

CANOLA Digest

THE SOURCE FOR CANADA'S CANOLA GROWERS

NOVEMBER 2011

MARKETING & EXPORTS

Fit to fuel the EU biodiesel market • Crop diagnostic dilemmas • Know your break-even



GROWING GLOBAL MARKETS

Follow Canadian
canola's journey to
market – from the
farm to the world.



Grow more. Make more.

©2011 Cargill, Inc. All rights reserved.



When it comes to canola hybrids, VICTORY[®] Canola is driving innovation that pays off for you. Discover how our advanced agronomics and financial tools can push your yields higher and grow your profits while reducing your risk. Get more for your canola dollar with VICTORY[®].

Scan the code for access to grower trial updates and more at victorycanola.com





EDITORIAL OFFICE

Editor
Debbie Belanger
Canola Council of Canada
400 – 167 Lombard Avenue
Winnipeg, MB R3B 0T6
(204) 982-2108 Fax: (204) 942-1841
E-mail: editor@canoladigest.ca

Production
Amanda Howard
(403) 410-7656
E-mail: amanda.howard@adfarmonline.com



ACPC OFFICE

Ward Toma
Alberta Canola Producers Commission
#170, 14315 – 118 Avenue
Edmonton, AB T5L 4S6
(780) 454-0844 Fax: (780) 465-5473
E-mail: ward.toma@canola.ab.ca



Manitoba
Canola Growers

MCGA OFFICE

Bill Ross
Manitoba Canola Growers Association
400 – 167 Lombard Avenue
Winnipeg, MB R3B 0T6
(204) 982-2120 Fax: (204) 942-1841
E-mail: rossb@mcgacanola.org



SaskCanola OFFICE

Catherine Folkersen
SaskCanola
212 – 111 Research Drive
Saskatoon, SK S7N 3R2
(306) 975-0262 Fax: (306) 975-0136
E-mail: cfolkersen@saskcanola.com

ADVERTISING SALES

WTR Media Sales Inc.
1024 – 17 Avenue S.E.
Calgary, AB T2G 1J8
Brian Samletski
(780) 486-4400, (403) 296-1342
Toll free: 1-888-296-1987
E-mail: brian@wtrmedia.com
Linda Samletski
(403) 296-1349
Toll free: 1-888-296-1987
E-mail: linda@wtrmedia.com



THE CANOLA DIGEST

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

CANADIAN POSTMASTER

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

PRINTED IN CANADA

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

CANOLA digest

As export markets become increasingly complex with issues from food safety to sustainability, Canada's canola industry is facing both challenges and new opportunities. This issue explores the effort to address market access issues, from the industry level right down to on-farm production practices.



CONTENTS

NOVEMBER 2011

THE EDITOR'S DESK

- 4 Satisfying our customers

ON OUR COVER

- 5 Growing global markets

HEALTHY LIVING

- 8 Celebrating World Heart Day

GROWING GLOBAL

- 11 Border patrol – are you export ready?
- 15 Fed by research

INDUSTRY UPDATE

- 21 A natural fit to fuel Europe

IN THE FIELD

- 25 The journey to new seed performance data
- 28 Sclerotinia spraying – is it money well spent?
- 31 Diagnostic dilemmas

PROVINCIAL PERSPECTIVES

- 38 Alberta Canola Producers Commission
- 40 SaskCanola
- 42 Manitoba Canola Growers Association

MARKET KNOW HOW

- 45 Know your break-even

Cover: Doug Martin, a grower from East Selkirk, Manitoba gets his canola ready for delivery.

Photo by Jay Whetter.

SUBSCRIPTION INQUIRIES, ADDRESS CHANGES OR CANCELLATIONS

British Columbia call (250) 262-6585
Alberta call (800) 551-6652
Saskatchewan call (877) 241-7044
Manitoba call (204) 982-2122
Ontario call (519) 763-1200
All others call (204) 982-2100
Toll Free (866) 834-4378

To subscribe, visit www.canolacouncil.org and click on the *Canola Digest* icon. Subscription price is \$35 for Canadian and \$35 U.S. for international.

SATISFYING OUR CUSTOMERS

By Debbie Belanger



In this issue of *Canola Digest* we take a trip around the world and end up, as always, back on the farm.

It's understandable that farmers get frustrated sometimes at the measures they have to take to satisfy the requirements of our export customers. It seems that everything trickles down to the farm.

But it's also argued sometimes that satisfying the customer is what any business has to do. As an industry that exports 85 percent of everything we produce, Canada's canola industry heavily depends on keeping the export customer satisfied. In this issue of *Canola Digest*, we examine some of our largest markets, and what industry and government are doing cooperatively to maintain and increase demand for Canadian-grown canola.

"Growing Global Markets" explores what the Canola Council of Canada (CCC) is doing with government and trade representatives through the Canola Market Access Plan to open the doors and keep them open in high-value markets. Check out the map on page 6 for a snapshot of these activities.

"Fed by Research" is an article that exemplifies how research and promotion come together to create demand for Canadian canola in the Chinese dairy and aquaculture feed markets. Feed trials in China are producing results now that demonstrate canola's superiority as a feed ingredient.

Great progress has been made recently in the European Union (EU) toward opening the door to Canadian canola for the biodiesel market. "A Natural Fit to Fuel Europe" describes why this market has opened up, and what farmers who want to take advantage have to do to meet the EU's Renewable Energy Directive (RED) sustainability criteria. It's strictly voluntary and the good news is, as CCC sustainability advisor Dennis Rogoza says, "we believe that most of Canada's canola growers will readily meet the RED sustainability criteria."

GROWERS STEP UP

Now and in the next few months, growers turn their attention to seed purchases and farm management planning. This issue includes several articles in which growers talk about their own experiences.

First is Saskatchewan grower Franck Groeneweg who stepped up to help develop a new variety testing program for canola growers. Data from the Canola Performance Trials 2011 should be available in November both in booklet form and as an interactive online selection tool at www.canolacouncil.org. In "The Journey to New Seed Performance Data" Groeneweg says, "I am very impressed at how growers and the seed trade have come together with the common goal of providing science-based, unbiased data to growers."

Growers often learn as much or more from their neighbours' experiences as they do from anyone else. So in a new

regular feature called "Diagnostic Dilemmas", we take a look at a few baffling and real agronomic situations and how they were diagnosed. Here's one: A nice looking canola field in southern Saskatchewan had a few patches showing blackleg-like symptoms. But this field was in hayland for years before it was seeded to canola, so any blackleg infected crop residue should have had lots of time to decompose. What was the diagnosis? See page 31.

As "Know Your Break-Even" points out, generic numbers from a cost of production booklet are useless for marketing purposes. In this article three farmers from three very different operations share their canola marketing strategies.

Finally, our "Farmer Panel" surveys four growers with four different approaches to sclerotinia management. Deciding whether to spray to prevent sclerotinia is challenging. Each grower gives a unique perspective on assessing risk and making the spray decision.

As you can see, in this issue of *Canola Digest* we take a trip around the world and end up, as always, back on the farm. Enjoy the read! ●

A handwritten signature in black ink, appearing to read 'Debbie Belanger', with a long horizontal flourish extending to the right.

By Crystal Klippenstein

GROWING GLOBAL MARKETS



Vincent Van Dijk

As canola production continues to increase, so do efforts to expand markets around the world. A major emphasis now is on addressing access issues in key global markets.

Market access restrictions can have serious consequences for growers who make their living from Canada's most profitable crop. Canada exports 85 percent of its canola and is heavily reliant on significant sales to a handful of high-value, reliable markets: the U.S., Mexico, the EU, China and Japan.

That's why the Canola Council of Canada (CCC) is working proactively with government and trade representatives to maintain and increase access to current and potential markets through the Canola Market Access Plan 2015 (CMAP). This program is funded by industry and Agriculture and Agri-Food Canada's Agricultural Flexibility Fund.

The four major market access issues for canola are: tariffs; plant protection issues including food and feed safety (sanitary and phytosanitary); biotechnology; and sustainability. Though the majority of market access issues used to be tariffs, we've moved into an era where the concerns are much more complex.

"We're now working largely on non-tariff issues including sanitary and

phytosanitary concerns and also biotechnology," says Jim Everson, vice-president of corporate affairs for the CCC. "There's no quick solution to these issues, which emphasizes how important research and science-based trade rules are for canola."

Growers also play an important role in mitigating market access issues by growing canola using the best production practices outlined in the CCC's Export Ready program, including:

- Seeding only registered varieties.
- Using only pesticides approved for canola production.
- Applying pesticides at the correct rate, timing and pre-harvest intervals.
- Following canola storage recommendations and ensuring all storage bins are free of treated seed and animal protein. Not using malathion in storage bins before storing canola.
- Growing blackleg resistant varieties and using practices that reduce blackleg infection. ●

continued on page 6

CANOLA IN ACTION ABROAD

Vincent Van Dijk is an EU affairs advisor and lobbyist based in Brussels, Belgium, who has been working with the CCC to have canola qualify under the EU's new rules on the Renewable Energy Directive, also known as RED. The RED is a framework for ensuring sustainable production of feedstock for biofuel used in the EU. Van Dijk took some time to chat about his work with *Canola Digest*.

CD: What have been the biggest challenges in your work on canola access to the EU?

VVD: It is similar to experiences I had working for other clients: some EU growers tend to view new EU rules as a way to keep non-EU products out of the market. But that is often unjust, as many products from other parts of the world can meet EU criteria just as well as the European products can. So we are seeking to work with EU growers wherever we can, because there are many areas where we have common interests.

CD: What has been the most rewarding aspect of your job?

VVD: We are seeing growing appreciation for the way the Canadian canola industry is working with regulators in Brussels and national capitals. Also, the European non-governmental organizations are seeing that we have done a great job in making canola production sustainable, even before the RED came into force. That is very rewarding.

CD: What are your goals for Canadian canola in the EU?

VVD: The overarching objective is to grow overall access to the European market. I am not involved in product marketing, but if I can be of help in getting regulatory barriers out of the way, then that is already a job well done. ●

BACKING CANADIAN CANOLA – MARKET ACCESS WORK UNDERWAY

6



CANADA

- Exported \$7.4 billion of canola oil, seed and meal to global markets in the 2010/11 crop year.
- Canola adds \$15.4 billion to the economy each year and provides \$8.22 billion in wages for 228,000 Canadians.
- Canola's 43,000 growers play an important role in supporting open markets by growing their canola following the Export Ready guidelines described on page 11.
- Consumed 453,000 tonnes of canola oil during the 2010/11 crop year (Source: COPA).
- Used 616,000 tonnes of canola meal during the 2010/11 crop year (Source: COPA).



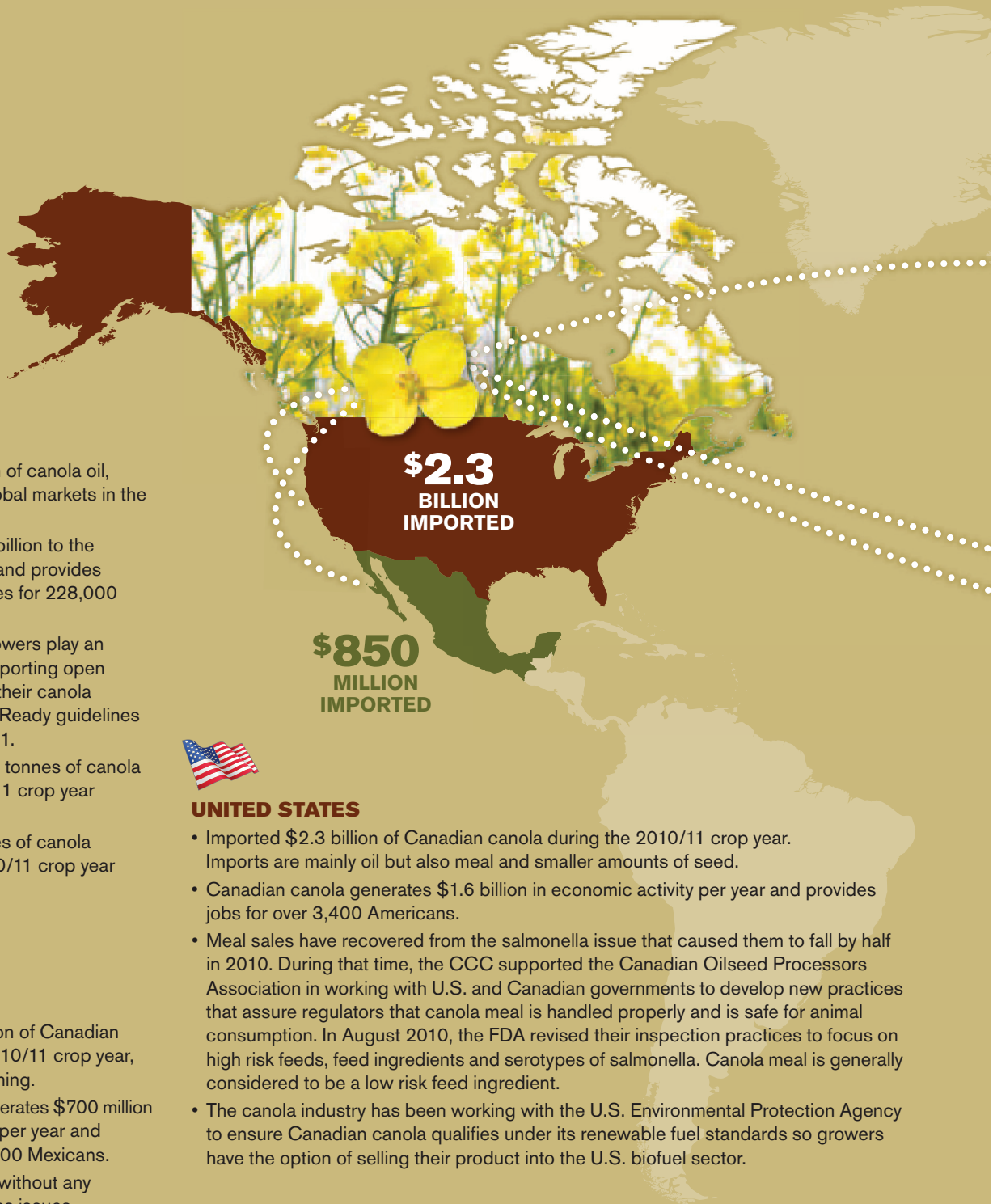
MEXICO

- Imported \$850 million of Canadian canola during the 2010/11 crop year, mainly seed for crushing.
- Canadian canola generates \$700 million of economic activity per year and provides jobs for 4,600 Mexicans.
- Strong seed market without any current market access issues.



UNITED STATES

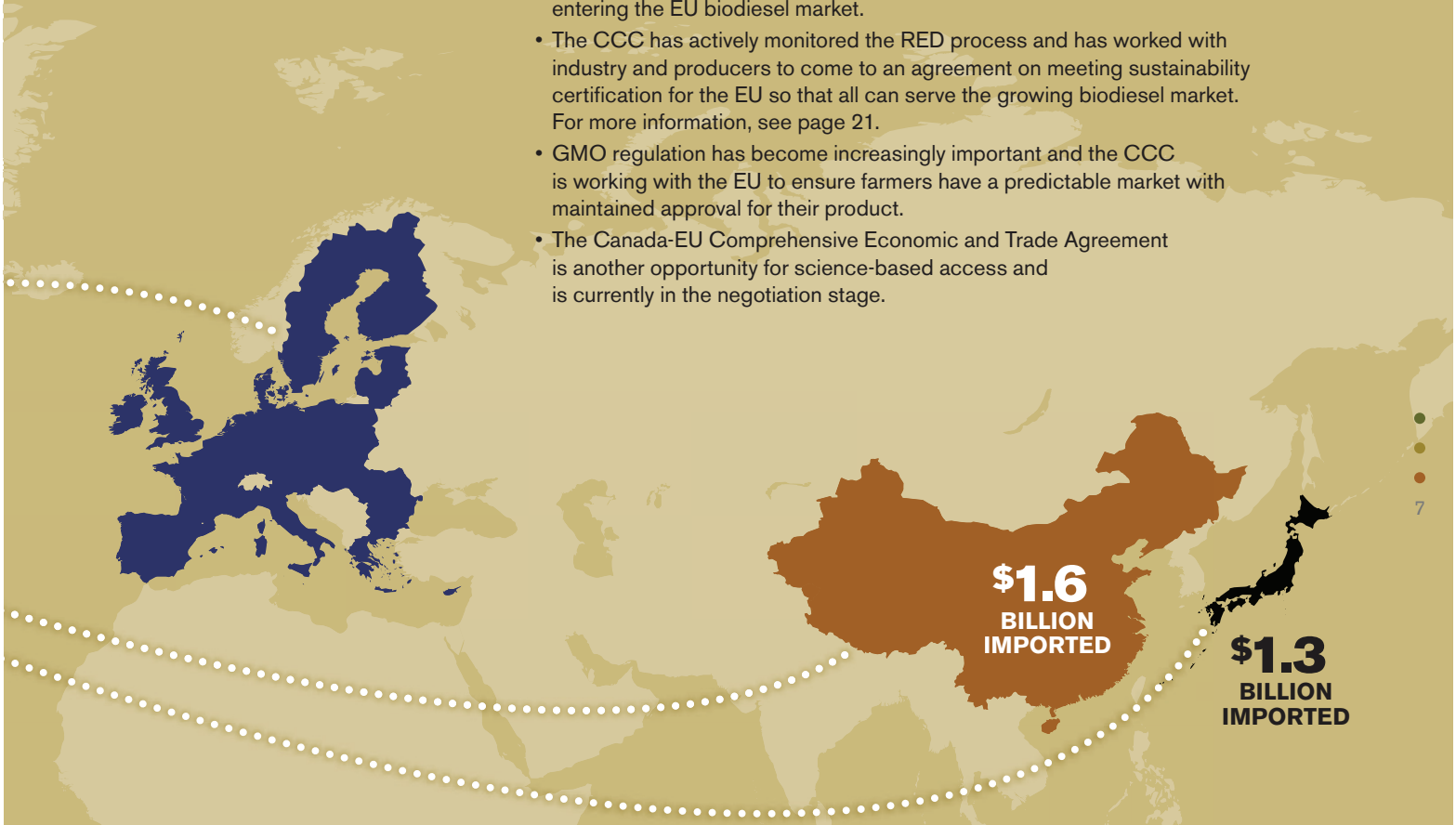
- Imported \$2.3 billion of Canadian canola during the 2010/11 crop year. Imports are mainly oil but also meal and smaller amounts of seed.
- Canadian canola generates \$1.6 billion in economic activity per year and provides jobs for over 3,400 Americans.
- Meal sales have recovered from the salmonella issue that caused them to fall by half in 2010. During that time, the CCC supported the Canadian Oilseed Processors Association in working with U.S. and Canadian governments to develop new practices that assure regulators that canola meal is handled properly and is safe for animal consumption. In August 2010, the FDA revised their inspection practices to focus on high risk feeds, feed ingredients and serotypes of salmonella. Canola meal is generally considered to be a low risk feed ingredient.
- The canola industry has been working with the U.S. Environmental Protection Agency to ensure Canadian canola qualifies under its renewable fuel standards so growers have the option of selling their product into the U.S. biofuel sector.





EUROPEAN UNION

- Canada has limited sales of canola seed directly to the European market which is aimed at the biodiesel sector.
- In the 2010/11 crop year, almost \$500 million of seed was marketed to the United Arab Emirates. A significant amount is processed in the UAE before entering the EU biodiesel market.
- The CCC has actively monitored the RED process and has worked with industry and producers to come to an agreement on meeting sustainability certification for the EU so that all can serve the growing biodiesel market. For more information, see page 21.
- GMO regulation has become increasingly important and the CCC is working with the EU to ensure farmers have a predictable market with maintained approval for their product.
- The Canada-EU Comprehensive Economic and Trade Agreement is another opportunity for science-based access and is currently in the negotiation stage.



CHINA

- Imported \$1.6 billion of Canadian canola during the 2010/11 crop year. China is a significant market for seed, oil and meal.
- China is a valuable market but has concern that blackleg entering their country might migrate to their rapeseed crops.
- The CCC and Government of Canada are working closely with China on a joint research project that will be essential in maintaining trade. The research is a way for both countries to better understand blackleg and mitigate its transfer to the Chinese crop.



JAPAN

- Imported \$1.3 billion of Canadian canola during the 2010/11 crop year, mainly seed for crushing.
- Bilateral trade agreement talks are currently underway.
- Japan is Canadian canola's most valuable long-term seed market and the relationship includes twice annual formal discussions between the two countries. The discussions ensure Japan knows what's underway with the Canadian crop, current markets and research, and anything else that might influence trade.

* Export statistics source: Statistics Canada

CANOLAINFO CELEBRATES WORLD HEART DAY IN NORTH AMERICA AND INDIA

By Angela Dansby

Through farmer levies and government funds, CanolaInfo is promoting and helping to expand markets for Canadian canola oil.

8

W

orld Heart Day, an annual observance of the World Heart Federation (WHF) on September 29, aims to empower people to look after their own hearts. This year's theme was "Home is Where the Heart is," calling upon families to take action at home.

For the second year in a row, CanolaInfo – the oil promotion program of the Canola Council of Canada – partnered with the WHF, a non-profit organization dedicated to leading the global fight against heart disease and stroke. The goal was to raise awareness about heart-smart eating, such as choosing the right types of fat like canola oil.

CanolaInfo launched media campaigns in Canada, the United States, Mexico and India, featuring a "Home is Where the Heart is" recipe collection made with canola oil, heart health information at CanolaInfo.org and social media fun, including an interactive Facebook game at [Facebook.com/CanolaInfo](https://www.facebook.com/CanolaInfo). In addition, CanolaInfo and the WHF co-produced a "Home is Where the Heart is" brochure and 2012 calendar with heart-healthy tips and recipes.



CanolaInfo
Heart-Healthy Kitchen
Facebook game

CANADA

CanolaInfo kicked off its World Heart Day media outreach with a heart-healthy dinner on April 20 in Toronto for lifestyle magazine journalists. Julie Van Rosendaal, Canadian cookbook author, food writer (DinnerwithJulie.com) and mother, demonstrated how to prepare recipes from her "Home is Where the Heart is" recipe collection, and they were then served to the journalists. Eldon Smith, O.C., M.D., cardiologist, professor

emeritus of medicine at the University of Calgary and chair of the Canadian Heart Health Strategy and Action Plan, talked about the importance of healthy lifestyle habits in cardiovascular disease (CVD) prevention.

"CVD is largely preventable," Smith noted. "Consuming a nutritious diet low in saturated and *trans* fats is essential for protecting the heart, along with regular exercise, maintaining a normal body weight and not smoking. People have the power to reduce their risk of CVD with relatively simple changes to their lifestyle."

In attendance at the Toronto event were staff from *Canadian Family*, *Chatelaine*, *Glow*, *Today's Parent* and *Zoomer* magazines among others. *Chatelaine* gave a shout out to CanolaInfo for hosting the event in its July 2011 issue.

On September 1, CanolaInfo issued a news release about World Heart Day and Van Rosendaal's recipes to daily news media. CanolaInfo Manager Shaunda Durance-Tod further spread the word in a radio interview on 790 CFCW in Edmonton.

"It's easy to fall into bad eating habits," noted Van Rosendaal, who benefitted from healthy lifestyle changes herself. "But with the right tools and planning, it's just as easy to adopt healthy eating habits that will help you lose and keep off weight as well as look after your heart."

UNITED STATES

A widespread media campaign, featuring recipes from the "Home is Where the Heart is" collection by American Alison Lewis, president of Ingredients, Inc., cookbook author and mother, was covered by Yahoo! Politics and Reuters among about 200 online and print publications. The recipes were supported by heart health tips from Suzanne Steinbaum, D.O., director of women and heart disease at Lenox Hill Hospital's Heart and Vascular Institute in New York.

Steinbaum also participated in a radio media tour on September 20 about CVD prevention, World Heart Day and CanolaInfo's recipes. Twenty radio outlets interviewed her, including Voice of America (broadcast to more than 90 million listeners worldwide), a nationally syndicated show (aired on more than 50 stations) and stations in major U.S. markets from Los Angeles to New York.

"Scientific evidence shows that CVD risk factors can have cumulative effects over time," Steinbaum said. "This underscores the importance of developing healthy habits at an early age."

Kicking off the campaign on September 1 along with a news release, Lewis was



CanolaInfo "Twitterview" with Alison Lewis, president of Ingredients Inc.



(above, l-r) Jorge Mejía Cervantes, account executive, Martec Porter Novelli; Angela Dansby, CanolaInfo communications manager; Cory McArthur, Canola Council of Canada vice-president of market development; Guadalupe Garcia de Leon, chef instructor and cookbook author; Debby Braun, consulting dietitian to the Mexican Olympic Committee; and Jessica Rivera, account supervisor, Martec Porter Novelli.



A journalist in Mexico City prepares a heart-healthy dessert made with fresh fruit and canola oil at CanolaInfo's World Heart Day event.

interviewed by CanolaInfo staff in a "Twitterview" (interview on her Twitter page) about heart-smart cooking at home. She also hosted a Facebook party on CanolaInfo's page on World Heart Day to encourage discussion among fans about cooking for the heart.

"As a mom, it can be a struggle to create healthy meals my kids will eat," Lewis said. "I succeed by using healthy ingredients to recreate classic kids' dishes that offer fun with every bite."

CanolaInfo also teamed up with MealMakeoverMoms.com and the American Association of Diabetes Educators to produce a podcast and webinar, respectively, about ways to protect the heart through the diet, including canola oil. Consumer impressions totaled about 200 million with the media outreach and the webinar sold out with more than 200 worksites of diabetes care professionals.

MEXICO

On World Heart Day, CanolaInfo hosted a day-long media event at the new wellness centre of famous Chef Alfredo Oropeza to enlighten journalists about their own health, CVD prevention, nutrition and dietary fats. The event ended with a hands-on cooking class that showed participants how to make heart-healthy, traditional Mexican dishes made with canola oil. Cory McArthur, vice-president of market development at the Canola Council of Canada; Debby Braun, consulting nutritionist to the Mexican Olympic Committee; Dr. Luis Alcocer, chief of cardiology, Hospital General de Mexico; and Guadalupe Garcia de León, chef and award-winning cookbook author, were the presenters.

INDIA

CanolaInfo promoted recipes from the "Home is Where the Heart is" collection that were appealing to Indian consumers, supporting them with heart health and dietary fat information from cardiology and nutrition spokespeople. Dr. Aashish Contractor, head of Preventive Cardiology and Rehabilitation at the Asian Heart Institute and Rekha Sharma, president of the Indian Dietetic Association, offered "food for thought" in media interviews about choosing the right types of fat in the diet. Recipe placements were in *Health & Nutrition* magazine and *HealthMeUp.com* among others. ●

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

LOOKING FOR CASH FLOW SOLUTIONS?

Cash advances for your stored grains and oilseeds are now available from CCGA. You get:

- Flexibility to sell your commodity when market conditions are favourable
- Up to \$400,000 advance with \$100,000 interest free
- Up to 18-month repayment period

3 ways to apply:

- 1 On-line at www.ccca.ca
- 2 Call **1.866.745.2256**
- 3 Fill out an application at your local elevator

The 2011-12 cash advance program administered by CCGA is made available to Canadian farmers through Agriculture and Agri-Food Canada's Advance Payments Program.



BORDER PATROL

By Bruce Barker

Are you export ready?

One bad apple can spoil the whole bunch. So can one misapplied pesticide or one de-registered variety.

With 85 percent of canola production exported from Canada, the entire canola industry depends on grower production practices aligning with importer regulations.

“What we do with the Export Ready program is monitor export market issues and make sure that Canadian production practices align with export market requirements,” says Jim Everson, vice-president of corporate affairs with the Canola Council of Canada (CCC).

“The Council works with various government agencies like the Canadian Food Inspection Agency (CFIA) and Agriculture and Agri-Food Canada (AAFC) to ensure that canola exports don’t run into a market access issue.”

The Export Ready program is aimed at informing growers of market access restrictions. It is supported by the CCC, including grower levies, with funding by the federal government. Restrictions include: not growing deregistered varieties, avoiding the use malathion in storage bins and paying attention to pre-harvest spraying intervals.

“I think the CCC, along with provincial canola grower associations, have done a good job of communicating the Export Ready program,” says Brett Halstead, a canola grower from Nokomis, Saskatchewan and Chairman of SaskCanola. “For our farm, it now isn’t so much about modifying my production practices but it makes me aware of the issues and is a good double check on our practices.”

MRLS HAVE CHANGED

Countries are becoming increasingly strict about residues in the commodities they import. For example, the U.S. has a zero tolerance for pesticides that do not have an approved tolerance.

Everson says the CCC continually monitors maximum residue limits (MRLs) in all export countries and when changes occur, works with AAFC to determine the impact of these changes. In cases where Canadian MRLs are out of step with other countries, Canada works with industry partners to ensure their MRLs will not affect trade.

Lindane seed treatment for flea beetle control, found in products such as Vitavax RS, Foundation and others,



Brett Halstead

is an older example of an MRL causing a market access issue. Lindane was never approved for canola in the U.S. and no tolerance was ever set, essentially meaning the MRL is 0. With the U.S. being the top oil and meal market for Canadian canola, worth over \$800 million each year, the continued use of lindane in Canada would have resulted in a loss of this market. As a result, the manufacturers of lindane voluntarily withdrew the insecticide from the Canadian market.

For a complete list of Export Ready best production practices, including de-registered varieties and pesticide restrictions, visit canolacouncil.org.

continued on page 12

While lindane was removed from the Canadian market, several other pesticides require special consideration in canola because they are still available for use. For example, Amitrol is a herbicide used for dandelion and annual weed control before seeding. However, there is zero tolerance for residues of Amitrol in Japan, so growers are cautioned to avoid using it prior to seeding canola.

Malathion is an insecticide used to treat grain bins for stored grain insects and for in-season control of flea beetles, diamondback moths and grasshoppers in canola. But it cannot be used to treat bins where canola will be stored or to treat canola as it goes into storage. In addition, canola should not be stored in bins within six months after they are treated with malathion.

Malathion residues are a concern in the Japanese market, but can affect all export markets. The Japanese industry is very concerned over food safety issues and their food safety legislation prohibits entry of any commodity if pesticide residues are found above the allowable limit.

Ronilan fungicide is another product with market access issues for Canadian canola growers. The U.S. no longer has a tolerance for vinclozolin residues (Ronilan's active ingredient), so growers are advised to avoid the use of Ronilan on canola.

For all pesticide products, meeting MRL requirements in export markets requires that growers only use registered pesticides on canola and always apply at the rate and timing listed on the label. Application timing is especially important for pre-harvest interval – the time between application and cutting the crop either by swathing or straight combining. Applying the product too close to harvest can result in higher residue levels and could cause an MRL market access issue.

“Pre-harvest intervals are one area where the Export Ready program may need some more communication work. For example, if there is a spraying delay

and bugs are eating your crop, some producers might not stop and consider the pre-harvest interval of all insecticides before spraying,” says Halstead.

ONLY GROW REGISTERED VARIETIES

Many countries have legislation for genetically modified crops, food and feed, including imports. Canola must only contain seed with genetics that have been approved by the importing country. As a result, several varieties are now no longer registered for sale in Canada because the importing country has a zero tolerance for the genetically modified events in the variety.

Examples of de-registered varieties include a Roundup Ready Polish variety (Hysyn 101RR) that was not approved in Japan, a line of older Liberty Link varieties with genetic event MS1RF1, and bromoxynil-tolerant varieties not approved for Europe or South Korea. With Canadian canola seeking approval for use in Europe, if these varieties are detected the expanding European market would be in jeopardy.

Grain companies require canola growers to sign a Declaration of Eligibility affidavit, stating the canola delivered is registered. If the delivery contains de-registered varieties, the penalty can be up to \$400,000 to cover the costs associated with contamination of a bin or shipment.

“Canola adds \$15.4 billion annually in economic activity in Canada. Programs like Export Ready and the Canola Market Access Plan will help ensure current and potential markets aren’t affected by production practices here at home.”

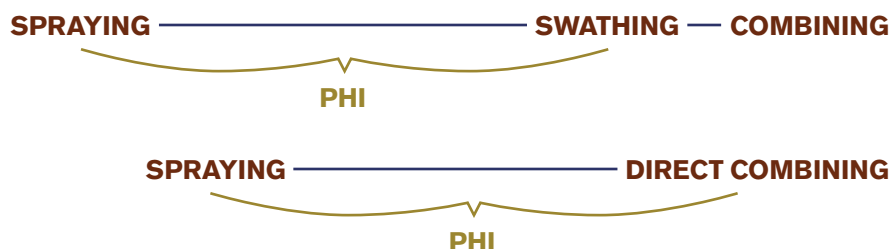
– Jim Everson

“The other real issue is market access, not just the threat of penalties,” says Halstead.

Everson says the Export Ready program is part of the overall Canola Market Access Plan (CMAP), which is a strategy for maintaining and increasing access to current and potential markets. The Plan includes a long-term global strategy, a rapid response plan, specific market access plans and a communication and outreach strategy. AAFC’s Agricultural Flexibility Fund is supporting CMAP, including Export Ready.

“Canola adds \$15.4 billion annually in economic activity in Canada,” says Everson. “Programs like Export Ready and CMAP will help ensure current and potential markets aren’t affected by production practices here at home.” ●

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



A pre-harvest interval refers to the time between pesticide spraying and when your crop is swathed or direct combined. For a list of pre-harvest intervals on common canola products visit canolacouncil.org and follow the Export Ready link.

A new peak in contracts.

When it's time to market your canola, give us a call. We're Bunge, Canada's largest canola processor. We offer convenient on-farm pick up for all IP canola contracts. We've got flexible delivery options for you to choose from. Transactions are easy and we make sure you have plenty of marketing choices.

As canola specialists, we know what's happening in the markets, nationally and internationally. We're constantly talking with food and food service companies, developing new markets and new oil products.

Speaking of the markets, there's an ever-increasing demand for Nexera™. That's why we've added crushing capacity specifically for Nexera contracts. Starting in 2012, all Bunge crushing plants in Western Canada will be processing Nexera on a monthly basis.

Let's talk. Give a Bunge grain marketing specialist a call today.

BUNGE

Nexera™
C A N O L A

™ Trademark of Dow AgroSciences LLC
08/11-16937B

WHAT'S MORE
IMPORTANT THAN
SELECTING THE
RIGHT SEED?

NOTHING.

canola²⁰¹¹

PERFORMANCE TRIALS

Over 1,300 prairie canola growers ranked variety performance data as the most important agronomic information. So, to provide you with the critical facts you need to inform your seeding decisions, we're pleased to bring you the **Canola Performance Trials 2011**.

This next generation testing program was developed by representatives from across the industry to give you:

- Relevant, unbiased and timely performance data that reflects actual production practices.
- Comparative information between current market leaders and soon to be introduced varieties from major line companies, independent retailers and seed companies.
- Detailed reporting on agronomic characteristics (such as yield, height and lodging) and performance variables (such as weather, soil type and seeding date).

For more information, visit www.canolacouncil.org and watch for this year's trial results online or at an agri-retailer near you.

This important
message brought
to you by:



FED BY RESEARCH

By Crystal Klippenstein

When an appetite for dairy increases in a nation that is home to one-fifth of the world's population, the ripple effect is felt across the globe. New feed trials aim to give China's fast growing feed industry confidence in the milk-producing advantages of Canadian canola meal.

In China, consumption of dairy quadrupled between 2000 and 2009 – from seven to 28 kilograms per person. As demand for dairy increases, so does the number of dairy cattle.

From 1998 to 2009, cow numbers in China grew by 11 percent annually and the country is now estimated to have 7.3 million milking cows, making it the world's third largest after India and the U.S. In those same years, milk production increased by 18 percent each year, all in an effort to satisfy the population's move toward a middle class lifestyle, including a protein-based diet, with



Sanyuan Dairy near Beijing

increased consumption of meat, eggs and milk products.

To meet the demand, the poultry, livestock and aquaculture industries in China are expanding, fueling the growth of the feed industry and feed ingredient markets.

There's no doubt China is an important market for Canadian canola and canola meal. The country is unable to satisfy its burgeoning plant protein requirements and needs to import protein supplements such as canola meal. As the crush capacity and amount of canola seed crushed in Canada has increased, so too have our exports of canola meal to China, increasing from 33,000 tonnes in 2009 to 825,000 in 2010.

"As we illustrate the value of canola to Chinese agriculture, we create a product of higher value and encourage sustained market demand for canola produced by Canadian growers."

– Les Nernberg

To demonstrate canola meal's profile as a premium feed ingredient with the ability to increase milk production, the Canola Council of Canada (CCC), together with Agriculture and Agri-Food

Canada, undertook five large-scale demonstration feeding trials in China using canola meal in dairy cow diets. The results are currently moving to publication. The CCC is also cooperating with a large aquaculture feed company in China on a series of fish feeding trials to illustrate the use of canola meal in aquaculture diets.

The CCC's canola meal manager Les Nernberg notes that for Chinese animal nutritionists, seeing is believing. "We conducted the demonstration feeding trials in China to provide knowledge and confidence to its animal feed industry on the value and use of canola meal in their dairy and aquaculture feeding programs," he says. "We are confident that using canola meal can be an important step for China as it works toward improved productivity, profitability and efficiency in its dairy and aqua industry."

Nernberg notes that another important aspect of the research was to show the significant differences between traditional rapeseed grown in China and canola grown in Canada. Traditional rapeseed is of inferior quality to canola because it has higher levels of glucosinolates, which have a negative effect on feed intake and animal performance.

From these trials, the CCC has demonstrated to the dairies that canola meal can be used at higher levels than Chinese rapeseed meal and will not have any negative effects on dairy cattle.

The CCC's dairy nutrition consultant in China, Dr. Ruojun Wang, coordinated the trials with support from the participating dairy companies, universities and relevant government agencies. He will be communicating the study results at industry meetings across China.

FEED TRIAL RESULTS

Five of China's largest dairy companies responsible for the majority of milk production were chosen for the trial: Sanyuan, Mengniu, Yili, Nanjing Weigang and Shanghai Bright. The individual farms at which the trials were held were large, efficient operations with between 1,000 and 10,000 cows in milk production.

At three of the five farms, the cows that were fed canola meal had higher milk production (ranging from 0.3 to 1.4 litres more per cow per day) than the cows fed soybean meal or distiller grains as protein sources. At the other two farms, the milk production of canola meal fed cows was equal to the production of cows fed other protein sources. Several dairies are already using or planning to use canola meal in their feed.

There were also feed cost savings from using canola meal at all the farms. For example, Sanyuan Dairy noted a feed cost savings of 0.85 RMB per cow per day. If extended across the whole Sanyuan dairy farm system, this equates to over \$1 million per year. After the trials, all of the dairy farms in the Sanyuan Group are now using canola meal made in Canada or from locally crushed rapeseed imported from Canada.

"We're already seeing increased demand for canola meal from the dairies involved in the feeding trials," says Dr. Wang. "We have scientific evidence of canola meal's benefits as a feed ingredient and the next step will be to share the results within the entire dairy industry in China, so they can feel confident that canola meal is a good fit for their businesses."

AQUACULTURE RESEARCH

Responsible for two-thirds of the world's aquaculture production and producing 16.2 million tonnes of aqua feed in 2010, it's clear that the Chinese aquaculture industry has the potential to become an important market for Canadian canola meal. In order to ensure the industry of canola meal's fit, Dr. Wang managed two aquaculture studies looking at the use of canola meal as a feed ingredient.

Both studies were conducted with China's largest aqua feed company, Tongwei Group, which is responsible for 10 to 15 percent of China's aqua feed.

The first study looked at the durability of canola meal pellets in water. The second study was a tilapia feeding trial that is currently wrapping up with data not yet statistically analyzed.

"Because of our efforts in education and trials, feed companies' appreciation of canola meal's quality is increasing and they are willing to pay more than 80 to 100 rmb/t over locally crushed rapeseed or Indian mustard meal," says Dr. Wang.

"At the end of the day, it's not just China that's set to benefit from these trials," says Nernberg. "As we illustrate the value of canola to Chinese agriculture, we create a product of higher value and encourage sustained market demand for canola produced by Canadian growers." ●

Crystal Klippenstein is communications coordinator with the Canola Council of Canada.



DR. RUOJUN WANG

Dr. Ruojun Wang, or RJ as he's known to his CCC colleagues, has been working as the CCC's dairy nutritionist in China for the past six years to educate Chinese feed users about the benefits of canola meal. Since beginning his work with the CCC, RJ says he has translated his book knowledge to a full-practice understanding of the canola industry as a chain and the value it brings over competitive products.

RJ says the most exciting aspect of his work with the CCC has been having the opportunity to be the first person working in China who is demonstrating the benefits of canola meal in dairy cows while also working jointly with dairy farms, academics and the government. RJ truly believes in the work he is doing and says he loves working on behalf of the Canadian canola industry because it produces "a quality, Canadian product that can bring good benefits to the China feed, dairy and livestock industries." ●





D3153

NEW

**Your retailer's
carrying a great
new hybrid.**

Sold exclusively through select Independent and Co-op retailers.

Pioneer® canola hybrids **D3151** and **D3152** from DuPont™ have delivered some great results in past seasons.

Now we're adding **D3153**, a high-performing Roundup Ready® hybrid with an excellent agronomic package. **D3153** delivers high yield potential, exceptional standability and great harvestability!

Get the top-yielding Pioneer brand canola hybrids you want, where you want them. They're available from select Independent and Co-op retailers, and backed by DuPont.



The DuPont Oval Logo and The miracles of science™ are registered trademarks or trademarks of E. I. du Pont de Nemours and Company. E. I. du Pont Canada Company is a licensee. Member of CropLife Canada. Pioneer®, the Trapezoid symbol and Pioneer Protector® are registered trademarks of Pioneer Hi-Bred International, Inc. ® Roundup Ready is a registered trademark used under license from Monsanto Company. © Copyright 2010 E. I. du Pont Canada Company. All rights reserved.



PIONEER
A DUPONT BUSINESS



The miracles of science™

**Who says you can't
win them all?**





InVigor®

We haven't just been number one this year, the past five years or even the last decade. No, InVigor® hybrids have been number one in yield for fifteen years running.

InVigor was founded on the endless pursuit of excellence, creating superior genetics that consistently deliver outstanding early season vigor, high stress tolerance and most importantly YIELD.

And our all-star lineup of hybrids gets even better for 2012, with the launch of five new, high yielding future hall-of-famers.

Chalk up another win for InVigor!



Bayer CropScience

BayerCropScience.ca/InVigor or 1 888-283-6847 or contact your Bayer CropScience representative.

*Source: Public Co-op trials.

Always read and follow label directions. InVigor® is a registered trademark of Bayer. Bayer CropScience is a member of CropLife Canada.

08/11 - BCS11026

DON'T JUST PERFORM... OUTPERFORM

5525 CL
5535 CL

5525 CL COMES THROUGH LIKE A CHAMPION

5525 CL, for mid to long season zones, consistently outperforms all Clearfield® competitors and challenges the yields of top varieties in any system.

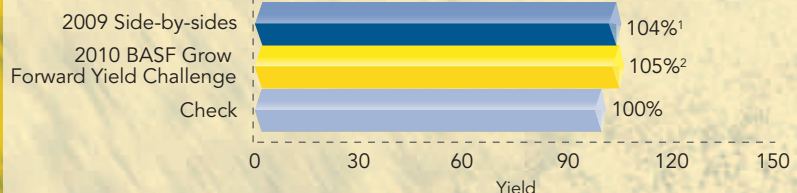
BrettYoung's newest Clearfield addition, 5535 CL, is the yield leader in short season zones, making this newcomer a top performer.

In the end, it all comes down to performance, and BrettYoung brings a new standard of excellence to the field.

brettyoung.ca 800-665-5015



5525 YIELD RESULTS



¹ Check varieties from 8 field side-by-side trials include PH 46P50, InVigor 5440, PH 45H73, CT 1651 and DK 71-40.
² Checks 16 field scale 2010 BASF Grow Forward Yield Challenge trials include D 3150, DK 71-45 RR, InVigor 5020, 5030, 5440, 8440 and PH 45H28.

"In any field, a gold medal performance is a result of preparation, hard work and unwavering support."

JON MONTGOMERY

2010 Olympic Gold Medalist – Skeleton
2008 World Championship Silver Medalist

BrettYoungTM

BrettYoung is a trademark of BrettYoung Seeds Limited. Clearfield® is a registered trademark of BASF.
11035 10.11

A NATURAL FIT TO FUEL EUROPE

By Heidi Dancho

Canada's canola industry gears up to help satisfy the world's largest market for sustainable biodiesel.

Canada's canola industry celebrated a few milestones in biodiesel market opportunities this summer. The Government of Canada enacted the renewable fuels standard, and a new program was launched to help meet Europe's demand for biodiesel feedstocks.

Not only is the EU the world's largest biodiesel market, it is also about to double in size, representing a considerable new marketing opportunity for Canadian farmers who want to participate.

"As early as November and December 2011, Canadian canola should have started to flow into the EU's biodiesel market," says Dennis Rogoza, an advisor on sustainability issues for the Canola Council of Canada (CCC). Rogoza has been working with the CCC on biodiesel market development and regulatory affairs in Canada, the U.S. and Europe.

"This is a great opportunity for farmers who choose to participate," says Brian Chorney, a canola grower from East Selkirk, Manitoba. Participating farmers will need to work directly with their grain company and meet the on-farm sustainability criteria required by the EU's Renewable Energy Directive (RED).

The RED, which took effect in December 2010 and is being implemented now, requires that all 27 member states have 10 percent renewable content in transportation fuels by 2020. Higher demand, plus a poor canola crop in Europe is already creating a shortfall in feedstocks, which is only expected to grow as the market ramps up over the next decade.

"Although this could potentially be filled by soybeans from Argentina and the U.S., there is a huge interest in importing canola right now," says Cory McArthur, vice-president of market development for

"We believe that most of Canada's canola growers will readily meet the RED sustainability criteria."

– Dennis Rogoza

the CCC. Canola is a natural fit because most of Europe's biodiesel plants were designed to process rapeseed/canola. Another advantage for canola-based biodiesel is that the RED ensures the EU only uses sustainable biofuels, which generate a net greenhouse gas saving and have no negative impact on biodiversity or land use.

"This new export market opportunity for Canadian canola is an important part of reaching our industry-wide target of 15 million tonnes of sustained

continued on page 22



market demand and production by 2015,” says McArthur. “There are a lot of variables, but Western Canada could potentially export one to two million tonnes of seed equivalent a year into the EU biodiesel market.”

SUSTAINABILITY – A GROWING CONCERN

“Europe is actually the second market to implement sustainability criteria; the first was the U.S.,” says Rogoza, noting that progress is being made to regain access to the U.S. biodiesel market. A final piece of information requested by the U.S. Environmental Protection Agency (EPA) in order to have Canadian canola eligible under the sustainability criteria for foreign feedstocks was submitted in September.

While the U.S. model has minimal involvement by growers or trade, the EU’s RED is based on a chain of custody approach where all members of the supply chain, including farmers, must meet RED sustainability requirements confirmed by an independent scheme.

“After leading an effort to assess the RED requirements, evaluate different sustainability systems and determine end-use customer needs, the Canadian canola industry has chosen to use the International Sustainability and Carbon Certification (ISCC) system as the first system to certify canola for the EU market,” says Rogoza. The ISCC, a non-profit organization based in Germany, is the largest certification scheme and is active across many countries. “We believe that most of Canada’s canola growers will readily meet the RED sustainability criteria.”

Robert Demianew, Regional Director at Control Union Certifications, an accredited certification and auditing body for ISCC, agrees. “After a tour in June of a Canadian crusher, major elevator and canola grower, I anticipate that the vast majority of the supply chain from farmers to export points are already audit-ready,” he says. “It’s just a reflection of good management practices and abiding by Canada’s environmental and labour laws.”

KEY RED CRITERIA

A key RED criteria and pre-condition to program participation is the grower signing a Self Declaration stating that no crop was produced from a farm if any land (owned and rented) was cleared after January 1, 2008. The clearance of minor areas (less than one acre) such as a small shelterbelt or road access will not disqualify a grower from the program. “The principle is that Europeans don’t want new land cleared, particularly biodiversity hot spots like rainforests, to produce biofuels,” says Rogoza. “The good news for canola is that very little land clearance has happened in the last 30 to 40 years in Western Canada.”

Other sustainability criteria in the Self Declaration reflect good environmental and business management practices such as maintaining carbon stocks and biodiversity, proper management of soil and water resources, following the law in terms of pesticide management, and respecting employees and land rights. For more information, growers can contact their grain company or visit www.canolacouncil.org for a pre-audit checklist of the ISCC requirements.

HOW ISCC WORKS

To access the RED market, the entire supply chain must be certified, which happens through an audit process. Independent auditors that are trained and approved by ISCC conduct audits of the supply chain including growers, delivery points like elevators and crushers, export terminals, as well as storage facilities and biodiesel plants in Europe.

While all growers that decide to participate must be audit-ready, only a small random sample of growers (the square root of the total number of growers who contribute to a batch of certified product, for example 10 out of 100) will actually be audited on an annual basis. “As a grower, the process is quite simple,” says Chorney. “Once you’ve completed the pre-audit checklist,

SATELLITE MAPPING TOOL

A new satellite mapping tool being developed by Agriculture and Agri-Food Canada with the support of the CCC will be a useful screening function for the trade and auditors on the RED land clearance issue. It uses satellite imaging data from 2000 and 2010 to identify and compare forest clearance in agriculture areas. The first map only covers Alberta and Saskatchewan but in the spring of 2012, an updated map will be released that covers all crops for the 2011 crop year across Canada. ●

you just need to submit the Self Declaration to your delivery point and start delivering canola upon request.”

Being audit-ready is a critical component. If a grower fails an audit they are given 40 days to come back into compliance. If a grower cannot meet the requirements, then their particular shipments are excluded from the European market, and twice the number of growers will be audited.

Each individual canola exporting company will determine if they are participating in this market, and which delivery points will be accepting shipments. In the short term it will likely be limited to a small number of delivery points in Western Canada.

While these companies will be reaching out to individual growers to participate in this export opportunity, growers can also be proactive. “If a grower is interested and has completed the audit-ready checklist, they are encouraged to contact their local delivery points to see if the opportunity is available in their area,” says Rogoza.

This is not just a short-term market opportunity, but one that will get the Canadian industry on track to establish a solid and effective framework for meeting rising demands for sustainable, canola-based biodiesel in the future. ●

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

The CCC has developed a pre-audit checklist of the ISCC requirements which can be found at canolacouncil.org.



In Good Hands

Thanks to you, the Canadian canola grower, export markets around the world recognize our country as **the trusted source for high quality canola**. From Japan to the United States, China to Europe, our trading partners have grown to rely on your crops for their food, feed and fuel.

So, when producing the crop trusted around the world, remember to follow the practices meant to protect our role as canola leaders. Including:

- Growing only registered varieties
- Avoiding unregistered crop input products
- Following appropriate pre-harvest intervals
- Adhering to sustainable farm management practices

Are you export ready?

For more information go to www.canolacouncil.org

This important message brought to you by:





\$5,000 Off Your First Annual Payment – or – \$5,000 Credit Towards Parts & Service*:

In the field, nothing can match the Intelligence, Innovation and Inspiration you'll find in the new LEXION. Take advantage of the standard LEXION Early Action Program discounts. Receive an extra \$5,000 off your first annual payment with CLAAS Financial Services or \$5,000 credit towards parts and service.

And, don't miss your chance to drive away a winner as part of the 2011 LEXION Driven To Win sweepstakes! www.lexiondriventowin.com

www.claasofamerica.com



View the LEXION 10-Hour
Challenge on your mobile device.

CLAAS



Financing available through CLAAS Financial Services.

* © 2011 CLAAS of America Inc. LEXION is a registered trademark of CLAAS KGaA mbH. Offers apply only to new LEXION combine harvesters purchased in the United States or Canada. The \$5,000 USD parts and service credit will be provided directly by CLAAS Financial Services to your local certified CLAAS dealer and cannot be redeemed for cash. For Canadian customers, \$5,000 parts and service credit is administered in Canadian dollars. Offers begin September 1, 2011 and end December 31, 2011. Subject to credit approval from CLAAS Financial Services. Offers cannot be combined with any other promotional offers. Equipment must be financed for at least 12 months or early settlement penalties will apply. See participating dealer for details. Product and specifications subject to change without notice.

LOD1111

THE JOURNEY TO NEW SEED PERFORMANCE DATA

By Debbie Belanger

Variety performance data is the number one ranked agronomic information that farmers say is essential to the effective operation of their businesses. So here comes Canola Performance Trials 2011.

For Saskatchewan farmer Franck Groeneweg, it has been a worthwhile journey.

When it became clear that grower groups and the seed trade were ready to come together to create the new canola variety testing program, Groeneweg jumped onboard and helped to shepherd along the new program.

As a result, Canola Performance Trials (CPT) 2011 was born. New data is expected to be available in November through a printed booklet and online interactive tool which will allow growers to make their fall seed purchase decisions based on information relevant to their operations.

"I am very impressed at how growers and the seed trade have come together with the common goal of providing science-based unbiased data to growers," says Groeneweg, who chairs the CPT 2011 governance body. "The whole CPT 2011 process has provided an excellent opportunity for the entire industry – including the seed trade, growers and provincial



Franck Groeneweg, Chair of the CPT 2011 governance body

seed specialists – to work together to ensure useful and timely information is available to growers so they can make informed seeding decisions."

Growers can begin checking the Canola Council of Canada's (CCC) website, www.canolacouncil.org, in November for the online CPT 2011 results. The interactive tool will allow them to explore many agronomic factors, and they will be able to search for trial data in specific geographic areas near their farming operations. A printed booklet version of the data will also be available.

The three Prairie canola grower groups – Alberta Canola Producers Commission, SaskCanola and the Manitoba Canola Growers Association – are funding the

program, while seed trade companies that participate pay entry fees. The BC Grain Producers Association conducted trials in the Peace Region as their means of participation.

The CPT governance body has overseen approval of varieties, protocol design, financial management, data collection, analysis and reporting. Committee members include provincial oilseed specialists from the BC, Manitoba, Saskatchewan and Alberta provincial grower groups, along with three commercial Canadian Seed Trade Association representatives and the CCC. The CCC is delivering the program on behalf of CPT 2011.

continued on page 26

The CPT 2011 is different because there are both small plots and field scale trials. The trials are based on commercially available varieties, and they have been consistent with actual production practices.

The small plots include the varieties with the greatest market share and varieties soon to be introduced and the corresponding commercially available herbicide systems. The data on agronomic characteristics such as yield, height, lodging and maturity will provide valuable information to help growers make the best choice for their farms.

Management of the small plots has been addressing some of the shortcomings of former trials through plot design, data delivery and harvest management. Groeneweg cautions that, because of these changes, the CPT 2011 data is not comparable to data from the former variety trials program. Comparable data will accumulate in future years.

Detailed reporting will include site specific data on weather, soil type,

"I am very impressed at how growers and the seed trade have come together with the common goal of providing science-based unbiased data to growers."

– Franck Groeneweg

previous crop, fertility, seeding date and rate, and harvest date. Disease rating (blackleg) from the Western Canada Canola Rapeseed Recommending Committee will be included in the CPT 2011 reporting data.

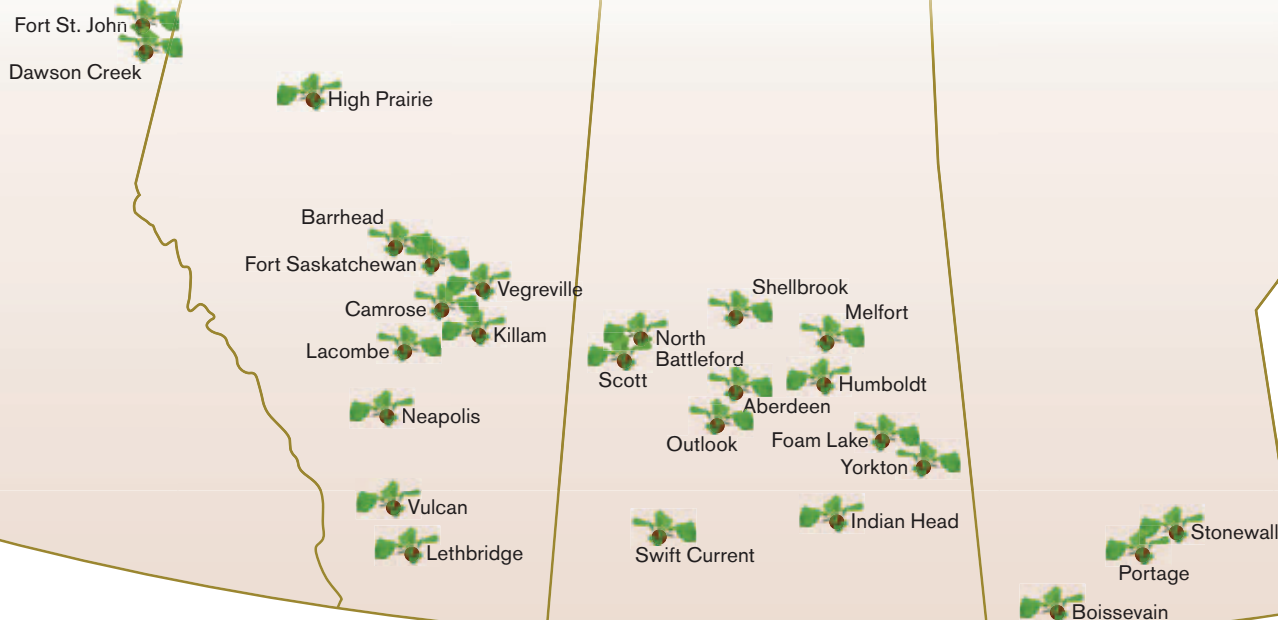
The field scale component of the trials is providing depth to assess consistency in variety performance. It involves a review of the seed trade field scale projects through an audit of the protocols used for conducting the trial data analysis and reporting. This means growers can have confidence that the protocol was conducted in a scientifically sound manner and that comparisons are appropriate. The audit process involves qualified professionals with extensive background in conducting field scale research trials.

Participants in the small plot trials include line companies, independent retailers and seed companies: Viterra, Bayer CropScience, Monsanto, Dow AgroSciences, Cargill, Canterra Seeds, BrettYoung, FP Genetics and SeCan. For 2011, Monsanto, Bayer CropScience, Canterra and Dow AgroSciences participated in the field scale program.

Highly respected plant breeder Dr. Rale Gjuric is coordinating the trials. "The first year saw a few plots lost to weather and other challenges, but overall the program has gone very well and we are providing quality data," says Gjuric. "What we want to see in the future is continuous improvement each year so that growers are always receiving the very best data possible." ●

Debbie Belanger is editor of Canola Digest.

SMALL PLOT LOCATIONS THROUGHOUT WESTERN CANADA



A total of 111 field scale trial sites are being audited this year: AB = 44, SK = 40, MB = 25, BC = 2



VITERRA™

VR *Proven* **9559G**

**Yield stability that
tips the scales.**

VR9559G from Viterra is a high yielding
RR canola hybrid with excellent yield across
all conditions and geographies. **VR9559G...**
big yield that tips the scales in your favour.

Visit seed.viterra.ca.



PIONEER
BRAND · CANOLA SEED

VR9559G canola is a Viterra researched and recommended variety.



Roundup Ready® is a registered symbol used under license from Monsanto Co.
Pioneer® and the Trapezoid symbol are registered trademarks of Pioneer Hi-Bred.

WHAT IT TAKES
ADVICE | OPPORTUNITIES | ACCESS

MONEY WELL SPENT?

By Jay Whetter

Spraying to prevent sclerotinia is a challenging decision for canola growers. Here's how four canola growers assess their risk and make the spray decision.

28



TERRY YOUZWA
Nipawin, Saskatchewan

Terry Youzwa sprayed 75 percent of his canola acres for sclerotinia in 2011. He didn't spray acres set back by an early frost, which left them with uneven germination and questionable potential.

"With a good stand and prices of \$12 a bushel, spraying to prevent sclerotinia should be a no-brainer," he says, "but conditions aren't always perfect, as was the case for many of my acres this year, and it makes the decision more difficult."

In the end, at \$20 to \$22 per acre for product and application, fungicide is

a high value input that may not always provide a return. "Growers sometimes get criticized for not spending more on inputs and pushing productivity, but those who criticize aren't the ones who have to spend the money," says Youzwa.

At \$12 per bushel, it only takes a yield increase of two bushels per acre to pay for it."

– Terry Youzwa

For spray timing, Youzwa gets help from an agrologist at the local independent retailer. Canola Council of Canada (CCC) agronomists can also help growers make informed decisions. Because many of Youzwa's fields had uneven stands, he pushed back the timing this year. "I sprayed at 50 percent flower, or even a little later. I wanted to delay the decision as long as I could."

Did it pay to spray in 2011? "In my area, I know there are fields where people didn't spray and wish they had. At \$12 per bushel, it only takes a yield increase of 2 bushels per acre to pay for it."

For 2012, Youzwa will grow varieties that stand tall and upright, which improves air movement in the canopy potentially reducing sclerotinia levels, he says. He may also try a sclerotinia tolerant variety.



KELLY MCINTYRE
Fairview, Alberta

Kelly McIntyre farms in the Peace River region and sclerotinia has not been a serious threat in his immediate area. He did not spray any canola fields for sclerotinia in 2011 and never has in the past.

Drought in McIntyre's area for the three years previous to this one probably reduced the sclerotia load in the soil. Even so, with wet conditions this year, McIntyre did see sclerotinia infection at low levels. "I doubt it would have been economical to spray," he says.

“With tight rotations, we’re doing all the wrong things to keep disease away.”

– Kelly McIntyre

McIntyre seeded half his farm to canola this year, but would like to return to a one-in-three rotation. “Economics lately have encouraged growers to seed more canola, but I have some concern how this will affect long-term canola production,” he says. “With tight rotations, we’re doing all the wrong things to keep disease away.”

McIntyre has often considered spraying a fungicide and if moist conditions continue in 2012, he will likely start with one or two fields. “I’d look at past rotations and pick fields to spray that have the highest incidence of diseases,” he says.

But he’ll make the final decision next June or July. “Fungicide is a prevention spray and you never know if the disease is going to be there,” he says. “Without a guarantee of return, it will be a difficult decision.”

REESE RISDON

Strathmore, Alberta

Reese Risdon grows most of his canola on non-irrigated acres in southern Alberta. He sprayed every canola acre this year except for one field he just added to his farm which was seeded fairly late and was uneven.

“I spray fungicide as a matter of course, just like crop insurance,” he says, noting it pays off even in dry conditions because the overall health of his canola is that much better when sprayed. Under what conditions would he not spray? “If the field was hailed out and wasn’t going to amount to much.”

Risdon has a full time agronomist who scouts his fields once a week. “For sclerotinia management, he checks for mushrooms and lets us know when the time is right for spraying.”

HELP WITH THE SPRAY DECISION

Sclerotinia severity in areas with a history of the disease depends largely on weather conditions before, during and after canola flowering. If this period is dry, sclerotinia infection is typically low; if wet, sclerotinia rates are high.

Whether a \$20 to \$25 fungicide application makes economic sense comes down to a field by field assessment. The CCC currently uses a checklist to help growers with the spray decision. The checklist is part of the Canola Disease Scouting & Risk Assessment Card, which can be downloaded for free at www.canolacouncil.org. Growers fill out the checklist for each field shortly after first flower. Scores are based on canola rotation, disease severity in the past, crop density, rainfall leading up to flowering, weather forecast and apothecia counts. Apothecia are tiny mushrooms that germinate from sclerotia.

Fields scoring 40 or higher will likely benefit from a fungicide application. With a dense crop, moist humid weather and high apothecia counts in the region, fields can hit that magic number even if the farm has not had much sclerotinia in the past and the grower follows a four-year rotation.

In addition to the checklist, the CCC is funding the following two research projects to improve sclerotinia forecasting, with support from Agriculture and Agri-Food Canada.

DNA test for spores on petals

University of Alberta Masters student Barbara Ziesman is leading a study looking at a quantitative DNA test to show how much sclerotinia is present on petals. Her supervisors are Kelly Turkington, research scientist with AAFC in Lacombe, and U of A professor Stephen Strelkov.

“It will be more precise than counting apothecia, which doesn’t always relate to spore counts,” says Ziesman. “If the test shows consistently low levels of sclerotinia on petals during the entire bloom period, then the risk of infection in a field should be low.”

The test could be used by individual growers and consultants or it could be used to create regional risk maps, for example. Growers could use a risk map

in conjunction with their own assessment of individual field density and staging to determine whether to spray. Benefits of the DNA test over the agar plate petal test, developed two decades ago at the University of Saskatchewan, are speed and accuracy. The petal test takes up to five days and requires a trained eye to distinguish sclerotinia cultures from other fungal growths. The DNA test takes one or two days and identifies sclerotinia automatically.

Can canopy conditions forecast disease severity?

Paul Bullock, soil science professor at the University of Manitoba, is leading a two-year study to improve weather-based assessment of sclerotinia risk. The study measures under-canopy air temperature, humidity, soil temperature, soil moisture and leaf moisture. Bullock’s team is also counting sclerotinia spores in the air and on petals, and assessing plants before harvest to measure infection levels.

“By comparing weather data and disease data, we hope to establish a relationship between canopy conditions and disease severity,” Bullock says. If a relationship is found, the data could be used to set up a model where under-canopy conditions can be used to predict disease severity. ●



The number of sclerotinia apothecia in a region is one indicator of sclerotinia risk, but researchers hope to develop a test to quickly measure the quantity of spores released and landing on canola plants. This should increase the accuracy of risk assessment.



Many farmers. Many benefits.

They all agree.

It's unanimous. JumpStart® is making an impact in fields across western Canada. By releasing unavailable soil and fertilizer phosphate, and delivering increased root growth farmers are seeing earlier emergence, stronger, healthier plants, improved performance, and higher yields. Many farmers have discovered many benefits, but overall they all agree: JumpStart delivers.

JumpStart®
Enhancing Phosphate Fertility

Benefits farmers.

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.

www.useJumpStart.ca 1-888-744-5662

novozymes®
Rethink Tomorrow

© JumpStart is a registered trademark of Novozymes A/S. All rights reserved. 11027 10.11

©2011 Novozymes. 2011-25772-01

DIAGNOSTIC DILEMMAS

By Jay Whetter

The first rule in agronomy: don't jump to conclusions. When you've experienced agronomic issues in the past, it is common to assume future problems with similar symptoms have the same cause. This can be a dangerous and costly trap because similar symptoms can have several possible causes. Here are some tips on how to approach puzzling agronomy cases, using a few real-life examples from 2011.

Canola Council of Canada (CCC) agronomists often get called to help in situations where canola crops are showing obvious signs of stress. In order to help growers discover the best course of action, agronomists must first help the grower determine the cause.

"The diagnostic procedure is about asking the right questions," says Doug Moisey, senior agronomy specialist with the CCC.

Before entering the field, Moisey wants to know the previous crop sequence and herbicide history. He asks about fertilizer: total rates, blends, application timing, and the proportion that was seed placed. He wants to know seeding date, soil temperature and moisture conditions at the time of seeding. He'll also ask about emergence patterns and growing conditions.

Then he'll visit the field. The first step is to scan the whole field for patterns. Repeatable patterns usually suggest a mechanical issue with the drill or sprayer. In one case, Moisey was called

to a field where plants were perfect for 20 feet then small and late for 10 feet, with the pattern continuing across the field. All seeds were there and at the right seeding rate, but it turned out a drill wing was bent and all openers on that wing were going in too deep.

If symptoms are confined to hilltops, side hills, water runs or field edges, that may suggest environmental, disease or insect problems. Moisey went to a field once where the line between a great crop and average crop followed a wavy pattern. Turns out the wave matched the furthest reaches of

snow that had piled up along a tree line, leaving an area of higher moisture.

"The key is don't jump to conclusions before considering all possibilities," says Moisey. "In most cases, we can be fairly certain of what happened and help the grower come up with the best course of action or the possible causes. But in some cases we can never really know the cause for sure, and in those cases, the best action might be to do nothing and hope the crop recovers." There is no sense spending money on a cure when you don't know the problem.

continued on page 32



Repeatable patterns or distinct lines usually suggest a mechanical issue with the drill or sprayer. In this field, herbicide damage caused by improper tank clean-out created these patterns.

Here are a few examples of situations encountered in 2011.

A SLOW DETERIORATION

Problem: A field of canola seeded into canola stubble emerged really nicely but then started to deteriorate.

Action: Questioning revealed that the second year canola was Liberty Link seeded into Clearfield canola stubble. The field had light and highly acidic soil and conditions had been fairly dry. Group 2 herbicide breakdown wasn't as rapid as it might have been on heavier land with higher pH and more soil moisture.

CCC agronomists have experienced other similar cases where canola on canola suffered herbicide problems. In another example, a Liberty Link crop seeded into Roundup Ready canola stubble had low emergence and unhealthy plants. This is clearly not an ideal rotation and the germinating canola seedlings were struggling. Disease symptoms were present on some plants so this was the initial diagnosis, but the symptoms didn't match typical seed and root diseases.

After asking numerous questions, the agronomist discovered the cause. The grower had used a pre-seed tank mix of 2,4-D and glyphosate to control the Roundup Ready volunteers. The Liberty Link canola was suffering from 2,4-D residue, providing an example of why it is so important to check for potential residue issues when planning your herbicide system.

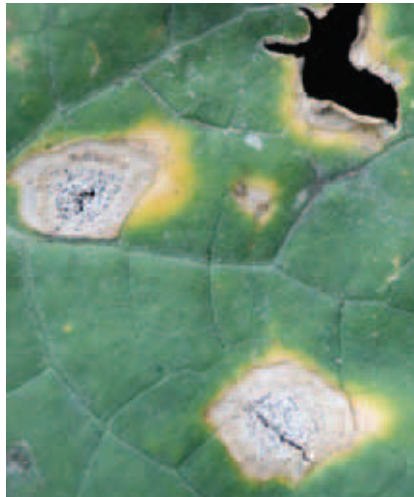
DOUBLE WHAMMY

Problem: A nice looking canola field in southern Saskatchewan had a few patches showing blackleg-like symptoms. But this field was in hayland for years before it was seeded to canola, so any blackleg infected crop residue should have had lots of time to decompose.

Action: The grower assumed that since the field was out of canola for so long, it must have been something else besides blackleg. It wasn't. What made this situation different was the combination



Root maggot



Multiple blackleg lesions

of factors that contributed to higher than expected blackleg levels.

The grower had actually called an agronomist to the field earlier in the season to check on a wireworm problem. Feeding by wireworms – which can be common pests in freshly broken hayland – injured the plant creating greater opportunity for early blackleg infection. Cutworms and root maggots can do the same.

While most blackleg infection is from spores produced in the same field, blackleg spores will carry on the wind from infected stubble in nearby fields. Wet conditions early in the season would have been ideal to initiate infections and spread spores to those wounded roots and stems near the soil surface, leading to greater stem canker development.

This example shows the importance of thorough diagnosis of all the stresses and factors that contribute to a problem. Assuming the long rotation would mitigate any blackleg risk would have led to a fruitless search for another cause. Instead, by recognizing how these other factors could work together, growers can better assess their blackleg risk in the future.

SPROUTED CANOLA

Problem: Étienne Tardif, agronomist with TRT-ETGO, the canola crusher in Becancour, Quebec, was called to a Quebec canola field with sprouted seeds in the pods. The grower was checking to see if the field was ready to straight combine when he discovered the sprouting, and some pods with small cotyledons growing out of them.

Sprouting typically occurs in two situations: under extended wet conditions where seed is mature but the field and crop are too wet to combine; and under drought or heat stressed conditions, which can induce a hormone imbalance that allows unharvested seed to germinate.

The puzzling fact in the Quebec case was that neither scenario seemed to apply. Conditions were not excessively wet or dry. But the field was not typical, it was a field carved out of the bush.

"The surrounding trees provided more shade and protection from wind, creating a microclimate," says Tardif. Even though the crop had not received excess rain, it stayed damp for long enough to encourage sprouting.

The Quebec field was winter canola, but sprouting can happen in spring canola too. CCC agronomy specialist Kristen Phillips knows at least three Manitoba growers who had sprouted canola this year. In one field, the grower's agronomist went to check for seed colour change for swath timing and found sprouted seeds in some pods. This was very peculiar to the grower's agronomist, so she called Phillips. In this case a hormone imbalance caused by drought was the likely cause. The field had almost no rain through the heat of June, July and August.

After a couple hours in the field, Phillips found that pods with truly sprouted seeds were all over the field but did not amount to a large percentage. At first glance, she thought the majority of pods had some sprouted seeds. "We were blown away by how bad it first appeared," she says. "Then we looked closer and

continued on page 35




UNSTOPPABLE YIELD MOMENTUM

**Our canola hybrids are delivering yields
that stop the competition in their tracks.**

Unsurpassed research and development in genetics power a canola lineup with yield potential that just keeps growing. And our 73 Series hybrids offer some of the highest yields we've ever produced. **Yield momentum that's unstoppable—only available from DEKALB.**

See your preferred retailer for details or visit DEKALB.ca.

YIELD (% of 5440)	101%	100%
		InVigor®
73-75RR	5440	

Source: Combined 2011 • 2010 Monsanto RCT™ trials as of October 4, 2011. For details visit DEKALB.ca.

Monsanto Company is a member of Excellence Through Stewardship® (ETS). Monsanto products are commercialized in accordance with ETS Product Launch Stewardship Guidance, and in compliance with Monsanto's Policy for Commercialization of Biotechnology-Derived Plant Products in Commodity Crops. This product has been approved for import into key export markets with functioning regulatory systems. Any crop or material produced from this product can only be exported to, or used, processed or sold in countries where all necessary regulatory approvals have been granted. It is a violation of national and international law to move material containing biotech traits across boundaries into nations where import is not permitted. Growers should talk to their grain handler or product purchaser to confirm their buying position for this product. Excellence Through Stewardship® is a service mark of Excellence Through Stewardship. ALWAYS READ AND FOLLOW PESTICIDE LABEL DIRECTIONS. Individual results may vary, and performance may vary from location to location and from year to year. This result may not be an indicator of results you may obtain as local growing, soil and weather conditions may vary. Growers should evaluate data from multiple locations and years whenever possible. Roundup Ready® crops contain genes that confer tolerance to glyphosate, the active ingredient in Roundup® agricultural herbicides. Roundup® agricultural herbicides will kill crops that are not tolerant to glyphosate. DEKALB®, DEKALB and Design®, Roundup® and Roundup Ready® are trademarks of Monsanto Technology LLC, Monsanto Canada, Inc. licensee. All other trademarks are the property of their respective owners. ©2011 Monsanto Canada Inc.

Advice well-grounded.



In a rapidly-changing world, you need top quality inputs to produce a profitable crop. And that applies to the expert advice you get on seed as well.

Your Pioneer Hi-Bred sales representative lives in your area and knows the unique challenges you face. Plus, our rep team is backed by a global research and development network and the strongest agronomic team in the business. All of this expertise is readily available to support our seed genetics, throughout the growing season and beyond.

Ask your local Pioneer Hi-Bred sales rep for recommendations on our full lineup of Pioneer® brand products and services. You'll be sure to get **advice well-grounded.**

www.pioneer.com



PIONEER®
BRAND · SEEDS

*Science with Service
Delivering Success™*

All purchases are subject to the terms of labelling and purchase documents.
® , TM , SM Trademarks and service marks licensed to Pioneer Hi-Bred Limited.
© 2011 PHL. PR1996 WBrand Advice_CD_A_E

MONEY WELL SPENT

continued from page 29

He leaves a couple check strips each year to see how the fungicide worked but he doesn't always plan where the strips will be. If he has a half pass left when spraying or if the tank runs out with one pass left, he'll leave that pass as a check, and uses the combine yield monitor to compare results.

Risdon sprays full rates and aims to apply as close to 50 percent flower as possible. He has never sprayed a second application. "If the crop was flowering slowly, I might look at a second application, but it becomes a timing issue for the rest of the farm," he says. "If there was an economic and agronomic benefit, we would certainly look at it."



A checklist to help growers make the spray decision is part of the Canola Disease Scouting & Risk Assessment Card, which can be downloaded for free at canolacouncil.org



GARTH MCCORMICK

Oakville, Manitoba

Garth McCormick sprayed every canola acre for sclerotinia prevention in 2011. "It's to the point now where I don't make the decision," he says. "I just spray."

McCormick farms between Portage la Prairie and Winnipeg where good moisture, thick canola crops and a long history of sclerotinia make the disease an annual threat – except for this year. "With the dry summer, I will be lucky to break even on the spray this year,"

he says, "but it doesn't bother me. Nine years in 10, I make money spraying."

An unplanned check strip a few years back proved to McCormick the importance of sclerotinia spraying. On a field bisected by a multi-wire high volume power line, the aerial applicator flew as close as he could on both sides but had to leave an unsprayed strip.

"It was a nightmare," McCormick says. "The unsprayed strip was only 30 feet wide but with each swather pass, I wasn't sure I would get through it. It was dead and fluffy, wouldn't divide properly and wouldn't feed through the hole of the swather."

McCormick aims to spray before the first petals drop, although his timing depends somewhat on availability of planes. He sprays only once but a second application may be "something to consider in a high pressure year when canola is flowering for weeks," he says.

Next year he'll look at yield results for sclerotinia tolerant varieties to see if they pan out agronomically and economically. Either way, he will spray for sure in 2012. ●

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

DIAGNOSTIC DILEMMAS

continued from page 32

determined that it was just the tissue that connects the seed to the pod."

Some varieties do tend to have larger "umbilical cords". In the end, very few seeds in the whole field were actually sprouted.

Action: Options for managing sprouted seeds in the field are limited. High levels of sprouted seed in the sample may increase the storage risk. Check that sprouted seeds actually end up in the bin. "I wouldn't change the swathing decision on the field because we found so few sprouted seeds," says

Phillips. "And the likelihood of those sprouted canola seeds actually making it into the combine was low."

Sprouted seed is included in "total damaged seed" and the tolerances for total damaged seed are five percent for No.1 canola, 12 percent for No.2 canola and 25 percent for No.3 canola. The official grading guide defines sprouted canola as "those seeds having a ruptured seed coat in combination with either a rootlet that protrudes beyond the normal contour of the seed or distinct swelling of the seed. Seeds having a



Sprouted seed

ruptured seed coat that are otherwise sound are only considered sprouted when found in combination with seeds meeting the definition of sprouted." ●

Jay Whetter is communications manager with the Canola Council of Canada



IT'S A HYBRID

**HEALTHIEST
PROFIT**
CHALLENGE™

HEALTHIER YIELDS BY THE BUSHEL.
EVEN MORE PROFIT BY THE BOTTLE.

Now the profit is really flowing,
with Nexera™ canola genuity® Roundup Ready®
and Clearfield® hybrids.

GUSHER.

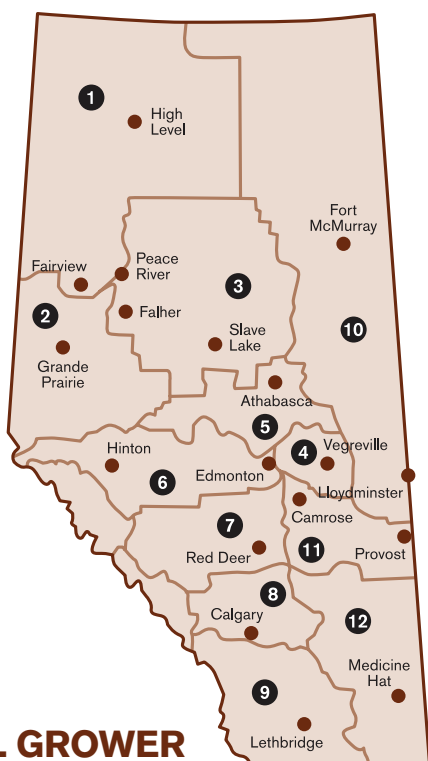
Our hybrids are backed by healthier agronomic performance, higher profits from healthier oil premiums and contracts, and the Healthiest Profit Challenge. More acres are needed right now to meet the growing demand for heart-healthy Omega-9 Oils. Talk to your Nexera canola crusher or retailer. Call 1.800.667.3852 or visit healthierprofits.ca.

 **Nexera**[™]
C A N O L A

ABreport



38



FALL GROWER MEETINGS ACROSS ALBERTA

Be sure to attend the Alberta Canola Producers Commission (ACPC) regional grower meeting in your area this fall. Speakers will be addressing a variety of topics including agronomy, marketing and farm management. There will also be an update on ACPC programs and activities. This is your chance to ask questions and provide feedback.

Pre-register for the meeting in your area and you could **win a three day pass to the FarmTech 2012 Conference** in Edmonton. There will be a winner selected at every regional meeting.

For complete details visit www.canola.ab.ca and check your mailbox for the fall issue of *Alberta Canola Connections*. Register online at www.canola.ab.ca or by calling 1-800-551-6652. ●

NOVEMBER

22	Fairview (Region 1) – Dunvegan Inn ACPC Director: Kelly McIntyre
23	Falher (Region 3) – ACFA Hall ACPC Director: Raymond Blanchette
23	Lacombe (Region 7) – Lacombe Memorial Centre ACPC Director: Terry Young <i>in partnership with the Alberta Pulse Growers and the Alberta Barley Commission</i>
24	Sexsmith (Region 2) – Civic Centre ACPC Director: Harry Schudlo
24	Brooks (Region 12) – Heritage Inn ACPC Director: Marlene Caskey <i>in partnership with the Alberta Barley Commission</i>
29	Devon (Region 6) – Clymont Hall ACPC Director: Jody Klassen
30	Camrose (Region 11) – Norsemen Inn ACPC Director: Jack Moser

DECEMBER

1	Rosebud (Region 8) – Rosebud Centre ACPC Director: Elaine Bellamy
2	Westlock (Region 5) – Westlock & District Community Hall ACPC Director: Colin Felstad <i>in partnership with the Alberta Barley Commission</i>
6	Lethbridge (Region 9) – Lethbridge Lodge ACPC Director: Lee Markert <i>*breakfast meeting in conjunction with the Farming Smarter conference</i>
7	Vegreville (Region 4) – Vegreville Social Centre ACPC Director: Daryl Tuck
8	Vermilion (Region 10) – Elks Hall ACPC Director: Todd Hames <i>in partnership with the Alberta Pulse Growers</i>



FarmTech 2012

FARMTECH 2012 PROMISES TO BE BIGGER AND BETTER

FarmTech, which is widely recognized as Western Canada's premier crop production and farm management conference, is moving to the Edmonton EXPO Centre at Northlands for the event January 24-26, 2012.

The move to the EXPO Centre will allow FarmTech to expand to meet the growing number of delegates, sponsors and exhibitors who want to be part of the event. The facility has increased space for sessions, a larger tradeshow area and an abundance of on-site parking.

Northlands will provide complimentary shuttle service to selected hotels. FarmTech has secured room blocks at several of the downtown hotels. Delegates will also have the option to park their vehicles at Northlands for the duration of the conference.

The theme "Global Perspectives...Local Knowledge" and the focus on the latest in technology, environment, agronomy and management remain the foundation for the conference. However, a redesigned agenda offers even more learning opportunities with 60 concurrent sessions to choose from in addition to the keynote presentations.

The Alberta Canola Producers Annual General Meeting will be held during FarmTech at the Edmonton EXPO Centre on Tuesday, January 24, 2012 at 2:45 pm.



General Rick Hillier



Gerry Dee, comedian

Keynote speakers for 2012 include:

- **Glen Hodgson**, Senior Vice-President and Chief Economist for the Conference Board of Canada
- **General Rick Hillier**, Former Chief of the Defence Staff for Canadian Forces
- **John Shmorhun**, President of Harmelia Holdings – a 200,000 acre grain farm in the Ukraine
- **James Peck**, Managing Director of P.X. Farms Ltd – a large full service custom farm management enterprise in England
- **Gerry Dee**, an award winning comedian, will be the special guest at the FarmTech banquet

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

For more information visit www.farmtechconference.com or follow @farmtechevent on twitter. ●

LISTEN! CANOLA'S ROOTING FOR A CHANGE

ACPC has a new radio show every Thursday between noon and 1 pm. Listen for a canola tidbit, oil tip, meal fact, free recipe sheets and regular giveaways.

Tune in to your local station listed below:

790 CFCW **Edmonton /Camrose**
K-97 (CIRK FM) **Edmonton**
96.3 Capital FM (CKRA) . . . **Edmonton**
CAM FM (CFCW FM) **Camrose**
W1440 (CKJR AM) **Wetaskiwin**
100.5 K-Rock (CHFT FM) . **Ft. McMurray**
CKDQ **Drumheller**
CKSQ **Stettler**

CIBQ **Brooks**
CHLW **St. Paul**
CKKY **Wainwright**
CKBA **Athabasca**
CFOK **Westlock**
CKVH **High Prairie**
CJPR **Blairmore**
CKGY **Red Deer**
CKSA **Lloydminster**



SKreport

REPORT TO OUR GROWERS

As we go to print, Saskatchewan is seeing one remarkable harvest! The unseasonably hot weather this September allowed some farmers to be ahead of the regular harvest schedule. Canola looks to be a bumper crop, exceeding producer expectations and the pundits! On August 24, 2011, Statistics Canada predicted Saskatchewan would see 9.2 million acres harvested with an average 32.3 bushels/acre resulting in a crop of 6.5 million tonnes. Those figures have not been confirmed to date, but we are thankful that for the most part canola growers and our industry rallied this year despite the many obstacles encountered with spring seeding and excessive moisture.

In August, SaskCanola's new Canola Development Plan Regulations were passed by the Government of Saskatchewan. The changes allow SaskCanola's board to be expanded to eight directors from six and allow for elections every second year. Directors elected to the board will now serve a four-year term and the maximum number of consecutive terms a director may serve is two. The reduction in holding elections will result in a cost savings to the organization of \$50,000 on non-election years. With the recent change in the regulations, Dale Leftwich of Esterhazy, SK and Tyler Markusson of Foam Lake, SK have joined the SaskCanola board.

As we head into November our thoughts turn to planning for the 2012 crop year. SaskCanola's Producer Days program has partnered with Bayer CropScience to present the Canola Expo on November 2, 2011 in Yorkton. The program will feature a number of crop production and business presentations. Also in November, SaskCanola will represent the canola industry at the largest Canadian Agricultural Exhibition, the Royal Winter Fair, November 4-13, 2011. Producers and staff will be on-hand from Saskatchewan, Alberta, Manitoba and Ontario. The canola display and activities will provide an educational experience to over 300,000 students, consumers, livestock producers and fair goers. The Royal Winter Fair is our largest Canadian market development outreach program.

Mark your 2012 calendars for the SaskCanola Producer Conference and AGM which will be held Thursday, January 12, 2012 at the Saskatoon Inn. We plan to have speakers and presentations that will encourage and support your crop production and farming needs and bring you up to date with what SaskCanola has accomplished on your behalf in 2010-2011. Check www.saskcanola.com for Conference and AGM information and registration. This year we will also host the Canola Banquet which will follow the day's activities on Thursday, January 12, 2012.

In closing, on behalf of SaskCanola's Board and staff, we wish you and your families a very happy holiday season and the best in 2012.

Catherine Folkersen,
Executive Director



*Catherine Folkersen
SaskCanola*



2011-2012 SASKCANOLA DR. KEITH DOWNEY SCHOLARSHIP WINNERS

SaskCanola is pleased to award four undergraduate scholarships valued at \$2,000 each for the upcoming school year to the children of registered canola growers who are studying agriculture in a post-secondary institute in Canada. This year, all four students attend the College of Agriculture at the University of Saskatchewan.

The recipients are: Ian Epp, Waldheim, SK; Laura Soucy, Arborfield, SK; Kerrie Andreas, Sheho, SK; and Carla Schmitt, Arborfield, SK.

"I am greatly appreciative to be one of the recipients of the 2011 SaskCanola Dr. Keith Downey Undergraduate Scholarships as I think it is rewarding to have SaskCanola support and recognize students during their studies," said Carla Schmitt, upon receiving her scholarship.

SaskCanola believes that to ensure a vibrant and profitable agriculture industry we need educated professionals in our field, literally and figuratively. Congratulations to our scholarship winners! ●

Keep in Touch!
We appreciate your comments and feedback on the programs and services SaskCanola offers. Drop us a line anytime at info@canola.com or visit saskcanola.com.

AG IN THE CITY

The Saskatoon Farmers' Market was the place to be on September 11 and 12, 2011. As part of a new program to promote the benefits of agriculture to urban communities, Agriculture and Agri-Food Canada, in conjunction with Saskatchewan agriculture commodity groups that included the canola industry, presented the first Ag in the City. The event was fashioned on the success of a similar event held in Winnipeg over the past few years.

SaskCanola's summer student Ellen Hinz participated on the Committee which organized the two day event. "What better way to start off the harvesting season than to celebrate Agriculture in the City! The seats were packed full during the cooking demonstrations that showcased numerous Saskatchewan commodities," says Hinz.

Sunday kicked off with a "Made in Saskatchewan" pancake breakfast, farmers' market, pie judging and cooking demonstrations. For the cooking demonstration, Chef Simon Reynolds prepared a rustic Greek salad with creamy canola oil, lemon, and feta dressing – a hit!

Monday's program was geared towards school children. SaskCanola Policy Manager Tracy Jones participated in the day long program which engaged students from Saskatoon schools in informational discussions on agriculture, interactive displays, along with the popular cooking demonstrations using Saskatchewan products.

Organizers will evaluate the event with a view to holding another Ag in the City next year. ●



MARK THE DATE AND PARTICIPATE!

Yorkton Canola Expo

November 2, 2011 – Gallagher Centre, Yorkton Exhibition Grounds

SaskCanola is pleased to partner with Bayer CropScience to present the Saskatchewan Canola Expo in Yorkton on Wednesday, November 2, 2011. Canola Expo is part of SaskCanola's Producer Days program. Cost is \$30.00. Registration is at 8:30 am and sessions start at 9:00 am.

For more information, visit www.saskcanola.com.

SaskCanola Growers Conference and AGM

January 12, 2012 – Saskatoon Inn

Plan to attend the 2012 Growers Conference and AGM on January 12, 2012. The Conference will provide the latest information on crop production, markets and our industry, and be followed by a special "Celebrating Canola" Banquet at the Saskatoon Inn that evening.

Registration for the Grower Conference and AGM will be available beginning November 7, 2011 online at www.saskcanola.com. ●



Mr. Paul Reist and his Grade 4 class at Muenster School who were part of the school program this past June.

SCHOOL PROGRAMS

Over the past few months SaskCanola has been active in education outreach for schools. Our school program, coordinated by summer student Ellen Hinz, provides lessons about canola along with the opportunity for students to crush canola seeds. ●

MBreport

CANOLA DAY

The Manitoba Canola Growers Association (MCGA) will hold its annual Canola Day on Tuesday, January 17, 2012 – the first day of Manitoba Ag Days (January 17-19) in Brandon, MB.

Our first speakers will be Derwyn Hammond, Resource Manager and Kristen Phillips, Regional Agronomist, both with the Canola Council of Canada (CCC). Hammond will outline his new role with CCC and present "Crop Production – Looking Ahead to 2015". He will also introduce Kristen Phillips who has taken over the role of Regional Agronomist. Phillips will talk about the challenges of 2011, the pros and cons of aerial and broadcast seeding, and the preliminary results from the water logged/excessive moisture project funded by MCGA.

The next speaker, Mike Jubinville of Pro Farmer Canada, will present a canola marketing update. This is always a well-attended presentation as producers are very interested in what is influencing the canola markets.

Our featured speaker will be Drew Lerner, Senior Agricultural Meteorologist, Founder and President of World Weather Inc. Lerner will provide a summary of last summer's weather and what went wrong globally and more specifically in Canada; winter weather highlights from around the world, including North America; and spring and summer 2012 expectations for Canada and the United States. In past years, Lerner has used his knowledge and expertise to form accurate spring and summer weather predictions. Be among the first in Manitoba to hear what he has to say. ●

A GIFT FROM HEART TO HEART

Be proud of what you grow and give canola oil this holiday season. Pair a bottle of canola oil with a jar of homemade Cranberry Chocolate Chip Cookie mix. Visit www.canolarecipes.ca for the recipe and instructions on how you can give from Heart to Heart! ●



GROWER MEETINGS – COMING TO A LOCATION NEAR YOU!

Preregister to win a BlackBerry Tablet or iPad 2!

MCGA's grower meetings offer the latest information in agronomy, marketing and technology:

- Learn about the latest marketing forecasts and new technology applications
- Meet Kristen Phillips, Agronomist with the Canola Council of Canada
- Hear about research results on plot trials
- Explore tools that can help you manage the flood of information you receive every day
- Network with other growers and members of your industry

November 1 Morris
November 2 Stonewall
November 3 Beausejour
November 16 Carman
November 17 Neepawa
November 23 Swan River
November 24 Dauphin
December 6 Boissevain
December 8 Hamiota

All meetings are from 10:00 am to 3:30 pm. For more details on the meeting in your area, visit www.mcga.canola.org.

To register contact:

Roberta Galbraith
Member Relations Coordinator, MCGA
(204) 805-1609
galbraith@mcgacanola.org ●





Ernie Sirski, Director MCGA presenting Al Raine, Richardson International with commemorative photo.

CANOLA LEARNING CENTRE TURNS 15

By Shel Zolkewich

They say time flies when you're having fun. Just ask the thousands of school children who have climbed up on a monster-sized tractor for the first time or squealed at the sight of oil oozing out of tiny canola seeds.

For the past 15 years, the Canola Learning Centre (CLC) has magically injected a bunch of fun into the experience of learning. Instead of sitting in a classroom and *reading* about the kinds of crops that grow on the Prairies, kids stand in a shoulder-high field of canola and get to see, hear, feel, smell and even taste the crop. For many school children living in urban centres, it's the first time they've set foot on a farm.

The CLC began as a pilot project in 1997 by the CCC, MCGA and Richardson International. The CLC calls Kelburn Farm, about 10 minutes south of Winnipeg, its home. The 500-acre research farm is owned and operated by Richardson International. It's used to evaluate and demonstrate advances in agricultural technology. It's also a place where farmers, industry, consumers and school children meet in a typical Prairie farm setting.

A sunny August day marked the fifteenth anniversary of the CLC. Board members Bruce Dalgarno and Ernie Sirski had nothing but high praise for the partners that made the centre a reality. "We've hosted over 15,000 school kids thanks to this partnership with Richardson," says Sirski.

If there's a signature activity at the CLC, it's the canola crush. Participants scoop up tiny canola seeds and then use paper, tape and a roller to squeeze the oil out. It's the same method used by farmers to grade their crop. For school children, it's a chance to see that the seeds are in fact packed with oil. Students then learn that, in addition to its uses in the kitchen, canola oil is also used in newspaper ink and lipstick. Over the past 15 years, visitors have crushed six million seeds and produced 18 litres of oil.

Dalgarno added that the centre provides the perfect hands-on experience for visitors who don't know much about farming. "This venue lets us show them a little bit about agriculture by getting people out in the field," he says. "We've had kids pulling carrots and digging potatoes too."

Dalgarno said the spark for the CLC came from a firecracker of a young woman who had recently joined the Manitoba Canola Growers staff. "The first person to put this idea out there was a very young Ellen Pruden, and I think we all owe her a big thanks," says Dalgarno. With her boundless energy and faithful smile, Pruden has personally led thousands of visitors through the CLC.

"What's unique and exciting about the Canola Learning Centre experience is that the students and teachers get to be a farmer for the day," says Pruden. "It has always been a hands-on experience to engage learning at the highest level, from crushing canola seeds, to sweeping for bugs, to scouting for weeds."

Sirski capped off the day with more words of thanks. "I think we'd all like to express our thanks to all the organizations that have been part of this. We know we have a great industry and we are very proud to share it." ●



Guests crushing canola to make oil.

CANOLA STORAGE CLINIC AND ANNUAL GENERAL MEETING

February 28, 2012

Keystone Centre, UCT Pavilion, Brandon, MB

Ever thought of using grain bags to store canola? Join us on February 28 when we hold a Canola Storage Clinic together with our AGM. MCGA helped fund a CCC study that looked into storage options for canola. Come on out to hear the first year results from the study, learn about the best storage solutions for your farm and hear about other MCGA initiatives. ●

OTHER CANOLA IS YELLOW...
OURS IS GOLD



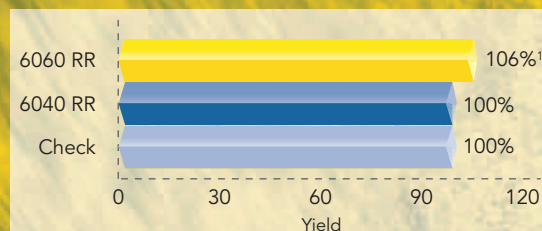
6060 RR SETS THE NEW GOLD STANDARD

BrettYoung's highest yielding hybrid, 6060 RR, out-yielded commercial checks by 2.6 bu/ac (106%). Providing impressive yields, 6060 RR is a leader in its class.

For proven consistent performance with yields equal to the commercial checks and better standability and harvestability, turn to 6040 RR.

In the end, it all comes down to performance, and BrettYoung brings a new standard of excellence to the field.

brettyoung.ca 800-665-5015



¹Check is an average of 45H28 and 7265 over 18 replicated field scale grower trials (2010).



"In any field, a gold medal performance is a result of preparation, hard work and unwavering support."

JON MONTGOMERY

2010 Olympic Gold Medalist – Skeleton
2008 World Championship Silver Medalist

BrettYoung is a trademark of BrettYoung Seeds Limited. Roundup Ready® is a registered trademark and used under license from Monsanto Company. 11034 10.11

BrettYoung™

KNOW YOUR BREAK-EVEN

By Jay Whetter

Knowing when to sell is key to a profitable farm operation. Here three canola farmers share their marketing strategies.

Generic numbers from a cost of production booklet are useless for marketing purposes. You need to know your own specific costs.

“Costs of production can be so variable, so each farm’s break-even point will be different,” says Lee Markert, a canola grower from Vulcan, Alberta and director on the Alberta Canola Producers Commission. “The most important part of my marketing strategy is to take a step back and calculate what price I need to make money. If that looks attainable when I’m doing my pre-season budgets, then I’ll grow the crop.”

When it comes to making sales and locking in profitable prices, Markert tries to take emotion out of the decision. “I put myself into the shoes of a commodity trader, someone who simply buys and sells and has nothing to do with production,” he says. “I look at what I’ve got and I look at the price available. If I can make money at that price, I’ll pull the trigger on some of my crop and then look ahead to the next opportunity.”

When canola hit \$12.50 during the summer, Markert knew it was a profitable price for him, so he priced part of his estimated production. If emotion had guided the decision, he may have held off hoping for \$13. Market highs are impossible to predict and holding out for the unpredictable can be a costly



trap for emotional sellers, who often miss the high and sell in a panic after the price starts to fall.

Markert looks at energy companies as examples of a commodity sector that takes the emotion out of pricing. “They know their production two to three years in advance and when they can lock in a profit they might be 80 percent hedged,” he says. Canola growers may not be able to estimate

production accurately several years in advance, but the key tip for Markert is that these companies will lock in profitable prices in a big way when the opportunity presents.

Markert divides his sales strategy into three parts: forward selling, target pricing for crop in the bin and speculative selling.

continued on page 46

Market highs are impossible to predict and holding out for the unpredictable can be a costly trap for emotional sellers, who often miss the high and sell in a panic after the price starts to fall.



Lee Markert, Vulcan, Alberta

He forward sells a percentage of his canola based on the look of the standing crop. He walks the crop through the summer, looking at disease pressure, insect pressure and yield potential. He then estimates the yield he might harvest if an early killing frost strikes – say 10 to 15 bushels per acre – and won't lock in any more than that.

Target prices keep him disciplined, and early sales triggered at target prices protect him from downside risk. "If the market goes down, I'm making money on the sales I made before," he says. "And if the price continues to rise, I usually hold a percentage of my production back to take advantage of these rallies."

The key is that you need to sell the product to generate revenue. This is why Markert uses forward selling and target pricing. He may miss the market highs, but making a sale, knowing he has money in the bank, and selling at a profit is less stressful than sitting on a pile of canola while watching prices rise and fall.

INCREMENTAL SELLING

Leo Grenier from St. Isidore de Bellevue, Saskatchewan, sells a percentage of his total production every month. He knows selling everything at the market high is not possible, so he uses incremental selling to keep canola moving.

"We have to train ourselves to be happy with our decisions, even if, in hindsight, it means leaving \$2 a bushel on the table," says Grenier.

Grenier will sign basis contracts when a good opportunity comes along. He will also use options. "The past few years the best prices have been in February and March, but I don't want to wait to sell all my canola at that time," he says. Buying call options to offset early-season deliveries keeps him in the futures market in case the price rises.

He doesn't like target price sales arranged through the elevator because then the elevator knows "exactly what they have to pay to open my bin doors," he says. "They're not going to pay \$13.50 if they know I'll sell for \$13."

Grenier uses AgMpower's marketing software, which projects break-evens and profitability using grower expected prices at the beginning of the year. Then through the year, it uses actual sales and current market conditions to calculate profit. The program also calculates an opportunity cost of waiting.

"When you hold and hold trying to get a higher price, this incurs a huge interest cost," he says. Waiting months to get an extra 50 cents might actually result in a lower net price than selling at today's price.

Leo Kosokowsky created the AgMpower marketing software. Growers pay \$70 a month for the program. "It's not rocket science," Kosokowsky says. "The program simply shows growers what they need to see in order to make an informed decision."



Doug Martin, East Selkirk, Manitoba

SAFE STORAGE PROVIDES MARKET FLEXIBILITY

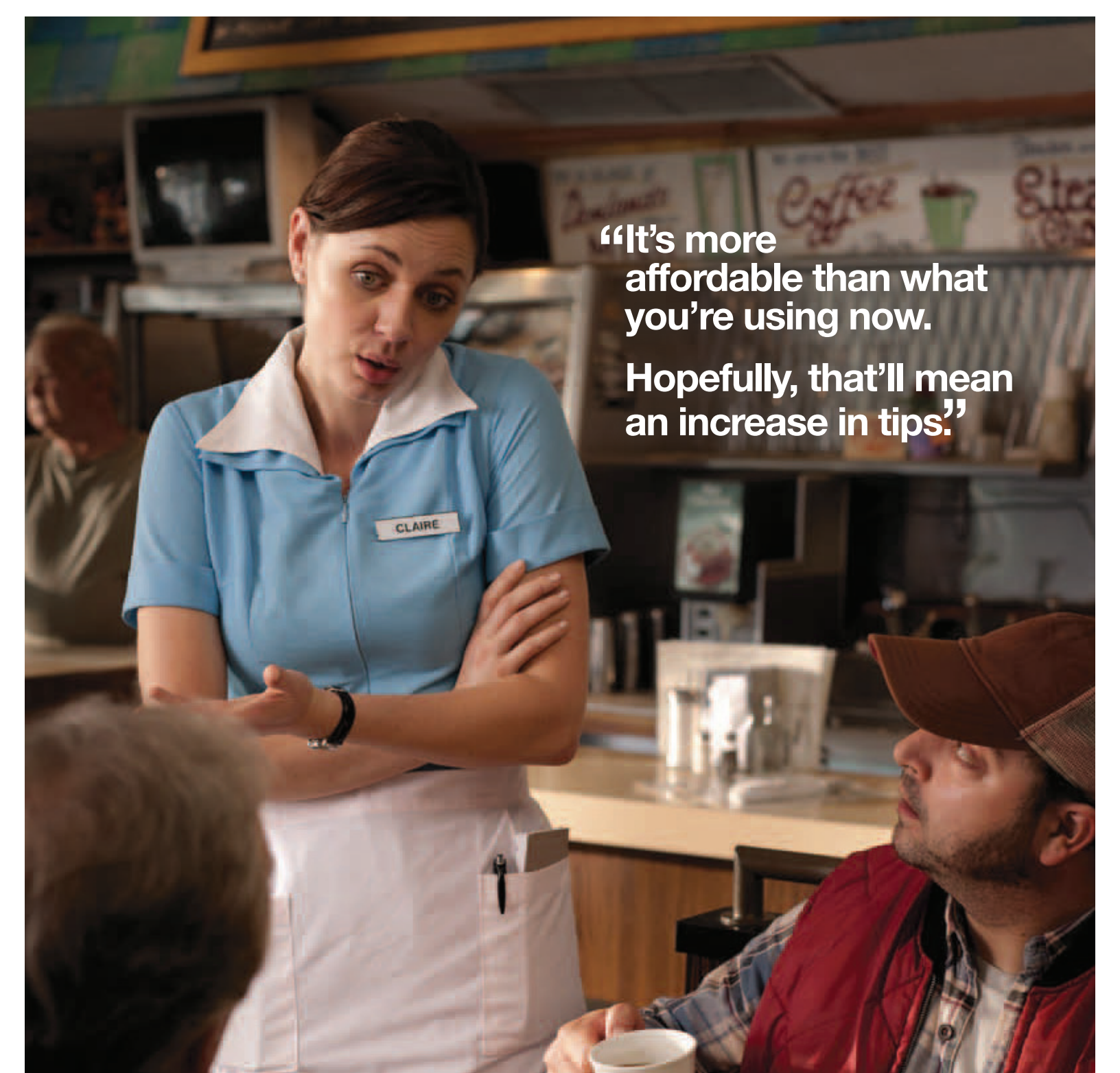
Safe storage is an important part of Doug Martin's canola marketing strategy. The grower from East Selkirk, Manitoba, has a hog operation that, these days, provides steady cash flow all year long. "With no cash flow issues, I'm not forced to sell canola to pay bills," says Martin.

But situations change – hog economics, for instance – and his strategy has to be flexible, he adds. Since he often waits until well into winter to start pricing, Martin needs to make sure his canola is safe. After harvest, he puts it on aeration to cool it to below 15°C.

Martin pays attention to fundamentals for other grain commodities, especially corn, when planning his canola marketing strategy. He will wait for higher prices if he thinks the market outlook is bullish.

Lee Markert also considers storage risk when marketing canola. For him, this risk is another reason to take advantage of early-season opportunities. "Growers used to say 'Don't count your bushels until they're in the bin.' But for canola, the saying should be 'Don't count your bushels until they're in the pit,'" he says. "Canola is not actually money in your pocket until it's delivered." ●

Jay Whetter is communications manager with the Canola Council of Canada

A waitress named Claire, wearing a light blue polo shirt and a white apron, stands in a diner. She has her arms crossed and is looking at a customer. The customer is a man wearing a brown cap and a red vest, sitting at a table and holding a white cup. In the background, there is a diner counter with various items and a menu board.

“It’s more
affordable than what
you’re using now.

Hopefully, that’ll mean
an increase in tips.”

 **BASF**
The Chemical Company

Claire’s learned a lot chewing the fat with her customers. Here’s a small taste. This year growers can cash in on the outstanding value of the **Clearfield**[®] Production System for Canola. From the new ARES[™]* herbicide, to new hybrids, including hybrids from Nexera[™], to proven fungicides like HEADLINE[®] and LANCE[®], they’re all priced to ensure a great ROI. Order before December 31st and save up to \$4 per acre† for even more savings! Contact your BASF retailer or visit the diner at clearfield.ca/canola for more juicy tidbits.

* ARES herbicide is in the final stages of registration
† Certain conditions apply. Offer Terms & Conditions available online at clearfield.ca/canola



Clearfield[®]
Production System for Canola

Always read and follow label directions.

AgSolutions and HEADLINE are registered trade-marks of BASF Corporation; ARES is a trade-mark, and Clearfield and the unique Clearfield symbol are registered trade-marks of BASF Agrochemical Products B.V.; LANCE is a registered trade-mark of BASF SE; all used with permission by BASF Canada Inc. HEADLINE and/or LANCE should be used in a preventative disease control program. Nexera is a trade-mark of Dow AgroSciences LLC. © 2011 BASF Canada Inc.



Liberty®

Protects the best.

Liberty® herbicide is sworn to protect number one yielding InVigor® hybrids at all costs. As a dedicated Group 10, it's more than ready to take out the most dangerous weeds in your crop, including resistant ones.

Whether you want the added protection of a higher labelled rate or a 2-Pass, Liberty's new lower price gives you the flexibility to decide how to best neutralize the threat. Unlock the yield potential of InVigor with Liberty.



Bayer CropScience

BayerCropScience.ca/Liberty or 1888-283-6847 or contact your Bayer CropScience representative.

Always read and follow label directions. InVigor® and Liberty® are registered trademarks of Bayer. Bayer CropScience is a member of CropLife Canada.

09/11 - BCS11033