where much of the oil palm is grown, average crude palm oil yields ranged from 1.6 and 2.4 tonnes per acre.

The average size of an independent palm farm is about 12 acres but there are also very large palm plantations that span more than 100,000 acres.

leading vegetable oils in North America (note that soybean is on a separate axis due to its higher volumes). The strong growth of canola/rapeseed oil and palm oil is notable, while soybean oil demand is no higher today than in 2002.

Canola oil (especially mid-oleic varieties) and palm oil have both picked up market share as end-users have switched away from partially-hydrogenated soybean oil. The more expensive canola oil has picked up less price-sensitive markets, while palm oil consumption has expanded where hard fats are required or where consumers are sensitive to prices.

Palm oil's consumption has taken off very recently, with average annual growth of 14 percent since 2000. Soybean oil's North American market share has fallen from 71 percent in 1999 to 61 percent in 2010. By contrast, the combined share of canola oil and palm oil (including palm kernel oil) has soared from 11 percent in 1975 to over 30 percent in 2010.

There is good evidence that palm oil is able to capture markets in both the developed and developing world as supply expands. This will inevitably place downward pressure on global oil prices, as palm oil can be supplied at a lower cost than the major alternative oils.

However, there may be one factor that could slow down palm oil's relentless march, namely concerns surrounding the environmental sustainability of palm oil supplies and their impact on sensitive ecological areas, notably rainforest habitats in Southeast Asia.

Pressure from non-government organizations on the subject has gathered momentum, with Greenpeace accusing some leading companies of questionable methods on their Indonesian estates. In response, top palm oil buyers including Unilever, Nestle and Cargill suspended purchases from Sinar Mas, one of the largest integrated palm consumer companies in Indonesia, pending guarantees of sustainable practices.

Although Sinar Mas moved quickly to offer an independent audit of their practices, this example demonstrates the increasing awareness and sensitivity

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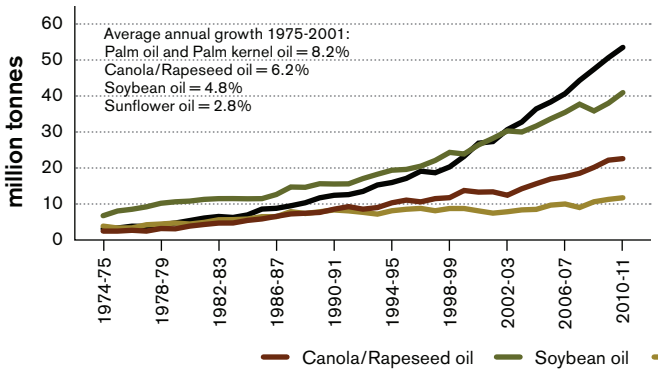
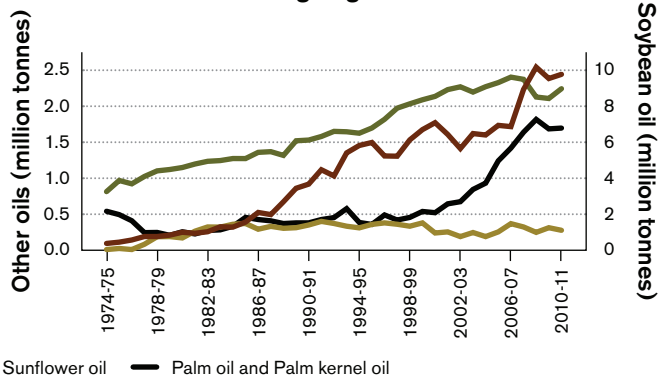
Chart 1: Growth in world output of leading vegetable oils



A 35-year trend line shows palm supplies have expanded at an average rate of over eight percent per year since 1975.

Chart 2: NATFA demand for leading vegetable oils



Palm oil's consumption growth has averaged 14 percent per year since 2000.

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of developed world markets to palm oil sources. If anecdotal evidence is to be believed, plantings of palm for oil – at least amongst the major international companies – is slowing as sustainability criteria are met.

Even though developed world users of palm oil have become more sensitive in recent years, the positive economics of oil palm production make a very persuasive case for continued rapid expansion.

With supplies of certified palm oil increasing quickly, there is likely to be more than enough production conforming to strict sustainability criteria to satisfy demand in the EU and North America. Therefore, it is highly probable that palm oil supplies will expand swiftly between now and 2020, and palm products will capture ever more of the world's oil market. For other oils, we expect the healthy attributes of canola and sunflower to find significant potential in sensitive markets, while soybean varieties will have to develop to offset their trans-fatty acid problems. ●

David Jackson is the director of oils and cereals research with LMC International. Lan Chen is an economist who specializes in oilseed markets. Both work from LMC International's office in New York.

Palm oil *comes from the fruit of the palm, while* **palm kernel oil** *is extracted from the kernel at the fruit's core. The two oils are separated in the oil palm bunches by the thick shell of palm kernels.*

UNDERSTANDING PALM OIL PRODUCTION

By Carla Pouteau

An Alberta farmer learns about palm production first-hand.

Market analysts monitor palm oil knowing that it exerts influence on canola prices. We read about palm oil's impact on the future of vegetable oil markets. But how much do we know about palm oil production and our oil palm competitors?

"I learned that I actually knew very little," says Brian Tischler, a canola farmer from Mannville, Alberta. "I had the impression that palm production was labour intensive and that palm producing nations were under-developed."

In fact, Malaysia's oil palm industry is quite the opposite. "It runs like a well-oiled machine," Tischler says. This is one of the many things he learned when he represented the Canadian Canola Growers Association at the International Oilseed Producers Dialogue held in Kuala Lumpur, Malaysia in June 2007.

The average size of an independent palm farm is about 12 acres but there are also very large palm plantations that span more than 100,000 acres. The largest of these estates are vertically integrated businesses that have their own plant breeders, research labs, crush facilities and oil processing plants, which market bulk and branded palm oil products.

During his visit Tischler noted some similarities and notable differences between canola and oil palm production.

Oil palm is a perennial tree crop. "Once planted, a farmer is married to the chosen [oil palm] variety for the next 25 years," notes Tischler. "In canola, if a variety doesn't work out we simply choose another variety next year." While oil palm trees can live for up to 100 years, after 25 years they grow too tall to harvest so replanting occurs.

The young tree is started as a pre-germinated seedling, or a cloned cutting from a nursery, and grows quickly at about 25 inches per year. "You can almost hear them grow," says Tischler.

Pests are rarely an issue, except for rats, which the farm manager often controls with an owl nesting program. Tischler learned that fertilizer is palm's biggest crop input, with each tree receiving nine pounds of mono-ammonium phosphate per year – application rates approach 570 pounds per acre.

Malaysia's high annual rainfall (about 80 inches per year) and high fertilizer rates combine to increase the risk of environmental pollution from oil palm production. "To address this, larger farms are breeding for improved nitrogen use efficiency, not just yield," says Tischler. "It was amazing and almost unbelievable to see the type of research they were doing on-farm."

After three years, an oil palm tree will begin to bear fruit. "The fruit cluster looks like a big reddish-yellow wasp nest," says Tischler. Individual fruits, the size of an oblong plum, cover the entire cluster and a tree produces about 24 of these clusters every year.

The clusters ripen in turn, about one every two weeks. Harvest is labour intensive. Every 14 days workers cut off ripe fruit clusters with a large knife and transport them to the crushing facility.

Higher-yielding oil palm varieties produce as much as 2.5 tonnes of oil per acre. Canola in comparison yields one-tenth of that or about 0.25 tonnes per acre. "When you hear about that kind of oil output, canola cannot compete with palm on production alone," says Tischler. "Instead we need to continue to promote the unique properties of canola oil and continue to explore oil blends in value-added products." ●

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

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CHINESE DAIRY COWS CHEW ON CANOLA

By Gail Granger

Six new feed trials are demonstrating canola meal's advantages on China's home turf.

Mengniu Dairy houses 10,000 cows on its farm in Inner Mongolia. The dairy, which includes a modern 60-cow rotary milking parlour, is one of six dairies participating in demonstration canola meal feeding trials currently underway in China.

As trade officials ponder ways to increase canola sales to China, the answer may lie in a different type of rumination – the kind being done by 3,000 dairy cows in feed trials now underway across China.

Since September, six Chinese dairy farms have been collaborating with the Canola Council of Canada (CCC) on large-scale feed trials aimed at demonstrating the milk-producing advantages of canola meal. The program is part of a larger plan to raise the perceived value of canola in China, going head-to-head with soybeans as a better alternative for oil and meal.

"The Chinese still tend to equate canola with rapeseed," explains Dave Hickling, vice president of canola utilization for the CCC. "There's very limited understanding of canola's advantages for producing healthy oil and high-quality protein meal. That means there is little differentiation between rapeseed meal and canola meal in the Chinese market.

Our goal is to convince them that canola meal should really be considered a viable substitute for soybean meal, and that canola is a better commodity to import and grow."

Hickling says that lack of understanding translates into a tremendous opportunity to raise the value of canola in China by simply demonstrating what it can do.

"When the Chinese see that canola meal can increase their milk production by one litre per cow per day, we are confident that use will quickly increase, along with demand and price – just as it has in North America and Europe," he says.

Hickling traveled to China in August as part of the delegation setting up the feeding trials. For 10 days, the group met with Chinese dairy nutrition and feed industry experts and traversed the country for a first-hand look at the country's broad range of dairy operations and feed mills.

Like the country as a whole, China's dairy industry is rapidly evolving from small labour-intensive operations to the latest in production technology. The group toured operations ranging from a rustic 80-cow farm – where feed consisted mainly of grass and ground cornstalks mixed together on the barn floor – to an ultra-modern dairy with the capacity to house 10,000 cows. The advanced equipment on the mega-farm includes a robotic milker, manure processing facility and biogas generating station.

"Our goal is to convince them that canola meal should really be considered a viable substitute for soybean meal..."

– Dave Hickling

With access to more cows, the trials at the large dairy are more involved than those at the other sites. Over a two-month span, the control diet is being compared to two test diets – one using a least-cost formulation with about two kilograms of canola meal, and the second containing half that amount. Two pens are being fed either a control or treatment diet for up to six weeks, and will then switch after a one- to two-week transition phase. The farm is also considering a trial using imported canola meal pellets.

At the five other sites, the trials are comparing just one canola meal diet to a control diet using other protein sources, including soybean meal, cottonseed meal or dried distillers grain. Staff at the dairies will formulate the diets and evaluate the results with the help of the CCC's dairy nutritionist in China, Dr. Ruojun Wang.

In all of the trials, the canola meal is coming from Canadian seed crushed at nearby plants. Through the Canadian Market Access Plan, the CCC and Agriculture and Agri-Food Canada are investing up to $500,000 to supply the seed and provide support for management and laboratory analysis.

Dairy is still a relatively new industry in China, but milk consumption has been growing by more than 11 percent per year since the late 1980s and the industry is rushing to keep up. The industry is just starting to intensify the use of higher-quality feed, which means its meal consumption will grow quickly.

"The newness of the Chinese dairy industry, coupled with the vast population, is what makes this such a great opportunity for us," Hickling says. "The Chinese are very enthusiastic about improving their productivity, and we have the product to help them do it."

Hickling feels this win-win dynamic is what will make these trials a success.

"This isn't a one-sided promotion. There are so many gains for China in this collaboration, and that's why we feel it has the potential to work."

The benefits of the trials are three-fold. For Chinese dairy producers, it's an opportunity to gain knowledge that can help them bring milk production closer to the levels achieved in Europe and North America. For China's rapeseed growers and crushers, a better understanding of canola would be an incentive to switch to a higher-value commodity. And for the Chinese government, the movement to greater domestic production and use of canola would be a way to strengthen the viability of two agricultural sectors – rapeseed and dairy.

Hickling said the ultimate goal is to move all of China's rapeseed production into canola.

"With rapeseed gone, there would no longer be any problems related to segregating canola from rapeseed. Those issues would just disappear.

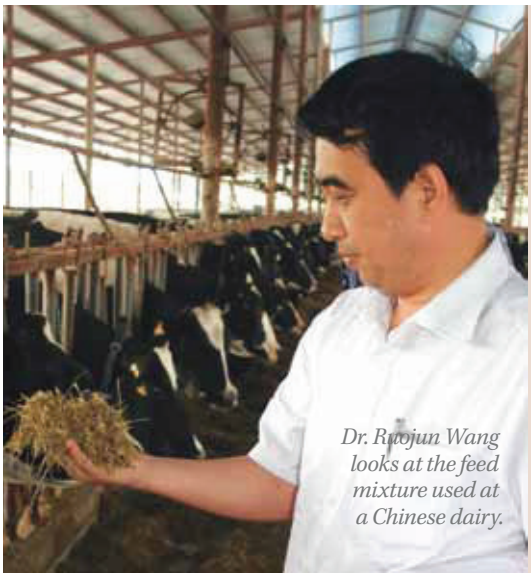
We're trying to give China the confidence to make that move."

With ongoing issues like the blackleg quarantine, Hickling acknowledges that trying to crack the Chinese market can feel like pushing a boulder uphill – yet he believes the potential of the market is just too vast to ignore.

With every chew of canola meal by those 3,000 Chinese cows, he can sense that boulder moving forward, inch by inch. ●

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

MORE ABOUT CHINA on page 12



Dr. Ruojun Wang looks at the feed mixture used at a Chinese dairy.

CHINA
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CANOLA'S REPRESENTATIVE IN CHINA

Managing a multi-location feeding trial in China is no easy feat but Dr. Ruojun Wang, better known as RJ, has the expertise to help canola meal gain ground in China.

RJ has a PhD in ruminant nutrition and has been representing the Canola Council of Canada in China for the past five years. His main role is to help Chinese feed users understand the difference between canola meal and rapeseed meal – particularly in terms of glucosinolate content and protein solubility. He organizes and oversees feeding trials for dairy and acquaculture, and then shares the results as a speaker at industry meetings.

CANOLA GETS PASSPORT TO WORLD EXPO IN CHINA

By Angela Dansby

The Canada Pavilion at the new World Expo in Shanghai featured the colour yellow along with maple leaf red on a special mid-August day. Canola took centre stage on August 18, with a CanolaInfo seminar about one of Canada's most important crops. The benefits of canola oil and meal were presented to an invitation-only group of Chinese agribusiness professionals, including current and potential Chinese canola importers and journalists.

The canola seminar fit perfectly with the World Expo theme of "Better City, Better Life". Canola meal provides quality protein for animal feed and has been shown to boost milk production by about one litre per cow per day, resulting in more milk for the growing demands of Chinese consumers. Canola oil – which is low in saturated fat, heat-tolerant and versatile – works well with Chinese cuisine and supports the nation's public health goals of reducing the incidence of cardiovascular disease (CVD) and diabetes.

DID YOU KNOW?

Red and yellow have historic significance in China, with red symbolizing happiness and vitality, and yellow associated with growing and nourishing from the earth. Canadian canola has the potential to grow in China, nourish people and animals, and bring greater vitality to all as a result.

Denny Gelinas of the Canada Pavilion, Murray Gwyer, Asia director for Agriculture and Agri-Food Canada (AAFC), and AAFC Deputy Consul General Jordan Reeves began the seminar with overviews of Canadian agriculture and Canadian-Chinese trade. Next, Robert Hunter, vice president of communications with the Canola Council of Canada, gave a presentation about the Canadian canola sector, which was complemented by a Mandarin-English CanolaInfo brochure.

Dr. Ruojun Wang, chief representative in China for the Canola Council of Canada, discussed the value of canola meal and described trials underway at Chinese dairy farms that aim to further demonstrate canola meal's ability to boost milk production.

Dr. Jingmin Zhou, professor, Department of Cardiology, Fudan University, Shanghai Institute of Cardiovascular Diseases, explained the status of CVD in China. "People are prone to heart disease in China and health care costs are on the rise, which is a big burden for the Chinese government," he said. Prevention is essential, so Zhou explained how consumers can eat the right types of fat, such as canola oil.

According to Zhou, two million more people are diagnosed with CVD every year and every 10.5 seconds, someone

Robert Hunter, Canola Council of Canada, and Murray Gwyer, AAFC, stand in front of the Canada Pavilion.

in China dies from it. About 1.4 billion Chinese have high blood pressure and 350 million smoke – two leading causes of preventable death. In addition, nearly 100 million citizens have diabetes, making China a leading country in the incidence of diabetes. Diabetes significantly increases the risk of CVD.

However, CVD is largely preventable, Zhou said. He emphasized the importance of a diet low in saturated fat, exercise and not smoking.

Wayne Murphy, executive chef of the Canada Pavilion, wrapped up the seminar with a cooking demonstration of the *Stir-Fried Broccoli, Red Peppers and Beef* recipe found in CanolaInfo's brochure. Several heart-healthy, canola oil-based dishes were tasted by the audience during lunch – a wonderful wrap up to a successful "red and yellow day" in celebration of Canadian canola. ●

Angela Dansby, communications manager for CanolaInfo, is based in Chicago, Illinois.

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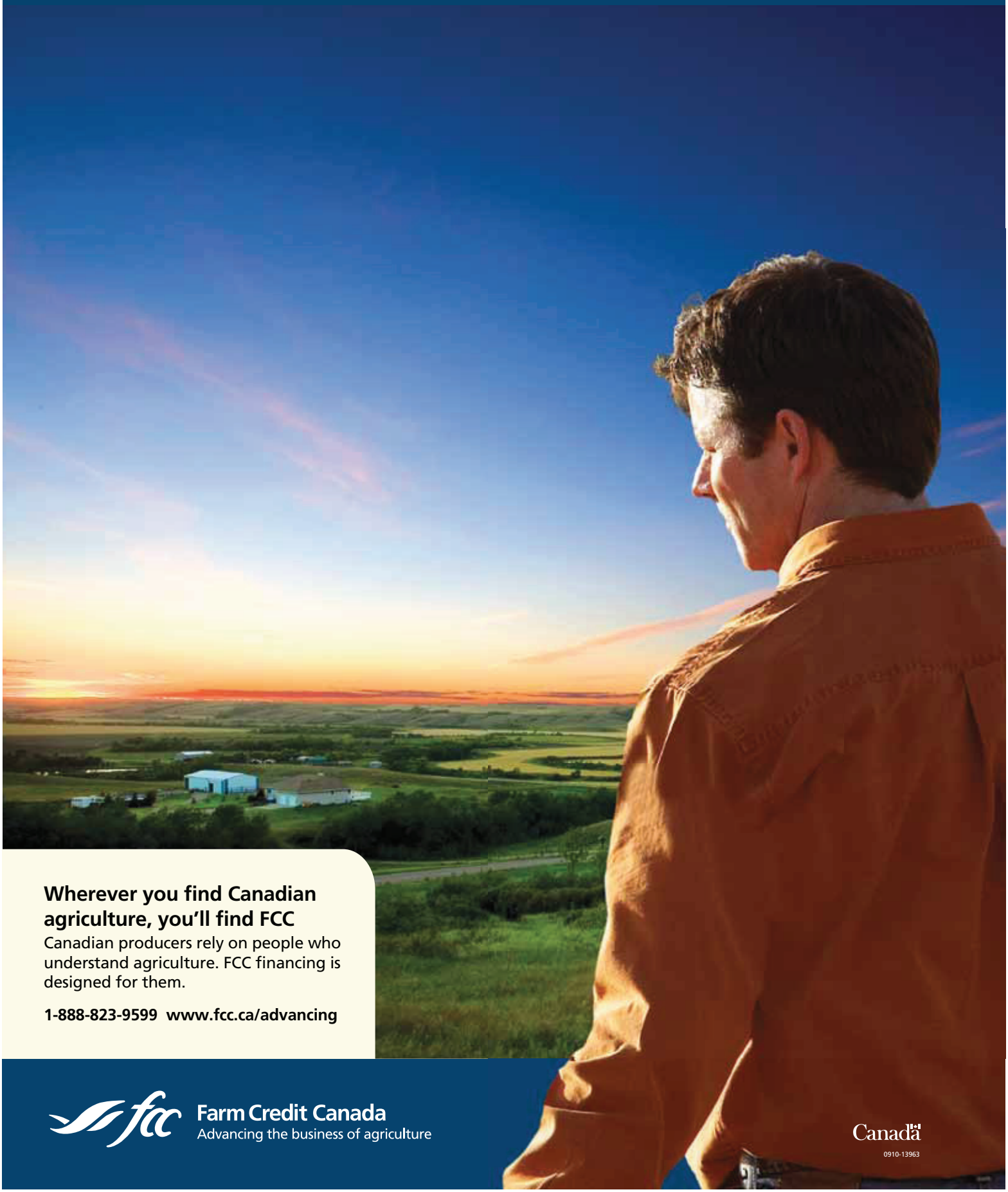

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DIVERSIFIED CANOLA SALES TEST CANADA-JAPAN RELATIONS

By Richard Kamchen

Growing demand for Canadian canola will test Canada's relationship with Japan as both sides adapt to a rapidly changing marketplace.

Canadian canola seed exports to Japan average about two million tonnes annually, allowing canola oil to become the number one vegetable oil in Japan – close to 45 percent market share – with about 95 percent of the seed crushed coming from Canada.

Canada has a strong pipeline to Japan given the 14-day transit time from Vancouver to Japan's crushing plants. This, along with consistency of supply, a quality product and competitive prices, is why Japan favours Canadian canola.

"Japan's proximity to Canada's west coast allows Canadian exporters and Japanese crushers the opportunity to plan programs three to four months ahead," says Lach Coburn, West Coast Manager, Cargill Limited. For the most part, this uninterrupted pipeline results in regular shipments of 165,000 to 175,000 tonnes per month.

Historically, rapeseed was the only oilseed crushed in Japan. Soybeans became the primary oilseed used in Japan during the 1960s but that changed in the 1970s when soybean oil values rose too high. Fortuitously, Canada developed canola around this time and Japan became Canada's very first offshore customer for canola.

Yoshinori Komura, managing director of the Japan Oilseed Processors Association, called 1989 "a very remarkable year for canola oil," as it marked the first year that canola oil exceeded soybean oil consumption in Japan. It was the high oil content that encouraged Japan to switch to canola, he said, and canola oil has maintained this status ever since.

Canola oil is a preferred product in Japan thanks to its functional attributes and versatility. "The taste of canola oil is light and it has no odour," says Komura, pointing out that chefs often prefer canola over other oils for Japanese-style cooking. "Canola oil allows the natural flavours of the ingredients to shine through."

In Japan, canola oil is most commonly found in mayonnaise, a staple ingredient in the Japanese diet. Frying is a common cooking form in Japanese homes and canola is preferred because it is healthier and easier to clean, when compared to other oils.

"In Japan, the industry is based on canola oil. Canola is the most important oil," says Komura.

Participants of the 2010 Canada-Japan Pre-consultations tour Greg Appleyard's farm near Strathmore, Alberta.

Japanese domestic demand of vegetable oil (2009) (000 mt)

Temperate oils	Canola/Rapeseed	918
	Soybean	513
	Maize	93
	Rice bran	82
	Sesame	30
Tropical oils	Palm	572
	Palm kernel	71
	Coconut	53
	Olive	36

Since Japan is such an important market for canola, every year Canadian canola exporters host a group of Japanese customers as part of the official Canada-Japan Consultations. This bi-annual event, which includes tours and roundtable discussions, is held every July in Canada and in Japan each November. During the consultations, suppliers and customers openly discuss issues related to crop progress, quality specifications, regulatory changes, new varieties and potential trade disruptions.

One of the biggest issues for Japanese crushers is demand competition from China, according to Komura.

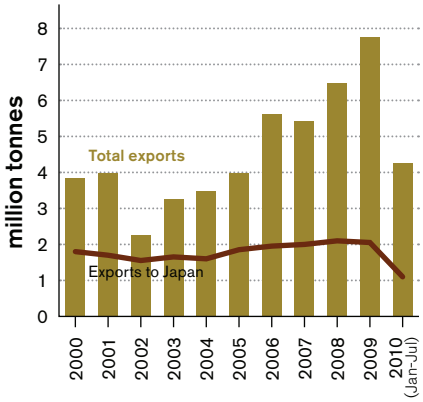
"China [with a voracious appetite for goods] will import more canola in the future," says Komura, stressing that Japan has a great concern over this dilemma. "It is important to keep traditional customers so the [canola] industry may need to expand production even more to keep major customers including both China and Japan supplied."

"To a certain degree, any non-Japanese seed destination and the expanded domestic crush capacity in Canada is a concern to the crushers in Japan," notes Coburn. "If you look back, not so many years ago Japan was purchasing in excess of 60 percent of our export seed and accounted for over 30 percent of our crop utilization. This year, Japan will represent an estimated 30 percent of the export seed market utilizing about 17 percent of our crop."

But Coburn, who has been involved in the trade between the two countries for over 25 years, stresses that over the 30-plus years of monthly business, the industry has developed a number of long-term relationships mutually beneficial to both sides, which should help ensure Canadian canola is available for the Japan crushers for many years to come.

"Komura is correct in saying that the Canadian canola industry needs to respond to this growing demand through expanded production," says Coburn, "Not only to service new destination markets, but to ensure those who have grown with us are also adequately supplied. This is the demand model which helped us develop the Canola Council 2015 strategy of 15 million tonnes of sustainable production by 2015."

Canadian canola exports to Japan (calendar year)



Source: Statistics Canada and Canadian Grain Commission

Japanese food safety is another issue that is of particular importance to Canada. "Residues are an issue that we keep on top of in Canada," says Dave Hickling, the Canola Council's vice-president, canola utilization. "Following the *Export Ready Guidelines* established by the canola industry is critical to keeping on top of the food safety needs of Japan. In addition, growing registered varieties only is important to Japan."

Future sales may be affected by Japan's aging population. "The Japanese population is declining slightly, causing long-term issues for the food industry," said Komura.

"Projecting increases in oil consumption, specifically canola oil consumption, is difficult – especially in offshore markets and more so in Japan," says Coburn. "A declining population in Japan only adds to the complexity, although we understand Japan is a country eager to embrace more of the healthy attributes of canola oil, which is welcome news for our industry." ●

Richard Kamchen is a freelance journalist, specializing in agricultural policy and marketing issues. He writes from Winnipeg.

GROWERS IMPRESSED BY JAPANESE INTEREST IN CANOLA FARMING

Japanese crushers have an all-encompassing interest in the canola they buy from Canada. Their interest extends all the way back to the farms where the crop is grown.

Every summer, a group of Japanese importers and processors meet with a cross-section of canola industry partners (farmers, exporters and crushers) to tour canola farms and discuss the progress of the developing crop. Canadian canola exporters and the Canola Council of Canada sponsor the bi-annual event, which consists of the July pre-consultations as well as a more formal consultation that takes place in Tokyo each November.

Ed Schafer, president of the Canadian Canola Growers Association and a cattle and grain farmer from Makwa, Saskatchewan, made a presentation at the July pre-consultation in Banff and also joined the Japanese on farm tours held near Calgary.

"It's my opinion that the Japanese hold the canola producer in high regard. They were very interested in what we do, how we do it and why," says Schafer.

Keith Jones toured a delegation through his business partner Gordon Bussey's farm in southern Alberta.

"They were curious about what the prospects were for the size of the canola crop this year and the potential quality. They were quite impressed by the number of acres they saw while driving from the Calgary airport through Airdrie to Bussey's farm," says Jones.

On a tour through Greg Appleyard's large oilseed and grain farm, the Japanese delegation asked about everything from quality, acreage, agronomy, and registered and non-registered seed, to pricing decisions and equipment.

"They spent a fair amount of time actually looking at the air seeding equipment, which surprised me a little bit because a lot of them are from the big crushers," recalls Appleyard, noting some members of the tour even climbed into the machinery. Canola storage was another issue they brought up.

CARRYOVER SEED KEEPS IN SHAPE

By Jay Whetter

Seed companies take precautions to make sure carryover seed performs as expected. Growers should do the same with their leftover seed.

With millions of unseeded acres this year, a lot of canola seed went unsold or was returned. A lot of that seed will be back on the market for 2011. With cool and dry storage, carryover seed can make it through to another spring and perform extremely well.

In fact, canola seed can maintain strong germination for two years – or more. "Canola as a species, when stored properly, holds its germination very well," says Calvin Sonntag, co-CEO with BrettYoung.

Research by Bob Elliott at Agriculture and Agri-Food Canada (AAFC) in Saskatoon confirms that No.1 certified canola seed stored at 2 degrees Celsius and at less than eight percent moisture will maintain 90 percent germination, the minimum requirement for No.1 seed, for at least 18 months.

Sonntag adds that the latest seed treatment technologies are extremely seed-safe and treated seed can maintain its quality for long periods if stored properly.

Cornie Thiessen, Dekalb business manager, says his company has three requirements for optimal storage of new and carryover seed:

Temperature control. Canola stores best at a cool even temperature.

Humidity control. Canola stores best at a dry even humidity.

Pest control. Rodents and insects can do a lot of damage to seed and seed packaging.

"To ensure that seed is properly stored, we use facilities that are ISO certified," Thiessen says.

Seed stored on farm this past summer was probably exposed to warm and humid conditions – unless the farm has facilities similar to Dekalb's. So even if the seed spends the winter in cool and dry storage, germination may have declined.

Optimally, growers should find cool and dry storage for their own new and carryover seed. A cold machine shed is better than a heated shop, for example.

Elliott has studied how to store canola seed to maintain quality. "Keep seed at 10 degrees Celsius or below – the cooler the better," he says. "And store seed at moisture levels of eight percent or less."

Quality control is one reason why seed companies take back carryover seed, which will be retested for quality before it goes back out on the market. July is usually the deadline for returns, but if you still have seed that you would like to return, call your retailer to evaluate your options. For growers who have carryover seed, a germination test in the winter or spring will give a good indication of seed quality as it goes in the ground.

Standard germination tests as outlined by the Canadian Food Inspection Agency (CFIA) measure the percent of germinated seeds after seven days in warm conditions. If germination makes a late surge, tests can be extended to 10 days, but this should be noted on the analysis report.

Some labs will also provide a four- or five-day test. "If a seedlot is reaching 90 percent germination in four days, to me that is an indicator of high performing seed," Elliott says.

Germination standards are declared in the *Canada Seeds Act*. Certified No.1 canola must have 90 percent germination while Certified No.2 must have 80 to 89 percent germination. Seed must meet these standards at the time of sale, no matter if that sale date is one, two or three years after it was grown. This includes seed that is returned and then resold the following season.

Growers should ask for the latest germination analysis at the time of purchase. Germination tests have to be updated, so check the analysis date.

Sonntag says germination tests are still the best indicators of seed quality. "When germination is in excess of 90 percent, as the blue certified seed tag denotes, farmers can have confidence that the seed is of excellent quality," he says.

The Canada Seeds Act *requires all certified seed meet minimum standards for germination on the day it is sold.*

Elliott agrees that seed with high germination will usually have high vigour as well. "If you have germination results getting close to 100 percent, to me that's indicative of high quality and higher vigour seed." He adds that historically, seed establishment problems, if they occur, tend to happen with lots that just meet the germination standard for the grade.

Even so, Brad Ewankiw, Bayer CropScience portfolio manager for InVigor, says seed with 91 or 92 percent germination can still have very high vigour. Bayer and many other seed companies have their own chosen vigour tests to make sure new and carryover seed is strong. Companies will often do vigour tests, even though they're not required in the *Seeds Act*, because selling high quality seed is "hugely important," Ewankiw says.

"We want to know that our seed will perform under different conditions, including cool soils," he says. "If we didn't thoroughly understand the vigour of our seed, we would likely hear about it from growers."

Many seed labs provide vigour tests for canola. The *Canada Seeds Act* has no requirement for vigour testing and at this time there is no national standard for vigour. As a result, a seed lab with CFIA accreditation for germination testing will not have CFIA accreditation for its vigour test.

Vigour test type and methods vary from lab to lab, so results from one lab are not necessarily comparable to results from another lab. One lab's cool vigour stress test may keep canola at 7 degrees Celsius for 14 days. Another lab may test at 8 degrees Celsius. "That one degree can make a big difference in the results," says Sarah Foster, president and senior analyst with 20/20 Seed Labs in Nisku, Alberta.

For labs that offer prechill tests, one may turn the temperature up to 30 degrees Celsius for five days following a seven-day cold stress test while another alternates between 15 and 25 degrees for four days after seven days in cold soils. Even the terminology is inconsistent. A lab may offer a prechill test but call it a "cold test" or "saturated cold test."

Bruce Carriere, president of Discovery Seed Lab in Saskatoon, says growers need to know which test the lab uses and what constitutes a good result. "Talk to the lab so you understand the results," he says. ●

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

JumpStart®: After 20 years it's still big news

1989. It all started with a Technology License Agreement with Agriculture and Agri-Food Canada for our not-so-secret ingredient, *Penicillium bilaii*. This effective little fungus is the key to JumpStart's success. Two decades and millions of acres later, farmers continue to get more out of their fertilizer dollar with JumpStart.

Discovery

***P. bilaii* colonizes the roots**

Penicillium bilaii (*P. bilaii*) is a phosphate solubilizing fungus that was isolated from Canadian prairie soils by Dr. Reg Kucey of Agriculture and Agri-Food Canada in 1981. The fungus was selected for its ability to solubilize phosphate on agar plates and in liquid culture. Upon further testing, Kucey discovered that the fungus colonized crop roots using root exudates as an energy source, while producing organic compounds that made unavailable forms of phosphate in soils available to crops.

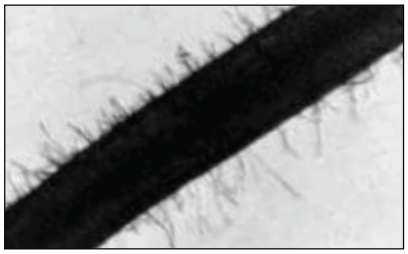
Getting the most

Experienced farmers can tell you: JumpStart helps your crops get the phosphate they need. Phosphate gets tied up in the soil, so accessing it can prove difficult. Not only does *P. bilaii* increase the number of root hairs and overall length of the root to help reach phosphate, it also helps release the phosphate that's tied up in the soil and fertilizer, allowing the plants optimum intake.

P. bilaii increases root hairs

22% more root hairs – 33% longer with JumpStart inoculation over all P levels

With *P. bilaii*.



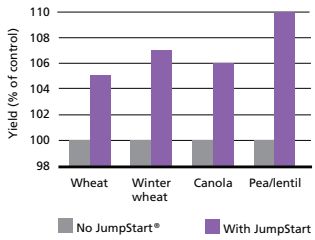
Without *P. bilaii*.

Source: R.H. Gulden and J.K. Vessey, University of Manitoba.

More yield – North America

Results from 376 independent large-plot research trials show that JumpStart inoculant gives an average 7% higher yield and $11.98 net return per acre[1] in wheat, winter wheat, canola, pea, and lentil. That is a three-to-one net return on your investment in JumpStart.

JumpStart® increases yield



JumpStart's global success

- Data from more than 600 small-plot research trials and over 800 independent large-plot commercial trials around the world showed an average yield increase of 6% across all crops
- JumpStart consistently increases the availability of phosphate as evidenced by increases in phosphate uptake and grain yield in soils that respond to phosphate fertility
- Extensive international field trials conducted in Europe, South America, Australia, and Asia are showing similar results

20 years of improving access to bound phosphate

1989: Licensed the phosphate solubilizing technology from Agriculture and Agri-Food Canada

1991: Official launch of the world's first phosphate solubilizing inoculant; sold as frozen wettable powder

1992: Formulation advancement was made – became a frozen liquid concentrate

1999: Bigger formulation advancement made – became a room temperature stable wettable powder with far superior on-seed stability

2005: U.S. launch for use on corn

2009: First sales in Argentina

2010: First sales in Australia

Ongoing development in Europe and Asia

Timeline of *Penicillium bilaii* and JumpStart®

JumpStart®

Enhancing phosphate fertility 20 YEARS

Novozymes is the world leader in bioinnovation. Together with customers across a broad array of industries we create tomorrow's industrial biosolutions, improving our customers' business and the use of our planet's resources. Read more at www.novozymes.com

novozymes®
Rethink Tomorrow

[1] Net returns were calculated using the 2010 suggested retail price for JumpStart and the Canadian commodity prices for crops and fertilizer as follows: wheat $6.00/bu; pea $5.00/bu; lentil $15.00/bu; canola $10.00/bu; winter wheat $5.00/bu; and phosphate fertilizer $0.44/lb. The 95% confidence limit is $2.17/ac. This means that the net return/acre will range between $9.81/acre and $14.15/acre 19 times out of 20.

2010-22209-01

DEREGISTERED MEANS DON'T GROW

By Jay Whetter

Canada's canola industry has a list of 21 deregistered varieties that key markets have not approved and do not want.

The canola industry has its own version of a no-fly list for canola seed. It includes the names of 21 canola seed varieties that the industry does not want to see in any elevator or crush facility and certainly not on any ship. Key markets have not approved these varieties and do not want them. If any one of them is detected in a shipment, it would be a costly blow for Canadian canola exports.

"We hope we never have to get to the point of a buyer refusing a shipment. The cost would be immense – well in excess of $1 million – in terms of contract exposure and vessel consequences," says Lach Coburn, west coast manager for Cargill Ltd. Then there's the chance of a complete border closure. "We would likely be excluded from doing business with the identifying country. Finding a solution to reopen trade can take at least six months," he says.

The Canadian Food Inspection Agency, in cooperation with the canola industry, has deregistered varieties because they contain a genetic event or GM trait that does not have approval among all key customers.

Being deregistered, these varieties cannot be sold, cannot be grown and cannot be delivered to an elevator or crush facility.

The list includes a Roundup Ready Polish variety, four bromoxynil-tolerant varieties, and 16 older Liberty Link varieties and hybrids.

Hysyn 101RR. This Roundup Ready Polish canola variety was sold for a limited time in 1998 and 1999. It was deregistered in 2003.

BX varieties. BX is short for bromoxynil tolerant. Four BX varieties 295BX, Cartier BX, Zodiac BX and Renegade BX were available on a limited basis in 1998 and 1999. They were deregistered in 2004.

Old Liberty Link. Registered Liberty Link varieties have traits approved in all key markets. These 16 older deregistered varieties contain traits that are not approved in all markets. The list includes 10 open-pollinated varieties: Exceed, 2631LL, Swallow, SW Legion LL, SW Flare LL, LBD 2393 LL, Innovator, Independence, HCN14 and Phoenix; and six hybrids: 2153, 2163, 2273, 3640, 3850 and 3880.

Even though most have been off the market for five years or more, bin run seed could still be in use. "There are

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Food standards agencies in importing countries now use tests sensitive enough to detect unregistered seed to a level of nine seeds in a super-B truck.

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farmers who hold on to old seed forever and a day," says Tracy Lussier, canola trading manager with Louis Dreyfus. Lussier says his company and others ask growers to sign an affidavit saying they will only deliver registered varieties.

But grain companies don't have a quick test for deliveries to the elevator, which is why every grower shares in the responsibility. Food standards agencies in importing countries now use tests sensitive enough to detect unregistered seed to a level of one part per billion, which is equivalent to nine seeds in a super-B truck. That means one grower – just one across the whole Prairies – using deregistered seed could be enough to cost everyone millions of tonnes of lost sales.

Denis Gregoire, who farms at North Battleford, Saskatchewan, says when it comes to canola, "the world has a spotlight on Canada. We have to put forward the safest highest-quality product we can."

A farmer knowingly growing deregistered seed "is like a doctor performing malpractice," Gregoire says. "It's terrible. Maybe they shouldn't be farming anymore. They could hurt the whole Canadian canola industry, including all canola growers."

Coburn says Canada has seven seed buyers today of which three – Japan, China and Mexico – account for 80 percent of our export volume. "We cannot afford to close the door to any market due to our own failings or neglect," he says.

GROWERS AWARE OF EXPORT READY ISSUES

The Canola Council of Canada (CCC) held focus groups across the Prairies this summer to test growers' awareness of Export Ready issues regarding deregistered seed, blackleg management and the importance of following pesticide labels. The results were reassuring.

Denise Maurice, vice president of crop production with the CCC, says growers show a significant level of awareness of key Export Ready issues. "Their knowledge of the issues and, more importantly, their actions to prevent pesticide residues and to grow only registered seed has improved remarkably," she says.

Joanna Karman, business strategist and focus group lead for Blacksheep Strategy, says back in 2005, when growers were asked who they viewed as their customers, "they often gave a puzzled look and then answered the elevator or grain buyer."

In 2010, growers now have a lot more information about markets, about the food industry and about the end-user. "We didn't get the puzzled looks this time," Karman says. "Many still answered the elevator or grain buyer, but more answered by listing the countries that buy Canadian canola and saying 'consumers of oil'."

The other pressing Export Ready issue to keep in mind this winter is China's concerns with blackleg.

A year ago, China blocked imports of Canadian and Australian canola testing positive for *Leptosphaeria maculans*, the fungal pathogen that causes blackleg disease and reduces canola yields. China said the move was necessary to protect its domestic rapeseed crop from blackleg.

China has agreed to a transition period allowing Canada limited marketing access for the 2010 canola crop. But Canadian canola testing positive for *L. maculans* (blackleg) can only be delivered to crushing facilities in areas where Chinese rapeseed is not grown, which severely restricts sales.

To help in negotiations with China, Canada's canola growers are encouraged to take the following steps to reduce blackleg infection levels.

- Plant only resistant (R) or moderately resistant (MR) varieties.
- Plant certified treated seed to prevent further disease development in fields. Using bin-run seed, uncleaned or untreated seed may increase the level of disease.
- Rotate crops. A minimum of three years between canola crops is recommended to ensure that all canola residues have decomposed.
- Control brassica weeds. Volunteer canola and other weeds in the brassica family (such as stinkweed, shepherd's purse, wild mustard and flixweed) can host blackleg in non-canola years.
- Scout regularly for blackleg symptoms. If the disease is found on resistant varieties, then the blackleg pathogen may be evolving to overcome that resistance. If this occurs, change to a different resistant variety next year.

Canada and China are also laying the groundwork for collaborative research projects to quantify the risk of blackleg spreading from Canada to China and, if there is a risk, to figure out ways to reduce it.

In April, the Canola Council of Canada (CCC) and the Government of Canada announced $1.5 million toward this research collaboration. In July, the CCC hosted two Chinese delegations, one representing the Chinese quarantine service and the other Chinese researchers. The purpose of the incoming mission was to educate Chinese officials and researchers about the blackleg management practices that Canada already has in place.

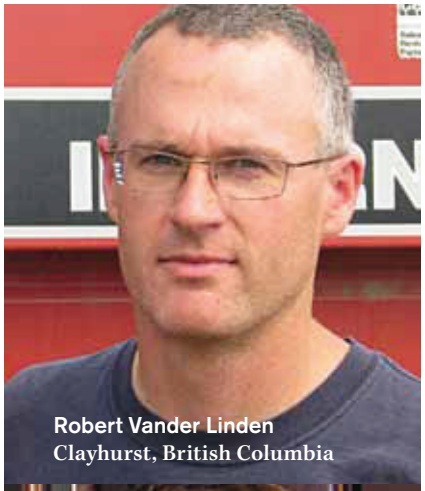
Growers are encouraged to remain vigilant. The combination of resistant hybrids, crop rotation and clean high-quality seed does work to keep a lid on blackleg. ●

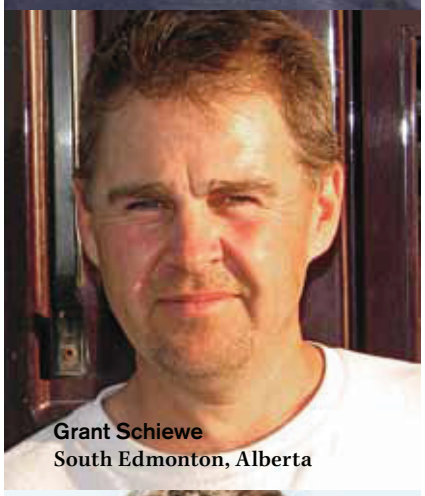
Jay Whetter is a communications program manager with the Canola Council of Canada.

FARMER PANEL TALKS SEED SELECTION

By Jay Whetter

From across the Prairies, farmers explain how they decide which new canola varieties are best for their farms.


Robert Vander Linden
Clayhurst, British Columbia


Grant Schiewe
South Edmonton, Alberta


Franck Groeneweg
Edgeley, Saskatchewan


Mitchell McPherson
Brandon, Manitoba

ROBERT VANDER LINDEN

Robert Vander Linden seeded 750 acres of canola in 2010, one-third to InVigor and two-thirds to Roundup Ready varieties. He tried one new variety this year – Dekalb 72-35 RR. It was showing good results in his area and he had seen it in plots during a tour of the Peace River region.

Drought conditions in the Peace this year made it tough to test the performance potential of new varieties. Vander Linden's farm, east of Fort St. John and near the Alberta border, got a foot of snow during the May long weekend and only six tenths of rain until harvest – when the skies opened up.

Vander Linden usually grows a variety for three or four years before moving on. "With technology evolving, I want to keep up," he says. How does he decide what new varieties to choose?

Neighbours. If it looks like a neighbour is taking off a good crop, he will ask about the variety.

On-farm testing. At first Vander Linden grows one field of a new variety to see how it compares to his current varieties. If it works better than the others, he may buy more of that seed the following year.

Variety comparisons. When it comes to yield data, Vander Linden prefers third-party comparisons. With no Prairie Canola Variety Trials (PCVT) for 2010, the B.C. Grain Producers Association (BCGPA), of which Vander Linden is a director, ran its own variety comparison trials at Dawson Creek and Fort St. John. With drought all summer and rain at harvest, the trials have struggled.

Price. "A higher seed price may be worth paying for a variety that yields more. But if the yield is in the middle of the pack and the company is asking a buck more a pound, then I probably wouldn't buy the more expensive variety," Vander Linden says.

GRANT SCHIEWE

Grant Schiewe usually goes with the "newest, latest, greatest" even if the price is the highest. The farmer from the south side of Edmonton tries new hybrids the first year they are available, putting them on about 10 percent of his 2,000 acres of canola. "I don't just get a couple bags to compare. I do large scale side-by-side comparisons," he says.

Schiewe pays attention to how new hybrids swath and combine, and whether they lodge. If he is happy with the performance, the old variety is out and the new variety is in.

"I don't look at cost too much," he says. "Seed is my highest input cost, higher than fertilizer, higher than chemical and

higher than some of my cash rents. But the new varieties usually provide one or two bushels per acre more yield than the older varieties, which takes care of the 25 to 50 cent per pound price increase."

Schiewe grows canola in a one-in-three year rotation and he uses two herbicide-tolerant systems. Over a six-year rotation, he'll use Liberty Link the first time he grows canola on a field then Roundup Ready the second time. Each year his canola acres are split equally between the two systems.

New hybrids that closely match the ones Schiewe currently grows are preferred and he uses the expertise of his local seed company to help him with the decision. "You live here, I live here," he says to the representative. "Which variety would you choose?"

For extra input, Schiewe asks his local agronomist what new Liberty Link or Roundup Ready varieties she likes. "The agronomist goes on all the tours that I don't have time to attend."

FRANCK GROENEWEG

Franck Groeneweg's seed decision usually comes down to yield potential. "A top-yielding variety would have to have some pretty big downsides – such as really bad lodging or poor disease resistance – to make me choose something else," says the farmer from Edgeley, Saskatchewan, who is also a director with SaskCanola.

Each year, roughly half his canola acres will be varieties that performed well for him over the past three years, 25 percent will be varieties one or two seasons old, and the final 25 percent will be new varieties.

Where does he get his yield information?

Third-party comparisons. Groeneweg's first choice is third-party comparisons, which he doesn't have for 2011 because the PCVT didn't happen this year. "I definitely want to see a new third-party system. We need it," he says.

Peers. He wants to know what his neighbours are growing. He also checks with his canola association colleagues from across the Prairies.

Agronomists. Groeneweg prefers information from independent agronomists or those that work for grain companies.

Seed company data. Groeneweg trusts this data more when the company compares its own varieties.

Retailers. Often, retailers prefer to sell some varieties more than others but he does take their comments into consideration.

Besides yield potential, Groeneweg considers three other factors before making his final variety decision:

Simplicity. "If another system, such as an IP (identity-preserved) variety, is close in terms of profit potential but it has lots of hoops to jump through, then I'm happy to stick with the simpler system," he says.

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WHERE TO FIND VARIETY COMPARISON DATA

Western Canada Canola/Rapeseed Recommending Committee (WCC/RRC)

Seed registration trial data from the WCC/RRC compares yield, maturity, lodging, height and blackleg ratings for varieties submitted since 1998. Growers can get a summary based on first year private and second year public data. Rarely would any of these cultivars have been tested in the exact same set of trials. Contact Raymond Gadoua of the Canola Council of Canada at gadouar@canolacouncil.org for the summary.

Crop Insurance

Alberta and Manitoba publish summaries of crop insurance yield reports by variety and zone. Read the 2010 editions online at **www.agcanada.com/yieldalberta2010/** for Alberta and **www.mmpp.com/mmpp.nsf/mmpp_publications.html** for Manitoba. These are based on grower responses, are by field, and do not include other data such as maturity, lodging and disease resistance. The 2011 editions come out in February or March. Go to **www.saskcropinsurance.com** to get Saskatchewan crop insurance yield data. Click on the "Crop Insurance" heading in the yellow bar at the top, then select "Sask Management Plus" to find yield by variety.

Prairie Canola Variety Trials

Go to **www.canolacouncil.org** for 2009 PCVT results online (trials did not run in 2010). Click on "Grow Canola" in the black banner at the top to find the Prairie Canola Variety Trials page, or enter "PCVT" in the search box at the top.

Provincial Seed Guides

Seed associations (**seed.ab.ca**, **saskseed.ca**, **seedmb.ca**) have been using PCVT data for their canola comparisons. Seed guides usually come out in December or early in the new year. Last year's guides are online at the addresses above.

Check with Local Research Groups

For example, the BC Grain Producers Association ran variety comparison trials at Fort St. John and Dawson Creek in 2010. Email Clair Langlois at bcgpa-r@pris.ca for results. In Saskatchewan, the Irrigation Crop Diversification Corporation (ICDC) does independent irrigated crop variety trials. The 2011 pamphlet of results should be ready by early January. Go to **www.irrigationsaskatchewan.com** for the 2010 online edition. Click on the ICDC page, then look for "Crop varieties for irrigation."

Seed Companies

Farms.com's Yield Data Centre at **http://yielddata2009.farms.com/** is a central source of seed company trial data. Many seed companies also post trial data on their own websites.

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Adjusting to weather events. Groeneweg grew a new variety this year, SP 621, specifically selected for its shorter maturity. He had some fields that were not seeded until June and he ended up broadcasting the seed then harrowing it in. "It looks poor, but it's better than not seeding."

Weed management. He uses Roundup Ready canola varieties on new land or on fields that have become dirty with weeds.

MITCHELL MCPHERSON

Mitchell McPherson farms with his father, George, near Brandon, Manitoba. They added a new specialty variety last year, InVigor Health 1145. The variety matched their preferred weed control system and McPherson was interested in the price advantage and good basis the specialty variety offered.

What goes into his seed purchase decision?

McPherson's first inclination is to buy a newer version of the hybrid that he has been using. He does not buy the "upgrade" each year. "We know new varieties are not going to be worse in terms of yield but improvements aren't going to be a landslide either," he says. "I'll grow one variety for a few years, letting a few new ones go by, then I'll upgrade."

He does not want to be first to try a new variety. He'll read reports, check Manitoba Crop Insurance data and see what neighbours are doing before making his final selection.

In the fall, McPherson talks with neighbours about varieties and yield results. In the spring, he watches to see if anyone is doing anything different. "By then it's usually too late to change our seed plans for that year but I pay attention to the field and check in the fall to see how it turned out," he says.

McPherson attended Lakeland College in Vermilion, Alberta so he keeps in contact with fellow graduates in Alberta and Saskatchewan. Many of them grow seed from different companies and from different herbicide-tolerant systems so McPherson takes the opportunity to learn about their seed choices. He's particularly interested in key advancements, such as sclerotinia resistance. ●

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

GAINING GROUND IN AMERICAN MEAL MARKETS

By Kelly Green

New approaches to feed safety are helping Canada's crush industry regain access to the U.S. meal market.

Beginning in the spring of 2009, the canola industry was shaken as, one-by-one, domestic canola crushers were issued import alerts by the U.S. Food and Drug Administration (FDA).

The alerts, which effectively closed off exports to the U.S. from affected plants, were issued after salmonella was found in random tests of Canadian canola meal destined for the U.S. dairy and poultry industries. While the FDA had instituted a zero tolerance policy for all types of salmonella in feed ingredients in the early 1990s, the agency had only recently begun strictly enforcing that regulation.

The immediate effect of the alerts, which were issued to seven of Canada's 12 canola crushing facilities during the ensuing year, was an almost 50 percent drop in U.S. meal sales. An especially hard hit given the U.S. typically buys about 98 percent of Canadian canola meal exports.

But Canadian crushers and their national organization, the Canadian Oilseed Processors Association (COPA), responded quickly to find alternate markets while they assessed the situation and developed a strategy to regain U.S. market share. At the time of writing this article, four plants have had their FDA import alert status removed and meal exports to the U.S. and other markets were rebounding.

While it was a very difficult year the industry has come through it much stronger and with a changed attitude toward feed safety, including a new industry best management practices policy, which is currently being tested and hopefully will be accepted soon by both Canadian and U.S. feed safety regulators. "This has been a protracted but rewarding process," says Bob Broeska, general manager of COPA.

"We've realized that even though we produce a feed ingredient, food security and safety is increasingly the most important objective..."

– Bob Broeska

The first priority was to find alternate markets for the growing supply of meal. China and Mexico were already strong canola seed markets, so it was a natural fit to look at these markets for meal sales as well. Chinese imports grew from 945 tonnes in 2008 to more than 310,000 tonnes in the first half of 2010. Mexican imports increased similarly reaching a new high of nearly 101,000 tonnes over the same period. Other new markets include South Korea and Vietnam.

"The price of freight is a very big factor in meal profitability," says Broeska, "so North American sales have always been the priority." But with new crush capacity coming on stream in 2010, Broeska acknowledges that both North American and offshore markets will be part of a more diversified export strategy for meal going forward.

Opening doors to alternate export markets was one element of the path forward but it was still in everyone's interests (U.S. feed customers, regulators and the canola industry) to get the U.S. market back on track says Dave Hickling, vice president of utilization at the Canola Council of Canada (CCC).

While Canadian crushers were greatly affected by the export slowdown, so too were committed canola meal buyers, such as U.S. dairy producers. Peter deJong, a Californian dairyman who milks 16,000 cows per day, is a dedicated user of canola meal.

"This restriction on canola meal imports is costing me $30 to $40 per tonne," he says. "I use about 90 tonnes of canola meal per day, so that's a direct hit to my profitability of somewhere between $2,700 and $3,600 per day." Some eastern seaboard customers were so severely impacted by the restriction that they began lobbying the U.S. government to find a quick solution to the impasse.

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"The older Canadian oilseed crush plants were never designed to meet the high standards for product safety that FDA is now demanding for single ingredient livestock feed inputs," says Broeska.

But to have the import alert status removed, each plant had to prove that over an extended period it could produce salmonella-free meal. A lengthy and complicated lab testing and authorization process is part of that.

"To repeatedly produce salmonella-free meal at the point of shipping we had to fundamentally change the way meal is processed in the plant," says Broeska. Assessing the critical points of salmonella contamination in the meal-making process and redesigning product flows and processing techniques was essential to consistently producing salmonella-free meal, adds Hickling.

To varying degrees, each plant focused its efforts on three solutions:

- Fastidious housekeeping to help stop the bacteria from spreading into the ingredient processing line. Elements include a rigid cleaning program of bulk storage areas, conveyances and processing lines; elimination of pests such as rodents and birds; and controlling human movement across various stages in the processing line.
- Heating the meal to high, prolonged temperatures to kill the bacteria. This occurs during the meal toasting process and also during pelleting.
- Treatment with an approved feed additive after processing is sometimes used to prevent the growth of salmonella for a defined period.

SALMONELLA SPECIFICS

The Salmonella bacteria are a ubiquitous, single-celled microorganism with over 2,300 serotypes. Salmonella commonly live in the intestinal microflora of birds, reptiles and mammals (including humans) and are usually harmless. Birds and rodents are the most common carriers of salmonella, which is usually transferred via feces but can also become airborne. Only about one dozen salmonella types cause illness in humans.

According to the U.S. government, salmonella bacteria are the most frequently reported cause of foodborne illness in the U.S., causing an estimated 1.4 million cases of salmonellosis every year. While most patients experience gastroenteritis and fully recover, more than 500 Americans die every year from the most severe infections. It is these cases that gave rise to the increased food and feed safety concerns of the U.S. government. No case of salmonellosis in humans has ever been associated with Canadian canola meal.

North American and offshore markets will be part of a more diversified export strategy for meal going forward.

While changes to processing flows have been essential to regain U.S. imports, working directly with Canadian and U.S. regulators to address the regulatory barriers has also proven to be an important investment. For example, COPA has engaged the U.S. Department of Agriculture and the FDA in discussions to improve the extremely long and complicated feed safety testing protocol authorization process. Building alliances with other industry members across North America has also been beneficial.

"A ray of good news came out of the FDA in early August," says Hickling. The agency published a draft "Compliance Policy Guide for Salmonella in Animal Feed" in the Federal Register. The policy, which was open for comment until November 1, 2010, outlines how FDA proposes to adopt a critical risk-based

Canadian Canola Meal Exports (tonnes)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010 (Jan-Jul)
USA	**1,177,341**	**982,628**	**756,168**	**1,074,739**	**1,444,502**	**1,360,658**	**1,504,586**	**1,542,227**	**1,836,583**	**1,468,162**	**570,208**
Ireland	0	0	0	31,086	37,118	17,948	0	23,975	10,163	6,500	0
CHINA	**160**	**0**	**0**	**0**	**0**	**0**	**0**	**407**	**945**	**32,809**	**312,492**
Indonesia	0	0	0	0	312	222	0	1,460	0	8,749	7,292
Japan	4,968	12,085	1,761	0	0	4,895	315	0	0	0	0
Philippines	0	0	156	728	11,440	5,101	14,500	1,535	0	0	27
S. Korea	0	0	0	0	0	0	0	0	0	0	22,493
Taiwan	13,540	3,458	807	20,163	26,564	16,466	9,080	8,567	8,625	6,492	4,061
Thailand	0	0	0	0	5,982	6,954	0	1,009	0	40,988	5,754
Vietnam	0	0	0	0	0	0	0	897	0	26,017	15,606
MEXICO	**963**	**0**	**0**	**0**	**12,793**	**0**	**183**	**9,371**	**35,448**	**161,271**	**100,755**
Others	3	0	5,921	0	17	0	0	0	948	470	0
TOTAL	**1,196,975**	**998,171**	**764,813**	**1,126,716**	**1,538,728**	**1,412,244**	**1,568,644**	**1,589,448**	**1,892,712**	**1,751,458**	**1,038,688**

Meal exports increased significantly to China and other Asian markets in 2010 helping to offset the decrease in U.S. exports. Source: Statistics Canada

approach to salmonella in animal feeds. The FDA has been moving more toward a risk ranking system as part of their Animal Feed Safety System, which resembles the approach applied in Canada by the Canadian Food Inspection Agency.

According to the draft document, if these guidelines go ahead the FDA will:

- differentiate its salmonella enforcement policy between animal food – including food and treats intended for pets and zoo animals, that may come into direct contact with humans – versus animal feed intended for livestock, poultry, horses and other species;
- recognize the impact that a commercial heat treatment or other process (such as rendering, pelleting, extrusion or irradiation, etc.) has on reducing or eliminating salmonella; and
- list specific salmonella serotypes of concern to given species of animals that may warrant regulatory attention.

COPA, CCC and the Animal Nutrition Association of Canada responded in support of this positive policy change. They are also working in partnership with the American Feed Industry Association and the National Oilseed Processors Association to provide a common voice on the policy draft.

Together the two North American groups are considering joint, U.S.-based research projects. One would assess the critical risk points for salmonella in the U.S. feed chain and identify ways to reduce the incidence.

"The U.S. is a long-term growth market for our industry," says Hickling. "Our highest level of exports to the U.S. was in 2008, when exports exceeded 1.8 million tonnes. With the growth in their livestock sector, we believe the market potential for canola meal is about 2.5 million tonnes."

Looking to the future, Broeska is confident that the systematic changes made to date will serve the industry well. "We've realized that even though we produce a feed ingredient, food security and safety is increasingly the most important objective of the regulator and so too must it become that for the feed ingredient industry in Canada," he says. "Ultimately, we are shipping an even better product than before and hopefully what we've done will benefit other markets as well." ●

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

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HAVING TO DRY GRAIN?

By Cheryl Mayer

The Canadian Grain Commission has changed the way it regulates moisture shrinkage. Here's what you need to know.

The change. Effective August 1, 2010, licensed primary elevators can no longer include a 1.1 percent moisture rebound factor for grain artificially dried at primary elevators. Previously, licensed primary elevators had the option to deduct a 1.1 percent moisture rebound factor when artificially drying producers' grain. However, many in the industry considered this an arbitrary deduction that was not based on any scientific measure.

The Canadian Grain Commission will continue to regulate the artificial drying of grain by licensed primary elevators and the formula for calculating moisture shrinkage. The minimum percentage of moisture content after drying that may now be used to calculate moisture shrinkage is one-tenth (0.1 percent) less than the minimum moisture content specified as tough for that grain.

For example, in the case of canola, where the fixed minimum tough moisture value is 10.1 percent, the lowest moisture value an elevator can use to calculate moisture shrinkage allowance is 10.0 percent (10.1 minus 0.1). Previously, the minimum value would have been 9.0 percent (10.1 minus 1.1 moisture rebound factor).

What is moisture shrinkage? It is the loss in weight of a parcel of grain when it is dried naturally or artificially. Moisture rebound happens when you artificially dry grain. While the outside of the kernel is being dried, the moisture content of the centre remains high. After the grain is dried this moisture moves from the centre of the kernel to the outside until the kernel has the same moisture content throughout. Moisture shrinkage is different than regular shrinkage, which is commonly referred to as "comprehensive shrinkage."

Online tools. The formula used to calculate moisture shrinkage allowance can be found at **http://grainscanada.gc.ca/legislation-legislation/orders-arretes/2010/2010-34-eng.htm**. If any additional shrinkage, above the formula allowance, has been deducted from your gross weight, contact the delivery point and request the appropriate refunds be made.

For your convenience, there is also an online calculator at **http://grainscanada.gc.ca/guides-guides/drying-sechage/cwldd-pprsc-eng.asp**. Simply input the original moisture, the final moisture and tonnage delivered to calculate your gross dry tonnes. ●

ALBERTA Canola PRODUCERS COMMISSION

ABreport

FALL GROWER MEETINGS ACROSS ALBERTA

Be sure to attend the Alberta Canola Producers Commission (ACPC) regional 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 2011 conference in Edmonton. One winner will be selected at each regional meeting.

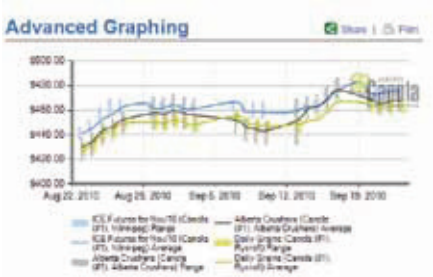
For complete details visit **www.canola.ab.ca** and check your mailbox for the fall issue of *Alberta Canola Connections*.

NOVEMBER	23	**Camrose**, Region 11 – Norsemen Inn *in partnership with the Alberta Pulse Growers*
	23	**Delia**, Region 12 – Delia Community Hall
	24	**Lacombe**, Region 7 – Lacombe Memorial Centre *in partnership with the Alberta Barley Commission*
	25	**Lethbridge**, Region 9 – Lethbridge Lodge *in partnership with the Alberta Barley Commission*
	25	**St. Paul**, Region 10 – Ag Corral *in partnership with the Alberta Barley Commission*
	26	**Stony Plain**, Region 6 – Blueberry Hall
	29	**Three Hills**, Region 8 – Three Hills Community Hall *in partnership with the Alberta Pulse Growers and the Alberta Barley Commission*
	30	**Westlock**, Region 5 – Westlock & District Community Hall *in partnership with the Alberta Barley Commission*
DECEMBER	1	**Falher**, Region 3 – ACFA Hall *in partnership with the Alberta Barley Commission*
	2	**Fairview**, Region 11 – Dunvegan Inn *in partnership with the Alberta Pulse Growers*
	3	**Sexsmith**, Region 2 – Civic Centre
	9	**Vegreville**, Region 4 – Vegreville Social Centre

MARKETING RESOURCES ADVANCED GRAPHING TOOL

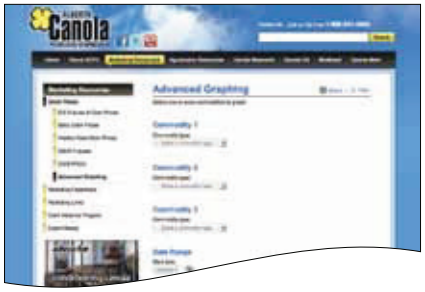
A new Advanced Graphing tool has been added to the Marketing Resources section of the **canola.ab.ca** website. This new feature allows users to create charts and tables comparing up to three different combinations of commodities and locations.

In this example, the canola futures prices are compared to collected prices from Alberta crushers and the prices offered by country elevators in the Rycroft area.



Other examples include comparing elevator pricing of barley to what feed buyers are paying or graphing elevator prices of canola, peas and feed wheat on the same chart.

Give it a try at **www.canola.ab.ca/advancedgraphing** ●



FARMTECH 2011 AND ACPC AGM

Alberta's premier crop production and farm management conference returns to Edmonton's Mayfield Inn and Suites, January 26 to 28, 2011.

Keynote speakers include:

- Drew Lerner, president, World Weather Inc.
- Jay Bradshaw, president, Syngenta Crop Protection Canada
- Gregg Doud, chief economist, Beef USA
- Merle Good, provincial tax specialist, Alberta Agriculture
- Chantal Hébert, Toronto Star and CBC National At Issue Panel

Canola in the spotlight at FarmTech 2011:

- **Global Oilseed Outlook** – David Jackson, head of oilseed research, LMC International
- **Market Access for Canola** – JoAnne Buth, president, Canola Council of Canada
- **Canola Stand Establishment** – Neil Harker, Agriculture and Agri-Food Canada & Doug Moisey, Canola Council of Canada

The ACPC Annual General Meeting will be held during FarmTech 2011, on Wednesday, January 26, at 1:00 pm in the Rundle Room.

For complete details and to register go to **www.farmtechconference.com** or call 1-866-327-6832.

Huge early bird savings end January 7, 2011. Don't be disappointed – last year's show was completely sold out in January. ●

Don't miss FarmTech Banquet Speaker Catriona LeMay Doan, the fastest woman on ice.

NEW, INSTANT ACCESS TO THE ACPC MOBILE SITE

Now you can download an application launcher right to the home screen of your Blackberry, iPhone or other smartphone. Just click on the Instant Access link and follow the directions.

The site features the ICE futures on a 10-minute delay, daily grain prices from crushers and elevators, weekly feed grain prices and the current exchange rate. Also formatted for your handheld device are agronomic bulletins, *Canola Watch*, coming events and news items.

M is for mobile – stay connected in the field at **m.canola.ab.ca** ●

Scan this issue's barcode using Blackberry Messenger 5.0 or any QR code reader application like Scanlife on your smartphone to install the shortcut.

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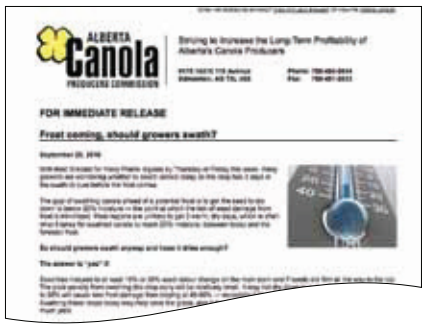

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SaskCanola

SKreport

Fall 2010

Dear Saskatchewan Registered Canola Growers,

As the calendar year comes to a close, for many growers 2010 will not be remembered fondly. Although April was mild and sunny and you could feel the collective eagerness to start seeding, the excitement gave way to concern when spring rains continued through May, June, July, August and delayed harvest in September. The weather tested farmers and left some frustrated and questioning how this year would affect future decision-making on their farms.

Catherine Folkersen
SaskCanola

SaskCanola is dedicated to your on-farm profitability – it is the guiding light to our programs and services. This year at winter meetings, at our Annual General Meeting and on our website (**www.saskcanola.com**), we will be providing up-to-date information on issues of:

- seed vigour,
- nutrient management in saturated soils,
- agronomics, and
- storage tips for the crop you did harvest.

Your organization will strive to get you the decision-making information that will help your farm business. Should you wish to contact us directly, please do so toll free at: 1-877-241-7044.

During this very demanding year I spoke to many farmers who wanted to talk about how SaskCanola spent their levy money and many agreed that the two cents a bushel invested by your organization brought long term benefits to farmers. In these challenging times investment into long term research efforts, market development/access and innovation seems difficult but is necessary to maintain the momentum of a vibrant oilseed industry in Saskatchewan and across Canada.

As we turn the page on 2010 your staff at SaskCanola extends best wishes to you and your family for a happy holiday season. We look forward to seeing you at the SaskCanola AGM on January 12, 2011 during Crop Production Week in Saskatoon.

Best regards,

Catherine Folkersen
Executive Director

ELECTION REMINDER

Two positions on the SaskCanola board of directors are open for election this autumn. Nominations closed on October 20, and ballot packages will be mailed to all registered producers on November 12. Registered producers can choose up to two nominated growers and then mail their ballots to the returning officer no later than December 3, 2010. The election results will be announced on January 12, 2011 at SaskCanola's Annual General Meeting held during Crop Production Week.

Election Timeline:

November 12, 2010: Ballots mailed to each registered producer

December 3, 2010: Last day for ballots to be received by returning officer

January 12, 2011: SaskCanola Annual General Meeting, Saskatoon Inn

STAFFING CHANGES

SaskCanola welcomes Lesley Dirkson to our organization. Lesley takes over from Candice Lajeunesse at reception and covers administration while Candice is on parental leave for the next year. Lesley comes to us from the Agriculture Council of Saskatchewan.

We say goodbye to KariLynn Erickson who has been our controller for the past two years. KariLynn and her husband Trent are returning to Calgary where he has been transferred. Recruiting for a new controller is currently underway. ●

NEW HIGH YIELDING *BRASSICA RAPA* VARIETIES IN THE PIPELINE

The development of early maturing canola is important, especially to the northern canola growing areas of western Canada. Although *B. rapa* (Polish canola) has several advantages over *B. napus* (Argentine canola), producers have very few cultivars from which to choose and only one with resistance to blackleg.

B. rapa matures 10 to 14 days earlier and the pods are more shatter resistant than those of *B. napus*, allowing the crop to be straight combined and therefore less likely to retain green seed.

With contributions from production levies through the provincial commissions, canola farmers have invested in new high-yielding, disease-resistant, early-maturing alternatives to Argentine canola.

As a result of work completed by Dr. Kevin Falk and colleagues within Agriculture and Agri-Food Canada, three varieties were registered in 2009. All three varieties are being commercialized, one by SeCan and two by Mastin Seeds, and are defined as 'synthetics'. Synthetics are intermediate to open-pollinated cultivars and hybrids. They contain 50 percent hybrid plants (in theory, hybrids contain 100 percent) and 50 percent parent plants (25 percent from each parent in a two-parent synthetic).

One of the greatest challenges to the availability of Polish canola seed is weather cycles. These varieties tend to be popular in years with late spring conditions and those weather events are difficult to anticipate. Given experiences over the past two years, producers will be seeking out new Polish canola seed varieties as a viable planting choice, especially for those areas most challenged by season limitations.

New Cultivars Registered in 2009

ACS-C12 summer turnip rape (*Brassica rapa L.*) is a canola-quality, two-parent population-synthetic (Syn1) cultivar adapted to the short season growing areas of western Canada. On average, it yielded 17 percent more than the Western Canada Canola/Rapeseed Recommending Committee (WCC/RRC) checks over three years of testing and has high seed oil content. This variety has been named Synergy and will be available through SeCan members for seeding in 2012. Jim Downey of SeCan has remarked that the synthetics have better yield stability over different environments.

TABLE 1. Performance and quality of ACS-C12, ACS-C18 and ACS-C29 in the Western Canada Canola/Rapeseed Recommending Committee private and public co-operative trials, 2006-08.

Cultivar	Yield (bpa) by year[x] 2006	2007	2008	Mean	Seed oil[y] (% whole seed)	Protein[y] (% whole seed)
ACS-C12	33.0	35.2	41.4	37.5	49.4	23.2
ACS-C18	29.7	36.5	40.5	37.5	48.2	23.1
AC Parkland	27.8	26.1	34.3	30.0	47.8	23.6
AC Sunbeam	28.6	32.2	37.9	34.0	47.5	23.8
ACS-C29	–	34.5	39.4	37.2	49.6	22.8
AC Parkland	–	26.1	34.3	30.5	47.8	23.3
AC Sunbeam	–	32.2	37.9	35.3	47.7	23.3

x 2006 tests grown at Beaverlodge, Ft. Vermilion and Berwyn, AB; 2007 tests grown at Beaverlodge, Ft. Vermilion, Fairview and Hines Creek, AB and Fort St. John and Dawson Creek, BC; 2008 tests were grown at Didsbury, Fairview, Ft. Vermilion, Westlock, and Penhold, AB and Prince Albert and Glaslyn, SK.

y Data combined over 3 years for all but ACS-C29 which is data combined for 2 years.

ACS-C18 summer turnip rape (*Brassica rapa L.*) is a canola-quality, two-parent population-synthetic (Syn1) cultivar adapted to the short season growing areas of western Canada. On average, it yielded 17 percent more than the WCC/RRC checks over three years of testing and has high seed oil and meal protein contents.

Seed will be commercially available as 'Early One' in 2011 through Mastin Seeds, based in Sundre, Alberta. Bob Mastin is very impressed with the maturity of this variety. It was seeded a month later than his earliest maturing Argentine canola and it was still ready for swathing before the Argentine. Compared to the Polish canola he used 20 years ago, Mastin believes this to be far superior. He is also getting some international interest due to its non-GMO status.

ACS-C29 summer turnip rape (*Brassica rapa L.*) is a canola-quality, three-parent population-synthetic (Syn1) cultivar adapted to the short season growing areas of western Canada. On average, it yielded 13 percent more than the WCC/RRC checks over two years of testing and has high seed oil content.

This is the first ever three-parent synthetic, which should result in greater stability. This variety, which has yet to be named, will be available through Mastin Seeds for 2012. ●

Wayne Bacon flips the CFL coin to officially "kick off" SaskCanola Game Day at Mosaic Stadium.

2010 SASKCANOLA GAME DAY!

Canola Country is Rider Country! As part of its partnership with the Saskatchewan Roughriders to promote canola and the health benefits of canola oil, SaskCanola once again hosted Game Day at Mosaic Stadium. This year we were proud to sponsor the official Rider's Centennial game on July 17, when canola was featured throughout the stadium.

Over 275 registered canola producers and their families were hosted at the game. Wayne Bacon, SaskCanola chair, led the official coin toss while wearing a Rider retro jersey with "Canola 1" embossed on the back. The new SaskCanola/Riders *Kickoff to Good Health/Canola #1* Recipe brochure was also unveiled at the game. ●

Manitoba Canola Growers

MBreport

MANITOBA AG DAYS AGENDA

The Manitoba Canola Growers Association (MCGA) will hold its annual "Canola Days" on Tuesday, January 18, 2011 – the first day of Manitoba Ag Days in Brandon, Manitoba.

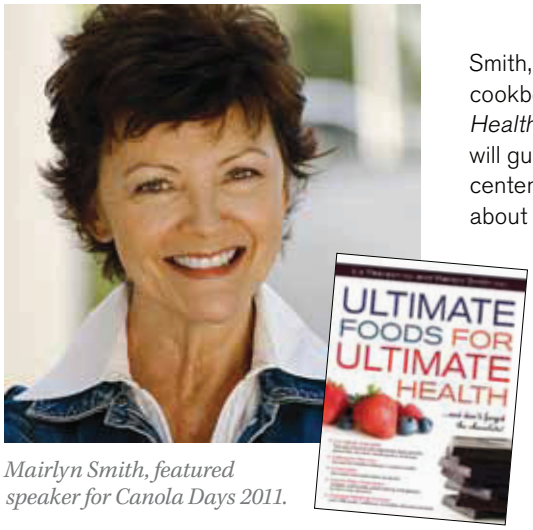
Derwyn Hammond, agronomist with the Canola Council of Canada, will speak about "Growing Canola: Sharing What We Learned from Last Year." Excess moisture made 2010 a trying year for many farmers, so Hammond will discuss what he and many others learned about growing canola in very wet conditions.

The second Canola Days speaker will be Jonathon Driedger of FarmLink Marketing Solutions. Driedger will present "Canola Marketing Update," an especially interesting and important presentation at that time of year.

Following a new partnership announcement by MCGA, Dr. Rachael Scarth will be bestowed with the 2011 Manitoba Canola Growers Award of Excellence.

Dr. Rachael Scarth

The featured speaker for Canola Days 2011 will be Mairlyn Smith, a professional home economist and alumnus of the Second City Comedy Troupe. Smith will present "How to Live to be 100 and Still Remember Your Name." Research suggests that living to the age of 100 is not a fluke of nature. So what are the secrets of living a long and healthy life?



Mairlyn Smith, featured speaker for Canola Days 2011.

Smith, co-author of the award winning cookbook *Ultimate Foods for Ultimate Health and don't forget the chocolate!*, will guide listeners through the steps that centenarians follow every day. Find out about the top 10 foods to eat, the power of friendships, how to incorporate exercise into your day, and why chocolate really does make you happy. Smith's energetic style of presenting will keep you on the edge of your seat. ●

MCGA TO HOST COMBINE CLINIC AT 2011 AGM

The Manitoba Canola Growers Association is planning a very exciting Annual General Meeting (AGM) on Tuesday, March 1, 2011. In previous years, MCGA featured various speakers. For 2011, MCGA has partnered with the Canola Council of Canada to host a combine clinic that will demonstrate crop loss during combining.

An earlier combine clinic hosted a sell-out crowd so this event is expected to draw producers who were not able to attend the previous clinic and at the same time bring more member producers to the AGM.

The schedule for Tuesday, March 1, 2011 is as follows:

9:00 am *Keynote speaker will explain where combine loss occurs and how to prevent it.*

10:30 am MCGA AGM

1:00 pm *Producers will be able to visit one of five different combines and hear how it can be set to minimize losses.*

The 2011 AGM will be held at Brandon's Keystone Centre. A registration fee will be required prior to attending the combine clinic but AGM attendance is free. With the change in format, we hope to have more producers attending so that we can add more value to your meeting.

Mark your calendars for March 1, 2011. We look forward to seeing you at your AGM! ●

RECORD ATTENDANCE AT CANOLA LEARNING CENTRE

The 2010 season of the Canola Learning Centre saw a record breaking 1,328 students and educators visit Kelburn Farm. The fourteenth season went well weather-wise, with not much rain and lots of sunny days.

The Canola Learning Centre is a free farm tour and learning experience aimed at urban students and their teachers. "Our goal is to use hands on activities in a farm-like setting to teach participants about canola and other Manitoba crops," says Ellen Pruden, Manitoba Canola Growers Association (MCGA). "We especially want the kids to have fun and be entertained while they touch farming with their own hands.

"This year we introduced some new activities at the Canola Learning Centre," says Pruden. The MCGA in partnership with Richardson International launched the "Canola Gives Back" project. Throughout the season, students earned "canola money" by completing various activities in the learning centre. With the canola money earned, attendees were able to make donations to one of three Winnipeg charities.

This year, groups also had a chance to cook with canola oil. "Students and educators chose their favourite herb and combined it with canola oil to create their very own marinade, which they later tasted with a dipping carrot," says Pruden. "Learning about healthy fats is much easier when you can taste a healthy snack made with your own hands."

Other new activities included an animal poster where students fed various animals their canola meal strips and an importing/exporting physical activity game that included hoops and bean bags.

Students and educators also enjoyed activities from previous years. The canola crush remains a favourite. Inside the classroom, students participated in fun, educational games such as:

- the seed puzzle, matching fields to seeds;
- non-edible game show, learning about which commodities are found in various non-edible products;
- canola is people, an activity teaching students about the steps it takes to get canola oil from the field to the store; and
- field to plate, an activity matching seeds to different food products.

When outdoors, students swept for bugs, explored canola plants in the field, toured a grain bin and sat in a tractor and combine.

This was another successful, high-energy and fun-filled Canola Learning Centre season. Students and educators really enjoyed themselves. See you next year!

"Canola Gives Back" helps schools, daycares and youth groups learn about the importance of giving back to community. An impressive 200 litres of 'canola oil to go' donations were earned by the learning centre participants. The three charities, Winnipeg Harvest, Agape Table and WISH Foundation, received their donations during World Food Day, held on October 15, 2010.

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SUPPORTING SALES WITH SCIENCE

By Lisa Campbell

Canola oil's heart-health benefit gets put to the test in human clinical trials.

Serving up health can sometimes come in the best of packages. Participants in the canola industry's largest human clinical trial to date are consuming fun and trendy, canola-based smoothies, so that researchers can evaluate the oil's impact on cardiovascular health.

This fall, Dr. Peter Jones of the Richardson Centre for Functional Foods and Nutraceuticals (RCFFN) at the University of Manitoba will begin a large, multi-centre clinical trial examining the effects of canola and flax oils on the risk of heart disease. The $2.5 million project is funded through the Canola/Flax Canadian Agri-Science Cluster and includes industry contributions from the Canola Council of Canada, Dow AgroSciences and the Flax Council of Canada.

Referred to as COMIT, Canola Oil Multi-Centre Intervention Trial, the study follows a much smaller RCFFN-led clinical trial that took place in 2008.

The new trial will enrol a larger number of subjects, and in addition to examining blood cholesterol levels and triglycerides (fats in the blood), will also look at emerging risk markers for heart disease such as abdominal fat, inflammation, and vascular function. Chronic inflammation is increasingly recognized as important in atherosclerosis (the process by which fatty deposits build up in the arteries) and heart disease risk. Vascular function, a measurement of the elasticity of the blood vessels, is a predictive marker for long-term cardiovascular disease and mortality.

The study co-investigators include Dr. Benoît Lamarche from Université Laval, Dr. David Jenkins from the University of Toronto, and Drs. Penny Kris-Etherton and Sheila West from Penn State University. With four different centres participating, the researchers can study more human subjects and that means more statistical power. The larger group also allows researchers to identify smaller differences and help them look beyond cholesterol levels to new risk markers for cardiovascular disease.

The researchers plan to sign on at least 130 human subjects, with all participants eating the same diet and undergoing similar testing regardless of their location. The control diet will be representative of a typical North American diet and will be higher in saturated fat than the test diets, which will incorporate three types of canola oils: classic canola oil, high oleic (omega-9) canola oil, and novel DHA-enriched canola oil. This novel oil will be provided by Dow AgroSciences.

Jones and his colleagues are eager to begin the research. "There has been a lot of provocative controversy on the health benefits of monounsaturated fatty acids (MUFA)", says Jones. "This clinical trial allows us to take advantage of the new biomarkers and see if MUFAs provide a benefit, thereby demonstrating the positive health attributes of vegetable oils like canola that are rich in MUFAs as well as alpha linolenic acid (ALA)".

How will the trials be conducted?

Every day, participants will arrive at their respective university for a group breakfast and leave with the remainder of their daily meals, packed in a cooler

Monounsaturated fatty acids *(omega-9) are unsaturated fats that are associated with heart health and help control blood glucose.*

Alpha linolenic acid *is a plant-based omega 3 fatty acid that is an essential fat in our diets and helps protect against heart disease and stroke.*

Docosahexaenoic acid *is an omega-3 fatty acid naturally found in marine sources and is well-recognized for its health benefits.*

Research associate Todd Rideout (centre) dispenses canola oil for the COMIT study while principal investigator Peter Jones (left) and food technician Maggie Wilson (right) look on.

bag. All of the participant meals consumed during the study periods will be prepared in the universities' metabolic kitchens. Each food ingredient will be weighed and measured to ensure that the participants are eating the correct number of calories so they neither gain nor lose weight. The canola oil used during the trial will be consumed daily, in the form of a smoothie.

The trial is designed as a crossover study. Participants will consume each of the test diets for 30 days. In between each of the test diets, participants will consume their regular diet for 30 days. All together, it means a nine-month commitment for the study participants. To keep participants motivated during what is going to be a long haul, the RCFFN will run "Club Richardson", engaging local celebrities and planning social events.

Who can participate? Participants are a blend of ages and personality types but they carry one common thread – all are very interested in the trial, and particularly interested in lowering their cholesterol levels.

In order to be eligible for the trial the participants must be slightly overweight, have elevated cholesterol levels, not be taking medication to control their cholesterol levels and be non-smokers.

Canola oil's success is largely based on its benefits as the world's healthiest oil. Current and relevant clinical research about the health benefits of canola oil will help demand to grow even further. "We would like to show the heart health benefits of canola oil beyond its effect on cholesterol levels, and also the potential benefits of adding in new omega-3's through DHA-enriched canola oil," says Jones.

COMIT fills an important knowledge gap in understanding the effects of canola oil on new and emerging risk factors for heart disease. In addition, it allows for the collection of data on the U.S. population, an important tool for selling canola oil's benefits to our largest and nearest market. ●

As program manager of canola utilization at the Canola Council of Canada, Lisa Campbell is responsible for technical issues and research projects related to human health.

STUDYING CANOLA'S IMPACT ON INFLAMMATORY DISEASE AND OBESITY

Dr. Carla Taylor from the University of Manitoba and her colleagues (Dr. Peter Zahradka and Dr. Harold Aukema) have completed the first phase of a study about the effects of canola oil on prevention and treatment of insulin resistance, inflammation and obesity – all of which are characteristics of chronic diseases such as metabolic syndrome and type 2 diabetes.

Metabolic syndrome is the name for a group of risk factors linked to being overweight and obesity that increase your chance for heart disease and other health problems such as diabetes and stroke.

The first phase of Taylor's study focused on prevention and concluded that animals fed canola oil or canola oil mixed with flax oil had the lowest body weights even when they consumed the same number of calories. They also had better blood glucose control.

The second phase treatment study, which is funded by the Canola/Flax Canadian Agri-Science Cluster, will involve inducing obesity and insulin resistance in research animals through a high-fat diet and later treating them with the canola oil-based diets. This trial is already underway and will be complete in 2011.

PERIPHERAL ARTERIAL DISEASE. CAN CANOLA OIL HELP?

Dr. Carla Taylor (University of Manitoba), Dr. Peter Zahradka (Canadian Centre for Agri-Food Research in Health and Medicine) and Dr. Randy Guzman (St. Boniface General Hospital) will soon begin a clinical study to examine the effects of canola oil on blood vessel function in patients with peripheral arterial disease (PAD).

People with PAD have a narrowing and stiffness of blood vessels in their legs (known as atherosclerosis) and experience pain, cramping or numbness when walking. Their risk of heart attack and stroke is five times greater than it is for people without PAD.

The objective of the joint research project is to find out if patients experience improvements in blood vessel functions after consuming a diet enriched with canola oil.

The study recruits, all patients of vascular surgeon Dr. Randy Guzman, are currently being treated for PAD. What sets them apart is their desire to find a food-related treatment for PAD, which won't carry the potential side effects of a drug or surgical intervention.

This study is funded through the Canola/Flax Canadian Agri-Science Cluster.

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DIET & DIABETES: THE JOY OF HEALTHY EATING

By Debby Braun

For people with diabetes, getting the right types of fat is important and easy.

One of the most common questions people with diabetes ask is: *What can I eat?*

A healthy diet is one of the most important tools for ensuring people with diabetes properly use their bodies' energy sources. When the correct levels of amino acids, lipids and glucose are present in the blood, they can prevent diabetes complications such as high blood sugar, infections and eye problems.

Modifying poor dietary habits and following a personalized eating plan are essential. Introducing snacks, as well as establishing set times for breakfast, lunch and dinner, will help control blood sugar and ensure energy values are sufficient for an individual to maintain the correct weight.

Food quality and origin make a difference in the nutritional quality of an eating plan so it is essential for people with diabetes to select foods with the best types of carbohydrates, fats and proteins. Some good dietary rules of thumb include:

- Carbohydrate consumption should be about 55 percent of total daily calories. Select foods rich in complex carbohydrates and decrease simple carbohydrates like added sugar.
- Include foods rich in fibre, up to 40 grams per day.
- Maintain protein intake at 12 to 15 percent of total daily energy.
- The energy value from fats can be up to 30 percent of the total daily diet with less than 10 percent saturated fat.
- Daily cholesterol intake should be less than 300 milligrams.
- Consumption of table salt should be limited.

For people with diabetes, selecting the right fats is especially important. Trade fattier cuts of meat for leaner ones; replace high-fat milk products with skim equivalents; avoid fried foods and products with trans fat; and for home cooking, replace sources of saturated fat with vegetable oils such as canola.

When selecting vegetable oils, chemical composition must be considered. The Comparison of Dietary Fats chart looks at the saturated fat content of different oils and fats.

Canola oil contains only seven percent saturated fat – the least of all oils. Lard, butter, cottonseed, palm and coconut oils all contain more than 27 percent saturated fat making them unsuitable sources of healthy fats.

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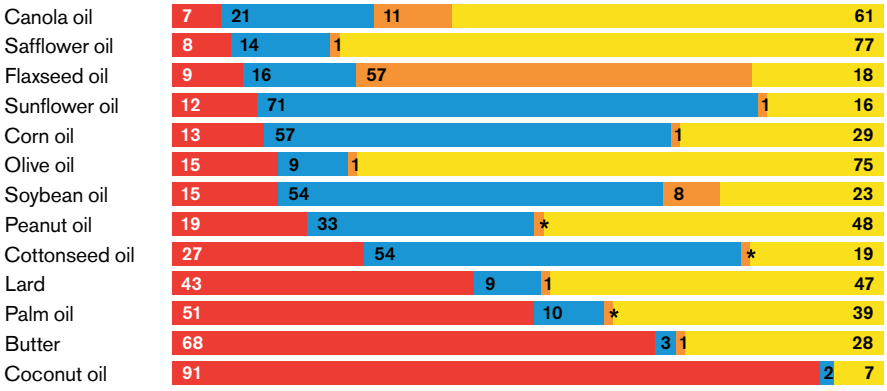
Comparison of Dietary Fats



*Trace

Fatty acid content normalized to 100%

Source: POS Pilot Plant Corporation

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Consumption of oils in their natural state is the best way to conserve their nutritional characteristics; however, common uses of oil are sautéing, baking and frying. The Culinary Oil Smoke Points chart shows the different smoke point temperatures of common oils.

Culinary Oil Smoke Points

Culinary oil	Smoke point (°F)	(°C)
Sunflower High-oleic	478	248
CANOLA HIGH-OLEIC	**475**	**246**
Peanut	471	244
CANOLA	**468**	**242**
Safflower High-oleic	468	242
Sunflower	464	240
Corn	453	234
Soybean	453	234
Safflower	446	230
Grapeseed	435	224
Olive Processed	428	220
Extra Virgin Olive	331	166

Optimal deep frying temperature: 365-375°F (185-190°C)

Source: University of Lethbridge

Smoke point is the heat threshold at which oil starts to break down and literally smoke. Canola oil has one of the highest smoke points at 242 degrees Celsius, making it ideal oil for almost any culinary application. Most other oils are not so heat-resistant.

Modifying eating habits in a person with diabetes is a slow process. Gradual changes will help the person experience the most positive impact on health so start with one simple change, like switching to healthier cooking oil.

Finally, to achieve success it is essential for the entire family to get involved. When everyone adopts these changes, the person with diabetes has a much greater chance of success and the entire family experiences the joy and health benefits of an improved diet. ●

Debby Braun is a food engineer, consulting dietician to the Mexican Olympic Committee and university nutrition advisor in Mexico City.

STRIP STEAK, CHILE AND ONION TACOS

By Alfredo Oropeza, host of "Al Sabor del Chef" and cookbook author, Mexico City

The smokiness of chipotle chiles and freshness of green chiles combine to create the authentic flavour of Mexican cuisine. Say goodbye to ground beef and packaged seasoning…this is taco night done right.

Ingredients

2 Tbsp (30 mL)	**canola oil**
1 clove	**garlic**, chopped
1/2	**onion**, sliced into strips
4-5 about 16 oz (500 g)	**top loin strip steaks**, sliced into strips
8	**pearl or chambray onions**
3	**tomatoes**, chopped
2	**chipotle chiles**, chopped
1/2 tsp (2 mL)	**black pepper**
2	**green chiles**, sliced into strips
12	**corn tortillas**
1 cup (250 mL)	**fat-free refried beans**

Instructions

1. Use a sauté pan to heat canola oil over medium-high heat. Add garlic, sliced onion and beef and sauté five minutes or until beef reaches desired doneness. Add pearl onions, tomatoes and chipotle chiles. Add green chiles and season with pepper.
2. Warm tortillas, spread refried beans evenly on each, add sautéed mixture and fold into tacos. Serve with guacamole.

Yield: 6 servings. **Serving size:** 2 tacos.

Nutritional Analysis Per Serving:

Calories	310
Total Fat	7 g
Saturated Fat	1 g
Cholesterol	40 mg
Sodium	300 mg
Carbohydrates	41 g
Fibre	5 g
Protein	23 g

This recipe was created for CanolaInfo's World Heart-Smart Recipe Collection. For the entire collection, go to www.canolainfo.org

CANOLAINFO PROMOTES DIABETES-FRIENDLY EATING IN MEXICO

In honour of World Diabetes Day on November 14, 2010, CanolaInfo is kicking off a new alliance with the Mexican Diabetes Federation (Federación Mexicana de Diabetes or FMD) to promote heart-smart eating among people with diabetes in Mexico.

Joint activities will include media outreach, recipe sourcing, educational seminars and the development of resource materials. A press conference about ways to prevent and manage diabetes, organized by the FMD and supported by CanolaInfo, will be held in Mexico City and Guadalajara during the week of World Diabetes Day.

Canola oil is the number two cooking oil by volume in Mexico, but it is number one in health. CanolaInfo, through its FMD alliance and other promotional activities, is working to let Mexicans know this important message: Olé, olé, olé to the "**Can**"adian "**ola**!"

Angela Dansby, communications manager for CanolaInfo, is based in Chicago, Illinois.

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