

CANOLA Digest

THE SOURCE FOR CANADA'S CANOLA GROWERS

SEPTEMBER 2012

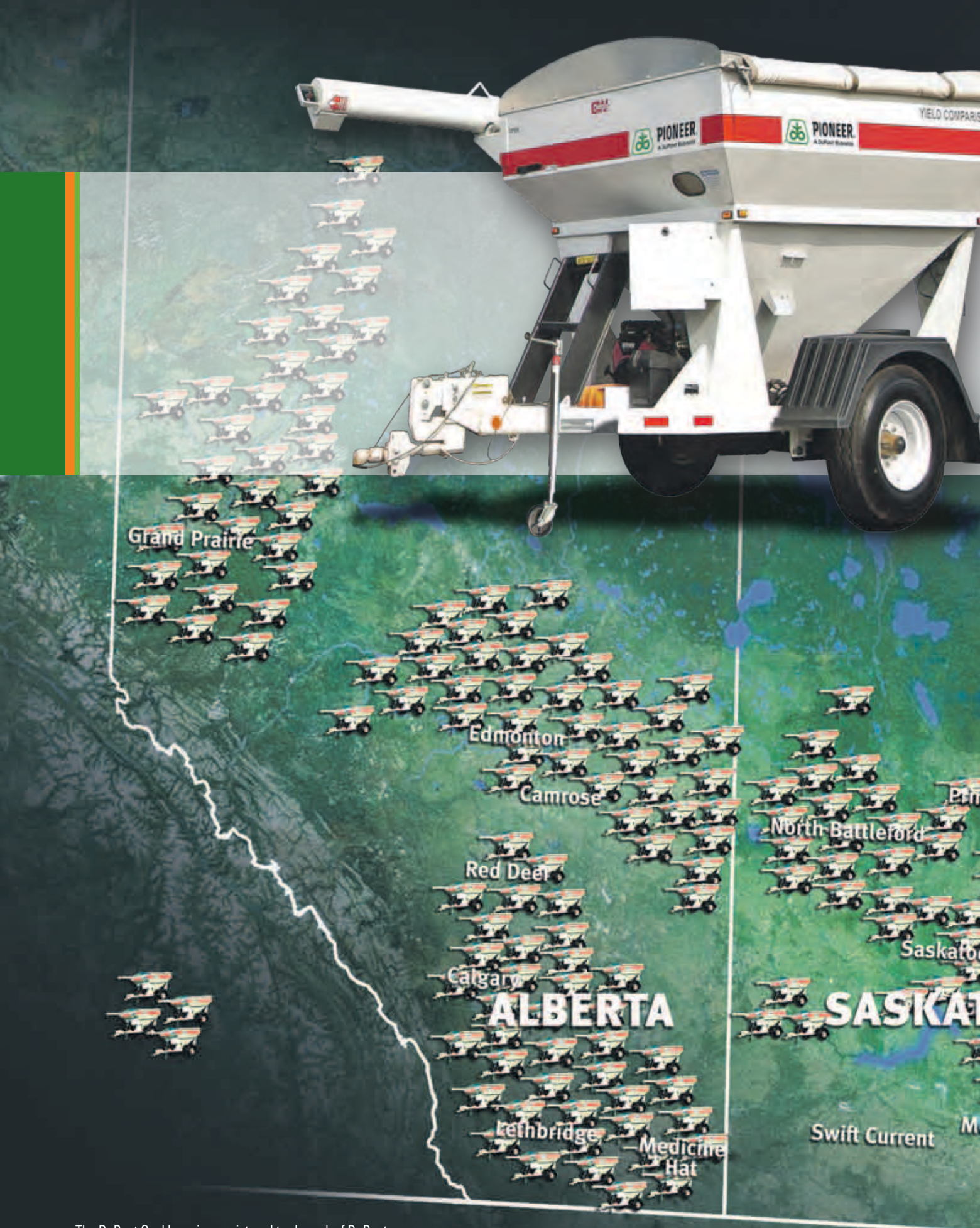
SEED & STORAGE

Bags versus bins • Seeds of the future • Federal programs – What's next?

FLIPPING THAT SWITCH

Drying and cooling canola
for long-term storage







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CANOLA digest

As harvest comes in, diligent monitoring and conditioning is needed to keep your canola in top condition. This issue explores options for short and long-term storage and tips for staying safe around your bins.



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IT'S A NEW WORLD

By Debbie Belanger

It will be interesting to see how the end of the Canadian Wheat Board monopoly plays out for growers who now have the choice of using their wheat as a cash crop.

One of the possibilities is that some of you may end up storing your canola longer as part of your farm management plan. So in this issue of *Canola Digest* we shine the spotlight on storage. As Krydor, Saskatchewan grower Rodney Swystun says in our cover article, **Flipping that Switch**, storing in large bins means that the canola has to go in dry and it has to be kept at a stable temperature. Swystun recently installed a flat bottom/cone mount canola dryer system. Check out his experience with large storage and aeration.

Our regular Farmer Panel feature titled **Bags versus Bins** profiles four growers who are sold on storing canola in bags. The Canola Council of Canada recommends that bags, if used at all for canola, be for short-term storage only. These growers tend to agree. Mannville, Alberta grower Trent Clark has stored canola in bags for the past three years.

The new grain marketing environment means new choices for growers, including some new flexibility in generating cash flow.

"Bags are better than putting up new bins on rented land," he says. "They're also good for high volume crops so the truck and cart don't have to travel as far to unload."

This month *Canola Digest* also examines safety-related storage issues. In **Grain Storage and Staying Safe**, read the harrowing story of south-central Manitoba grower Randy Froese who survived a grain storage accident.

As I said, the new grain marketing environment means new choices for growers, including some new flexibility in generating cash flow. In a very timely article, **New Ways to Manage Cash Flow**, guest contributor Brenda Tjaden Lepp offers some tips to make the most of this new opportunity.

Of course, while growers make individual marketing decisions, our industry as a whole is constantly

seeking more stability in the world marketplace. In the first of a four-part series on market access, **Tackling Tariffs** looks at how the industry is working together to break down the barriers to trade. Says Nipawin, Saskatchewan grower Terry Youzwa: "As farmers we realize that we're a long way from our export markets. The more we put agriculture – and canola – on the (trade) agenda, the better off we'll be."

Finally, the Canola Council of Canada welcomes two senior executives: president Patti Miller and vice president of crop production Curtis Rempel. In **New Leaders Relish Big Challenges**, read about their exciting views on the future of our great industry.

Enjoy the read! ●

A handwritten signature in black ink, appearing to read 'Debbie Belanger'.

*Letters and comments are welcome:
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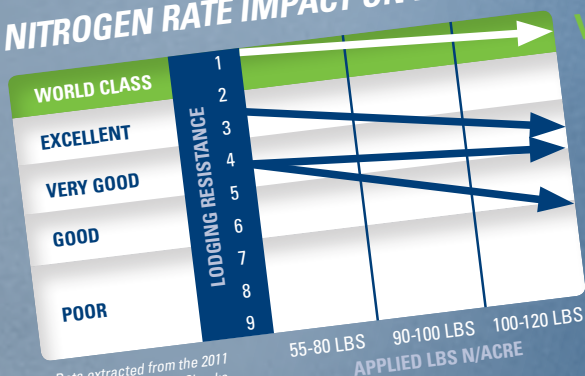
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By Treena Hein

FLIPPING THAT SWITCH

When to turn fans on and off to dry and aerate canola is still being hotly debated and researched from several angles. *Canola Digest* checks in with several experts to get the latest on this aspect of canola bin storage, as well as general storage do's and don'ts.

As growers produce more and more canola – and possibly hold it longer on-farm since they can now sell wheat as a cash crop – storage knowledge and skills must keep pace.

“To store canola in large bins, it has to go in dry and you have to keep the temperature stable,” says canola grower Rodney Swystun of Krydor, Saskatchewan. “The longer it stays in swath, the dryer it will be going in. I take my chances with snow.”

Swystun recently installed a flat bottom/cone mount canola dryer system. The adjoining 250,000-bushel canola storage building has all the features of a flat bottom bin: in-floor aeration with drive-over grates, in-floor unloading, temperature cables and remote-operated fill caps. There are also several 30,000-bushel bins on the farm.

Even if canola is harvested dry, a crucial step in effective long-term storage is to aerate it after harvest to cool it to 15°Celsius or lower throughout the bin, says Canola Council of Canada (CCC) agronomist Angela Brackenreed. “The purpose of aeration is to reduce and stabilize the temperature of the grain,

“To store canola in large bins, it has to go in dry and you have to keep the temperature stable.”

– Rodney Swystun

slowing biological activities that produce heat and moisture. Aeration can also lengthen the time grain with higher moisture can be safely stored while waiting for better drying conditions or for dryer capacity to become available.”

Growers should be checking the temperature decrease of newly-binned grain daily for a few days, and then continue to check twice a week. After harvest, canola can ‘respire’ for up to six weeks, a physiological process which creates both heat and moisture.

Cooling of canola can be achieved with air movement as low as 0.1 cubic feet per minute per bushel (cfm/bu). “A fan that blows 0.1 cfm/bu takes 150 to 200 hours to cool a bin, and at double the speed (0.2 cfm/bu), it takes half that time,” Brackenreed notes. “Fans need to have one horsepower for every 1,000 bushels of canola in the bin. However, other factors besides fan speed are also important.” The larger the perforated floor area, for example, the better the air movement will be. Bins also need one square foot of vent opening for every 1,000 cfm that a fan is pushing out.

She adds, “Remember that air movement through canola requires a fan with more horsepower than with grains such as wheat. The small size and round shape of canola seed leaves fewer air pockets relative to larger grains.”

Continue aeration until the cooling front has moved through the entire grain mass. “Properly-anchored temperature and moisture monitoring cables will help you determine when that point has been reached,” says Brackenreed. “More cables provide extra assurance.” Growers should also take samples from the bottom, middle and top of the bin.



A sensor unit developed by Dr. Guy Lafond and his colleagues at Agriculture and Agri-Food Canada's facility in Indian Head, Saskatchewan measures air volume, temperature and relative humidity entering and exiting canola bins, providing data which can help farmers decide when best to turn bin fans on or off.



View videos relating to a Canola Council of Canada canola storage clinic.



Rodney Swystun's 250,000 bushel canola storage building features in-floor aeration with drive-over grates, in-floor unloading, temperature cables and remote-operated fill caps.

DRYING

Dry tough or damp canola as soon as you can, when the weather is fairly warm and dry. A moisture level of eight percent or less is preferred for long-term storage. "Natural air drying using aeration alone can remove one or two percentage points of moisture, but only if the outside air has adequate drying capacity, a factor of its temperature and relative humidity (RH)," says Brackenreed. "If the daytime high is less than 10°C with high humidity, it may not bring the moisture content down to safe storage levels."

Therefore, continuous or batch air grain dryers may be needed. "Inline centrifugal fans are only capable of aerating, but high-speed centrifugal fans can both aerate and dry," Brackenreed notes.

"If the fan can't move enough air, take out some grain to reduce the depth of the grain mass. This will also flatten the cone, making the depth of grain more consistent throughout the bin."

She advises that if you unload some of the grain into a truck and move it around, move a minimum one-third of the grain in the bin. "Remember that canola at the bottom of the bin will probably dry quicker and contain less moisture than canola higher up in the bin," she adds. "And, as bin height increases, the difficulty of pushing air through the grain also increases, due to greater compaction."

While continuous flow or batch drying systems are preferable, drying by adding heat to an aeration system can also be

effective. "Be careful to increase the air temperature by no more than 10°C," says Brackenreed. "You should also over-dry your canola as there will be some rebound in moisture content as the grain cools after drying." A general rule is to over-dry by 0.1 percentage point for every percentage the grain is dried.

"In addition, remember that dockage in your bins (weed seeds, chaff and so on) can have up to four percent higher moisture levels than canola seed," she says. "Canola with high green seed content should be thoroughly conditioned, closely monitored and delivered as soon as possible after harvest."

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WHEN TO TURN FANS ON AND OFF

How to manage fan operation to cool and dry canola is still being researched. A variety of perspectives exist. Dr. Guy Lafond, an Agriculture and Agri-Food Canada research scientist at Indian Head, Saskatchewan, believes that night is the best time to cool and dry all crops including canola. “Water removal happens as grain is cooling,” he says. “Growers and researchers focus mostly on RH, but temperature matters a lot more than is generally believed.”

He says cool night air entering a bin with warm grain will absorb heat from the grain, and as this air warms up, it will absorb water. “As a rule, water is removed at night and some is added during the day based on actual measurements taken from instrumented grain bins.”

Lafond says a general strategy for many growers would be to turn the fan on at night and off during the day, and do a moisture test at the top of bin to monitor grain drying. However, he thinks that growers could be running their fans more than they need to.

In 2007, Lafond and his colleagues measured temperature and RH coming into and out of bins, as well as the volume of air coming into the bin. They used this data to calculate the mass of water entering and leaving the bin on an hourly basis. “Obviously, if more water is leaving than entering the bin, you should keep the fan running, and if more is coming in than leaving, then the fan should be turned off,” he says. “We are doing further tests and hope to produce and develop an automated sensor relating to this.”

Dr. Joy Agnew, research services manager at the Prairie Agricultural Machinery Institute (PAMI) in Humboldt, Saskatchewan, says she and her colleagues agree that water removal happens as grain is cooling, but grain only cools for a short while before its temperature stabilizes. “If you run the fans only at night, you will indeed cool the grain and remove water for a couple of nights,” she notes, “but after that,



PAMI's research facility includes a six bin test set up for replicated trials (left), and a full scale bin (centre) along with a sampling and instrumentation probe (right).

“Remember that air movement through canola requires a fan with more horsepower than with grains such as wheat.”

– Angela Brackenreed

you’ll be pulling cool air over cool grain and no moisture will be removed.”

Agnew and her colleagues plan to research differences in temperature and RH between the air and the grain. “By comparing these constantly using a software program, we see that air has a lower RH than grain during the day, so that’s when the air has the greatest capacity to dry the grain,” she says. “Cold night air is dryer, but it also has less capacity to hold moisture and pull it out of the grain than warmer day air. So, use your fans to drive moisture off during the day and use them at night to keep your grain cool.” Agnew adds that variable speed fans will help increase the efficiency of this strategy, as a high airflow rate is required for drying but low airflow rates are sufficient for cooling.

Lafond notes it’s a myth that turning fans on and off will create a ‘moisture front’ (a large amount of moisture that has been driven to the edge of where the grain is drying). Agnew agrees this may be a false belief. “The testing we did at PAMI, turning the fans on and off several times a day, didn’t result in adverse effects due to a temperature or moisture front,” she says.

If the moisture content of the canola is less than 12 percent and the temperature is higher than 10°C, Rodney Swystun uses aeration during the day. He also uses fans during the day to remove moisture from high-moisture canola (more than 12 percent), and puts this canola in smaller bins.

“If I think I can’t harvest later in the season, and I have to harvest when it’s hotter, I aerate at night to lower and stabilize the temperature of the grain I’ve just put in storage,” Swystun says. “If it’s over 15°C in the large bins, I’d leave the fans on night and day.”

Brackenreed agrees with this approach. “Until there is better consensus on how best to manage fans, I advise turning fans on and leaving them on, night and day, until the grain temperature is 15°C or less,” she says. “Ambient temperatures can be very high at harvest time, leading to very warm grain going into the bin, and you need to cool that grain and prevent hot spots from developing.”

She notes, however, that if the temperature and moisture content of binned canola has stabilized for an extended period, it’s probably safe to shut off fans. “Continue to monitor though, and if grain cooling stalls or temperature begins to increase in spite of cooler outside temperature heading into winter, it’s probably a good idea to turn the fans back on.” ●

Treena Hein is an award-winning science writer and educational resource consultant.

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BAGS VERSUS BINS

By Jay Whetter

These four growers are sold on storing canola in bags to reduce delivery times at harvest, and as an alternative to putting up bins on rented land. The Canola Council of Canada recommends that bags, if used at all for canola, be for short-term storage only. These growers tend to agree.



Left to right: Trent Clark, Stephen Moran, Corey Penner and Bernie Schoorlemmer

TRENT CLARK Mannville, Alberta

Trent Clark has stored canola in bags for the past three years. “Bags are better than putting up new bins on rented land,” he says. “They’re also good for high volume crops so the truck and cart don’t have to travel as far to unload.”

Clark says he’d rather put hot canola in a bag than in a bin. “Bags have a lot lower pressure than a bin, and more surface area, so grain can cool faster,” he says. His bags are 12,000-bushel capacity, 250 feet long, 10 feet wide and six feet high at most. “It’s always hot

when we’re combining, and we always put canola in bags even if I have room in the bins.”

“We’ve never had a problem yet,” he says.

“Anything you leave long enough will eventually spoil.”

– Trent Clark

Clark’s tips, learned from experience:

- Buy the stronger bags. His bags are nine mil thick.
- Don’t stretch them too tight. Tighter, fuller bags tend to be weaker, he says.

Bags stretch more in the heat of the day, and not as much in the evenings, so he adjusts the brake on the loading system regularly throughout the day to keep bag-fill fairly consistent. Markings on bags indicate the appropriate amount of stretch.

- Clear snow around bags so deer don’t climb on them and poke holes with their hooves.
- Deliver canola in bags as soon as possible. “Anything you leave long enough will eventually spoil,” he says. Any canola that goes in hot he moves before January.

- Put bags in a well-drained area and definitely unload them before frost goes out of the ground in the spring. “It’s easier to unload bags on a -30°C day in January than in the spring,” he says.

STEPHEN MORAN

Portage la Prairie, Manitoba

Stephen Moran has stored spring wheat, winter wheat and oats in bags, and will try canola for the first time this harvest.

“We acquired a large chunk of land 40 miles from the home farm. The land does not have adequate storage, and it just won’t be timely to truck it back to the yard,” he says.

All his canola is a specialty-oil variety, and Moran has a contract to move it in September. “Actually, I hope to be able to deliver it direct from the field and not have to store it at all,” he says.

The first year Moran had bags, a youngster used one bag as a snowmobile ramp, ripping it to shreds. The next year one bag split open all along its length, so they had to clean it up with a grain vac. Another year they put bags close to a road, which would seem like the right idea, but the ditch flooded that spring and half the bag was under water. He watches for wildlife damage and covers holes with duct tape to prevent ripping. Ideally, you want bags close to a yard or town site where there’s more activity to keep away wildlife, he says.

“You’d think we would have given up on the bags by now,” says Moran. But he likes the convenience they offer at harvest, and when it comes to delivery, he says they can unload bags faster than a bin.

COREY PENNER

Glenbush, Saskatchewan

Corey Penner bought a grain bagger in 2008, and the first year only put oats in it. The second year, he put all grains into it, including some dry canola and some “very tough” canola. “We had some snow come through before we could finish harvest,” says Penner. “The only way to get the canola off was to harvest it tough – at around 25 percent moisture.”

BAGGING TIPS

Dr. Noel White, Cereal Research Centre, AAFC and Dr. Digvir Jayas, University of Manitoba, are researching canola storage in bags. They provide the following cautionary statements based on their experiments:

1. Store only dry seeds (10 percent or lower moisture content).
2. Store only for short duration (up to January or February).
3. Try to do continuous monitoring.
4. Look out for animal and bird activity around the bags. Patch holes to keep out moisture and prevent further tearing. Bag providers will have patching instructions and may recommend a type of tape to use.

The tough canola sat in the bags for 19 days before Penner could get a dryer lined up. “We never lost a bushel or any quality, but it was starting to get a sweet smell, like silage,” he says. “We dried it, then trucked it right away.”

Since then, he has bagged about 90 percent of his canola. “We always sell it before New Year’s Day, and we haven’t had an issue yet,” he says. “I feel safer with canola in bags than in the bin. We don’t have OPI cables in our bins, so I feel the bags, at only eight to nine feet in diameter, are more likely to cool off naturally and stabilize on their own.”

Why bags? “Most of our land is rented, and bin storage is generally poor on those acres, so bags are a good solution,” he says. Filling bags in the field also cuts down on trucking time at harvest. “With bags, all we need is one cart-man to keep up with two combines.”

If he has one recommendation, it’s to put canola bags on a patch of grass if possible instead of on canola stubble, which can poke through them. “We’ve put a lot of bags on canola stubble, but if we can avoid it, we will,” he says. “If you have to put bags on canola stubble, leave the stubble tall – 12 to 14 inches – so it’s more likely to bend over than poke through.”

BERNIE SCHOORLEMMER

Rycroft, Alberta

Bernie Schoorlemmer has been bagging grain for 12 years or so. “It didn’t take long for us to get comfortable with bagging canola,” he says.

Most of his canola goes into bags at 17 to 18 percent moisture. “We’re usually combining canola in October or November. We leave it as long as we can, and it still comes off tough – but cold, at 10°C or less,” he says.

He’s comfortable with that. “Since we’ve been bagging canola, we’ve lost more canola in bins than in bags,” he says.

Schoorlemmer is building a big grain handling system with bins, but says he will continue to use bags because they allow for quick storage and short delivery times at harvest so carts can keep pace with the combines.

“Since we’ve been bagging canola, we’ve lost more canola in bins than in bags.”

– Bernie Schoorlemmer

The key with bags, he says, is to seal ends well to keep rodents and moisture out, and to check them regularly. He checks temperatures in the bags with an OPI probe. He observes that canola in bags will rise 2 or 3°C in the couple days after filling, then cool back down. “It’s like clockwork,” he says. “My sense is that it tries to heat but can’t because there’s no air. It builds up for a few degrees but when the oxygen is used up, it can’t sustain the heating process.” ●

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

GRAIN STORAGE AND STAYING SAFE

By Carla Pouteau

Randy Froese's farm accident shows that keeping canola storage safety top of mind is important – not only to maintaining a high quality crop – but also to personal safety.

Randy Froese is a partner in Froese Enterprises, a family-owned 5,500 acre grain, oilseed and special crops farm in south-central Manitoba. He will likely always remember the date August 17, 2010. It's the date he survived a grain storage accident.

In November 2009, the Froese's harvested field beans on the wet side and put them into a 6,500 bushel hopper-bottom bin with aeration. Throughout the winter and spring, they used aeration to condition the wet beans. In late spring, when the Froese's tried to empty the bin, a layer of mouldy beans remained clinging to the walls.

Throughout the summer, the Froese's used aeration to dry the material, loosen it and clean it out completely. "By August, the inner (four to five inches) of beans had turned to soup and the outer 12 inches had turned very hard, like concrete," explains Randy. "We tried pounding on the outside of the bin, picking at the material from the bottom opening while standing on the outside, and then tried poking at it from the top opening, but it wouldn't budge."

The Froese's then decided to enter the bin to try and clean the material from the inside. "We recognized we were dealing with a dangerous situation so we got all three of our employees to work with me at the bin. We positioned two

men on the ground on the outside of the bin and two of us entered the bin," says Randy.

Soon after the two inside the bin began working at freeing the material, a large chunk approximately 15 feet in diameter let go. "We saw it coming," says Randy, "so we tried to jump out of the way." The employee was able to jump away but the material caught Randy's leg and pinned it against the aeration stanchion. He fell and was quickly buried chest-deep in material. Soon after, another large amount of material (about a third

of the bin) fell, and Randy was buried completely beneath about three feet of material. The employee was buried to his knees in material but was able to free himself. He was able to communicate with the other two employees (outside) so they could call 911 and help try to loosen material from underneath.

The material caught Randy's leg and pinned it against the aeration stanchion. He fell and was quickly buried chest-deep in material. Soon after, another large amount of material (about a third of the bin) fell, and Randy was buried completely beneath about three feet of material.

Meanwhile, Randy was conscious and could still breathe. He also knew from his first aid training that he should remain calm so as not to go into shock. "I knew that I shouldn't panic and start yelling for help because that would use up some of my oxygen," he says.

Immediately the employee on the inside began to frantically shovel material away from on top of Randy, aware the rest of the material clinging to the bin walls might collapse. Within about five minutes Randy's head was uncovered



Randy and Shelley Froese with children Bella and Ryan.

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and soon after his upper body. However, he was unable to be pulled out because a heavy clod of material still had his leg wrapped around the aeration stanchion.

“Then suddenly I could feel that poking from outside the bin had shifted some material and freed my leg,” explains Randy. He was able to be pulled from the heap of material and with assistance climbed out of the bin using the internal bin ladder. Emergency personnel were waiting to assist as soon as he exited the top of the bin.

ASSESSING AND MINIMIZING RISK

The Froese’s knew they were dealing with a dangerous situation and tried to mitigate some of the risk by placing two people inside and two people outside the bin. Assessing the risk is an important first step in farming safely according to Glen Blahey, health and safety specialist with the Canadian Agricultural Safety Association (CASA). “Regardless of the farming activity, producers should step back and impartially assess the situation looking for hazards,” he says. He even suggests trying to see things through a neighbour’s eyes “because people tend to be more critical of someone else.”

Once the situation has been assessed for risk, the next step is to determine ways to minimize the risk, Blahey adds. Those might be personal protective equipment or safety precautions or they may be modifications to a commodity or machine.

When assessing the dangers around grain bin storage, whether you are storing canola or any other crop, “there are three basic types of hazards to consider: physical, biological and confined space entry,” states Blahey. Physical hazards include anything that might cause injury by cutting, falling, or entrapping. “This includes climbing ladders, working near moving equipment and smothering from grain (either flowing or crusted and bridged).”

After assessing the danger, ways to limit the risk should include the selection of an appropriate strategy which might

include: using a safety harness when climbing any height over 10 feet, locking out moving equipment such as a bin sweep, or always having a watch person outside the danger zone and a lifeline when entering a confined space.

Biological hazards include respiratory exposure to deteriorated grain, moulds, insect particles and dust. Goggles and an approved dust mask should be worn when working with stored grain but if fumigants have been used then a chemical cartridge respirator is required.

The final hazard, confined space entry, applies to grain bins and many other locations on the farm. Blahey explains that minimizing the risks of working in confined spaces includes having a plan and ensuring that everyone involved is clear on procedures and responsibilities. The plan elements will range from “purging stale air with aeration equipment to having an appropriate safety harness with retrieval system.”

“Regardless of the farming activity, producers should step back and impartially assess the situation looking for hazards.”

– Glen Blahey

According to Blahey, having a farm health and safety plan should be part of a farm’s business risk management strategy. Randy and Froese Enterprises agree that pre-planning – everything from work procedures to training employees to purchasing equipment and facilities – plays an important role in safety. Having a ladder inside the hopper bin where the incident happened was crucial to getting Randy and his employee to safety quickly. When ordering bins, they used to price out internal ladders that were an option and purchase them when feasible. “Now we don’t order a bin without an internal ladder and I don’t think they should be an option but come as standard equipment,” concludes Randy. ●

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

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DIAGNOSTIC DILEMMAS

By Jay Whetter

Good stand establishment often starts with effective residue management in the fall, and with high performing seed. Here are a few establishment headaches from 2012 that underline the value of these two measures.

C

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

In many cases, careful diagnostic reasoning can narrow the possibilities down to a single cause that can be addressed. Here are two such scenarios from 2012.

STAND ESTABLISHMENT BEGINS AT HARVEST

Problem: A grower was seeding into loose soil, and he was worried about going too deep. He checked the drill depth, as usual, and it seemed like it was hitting the target 0.5 to 1 inch depth recommended for canola. But a couple weeks later he found far fewer plants than expected. He called a CCC agronomist to see what might have happened.

Action: The CCC agronomist went to the field and confirmed the stand was in fact much thinner than the ideal seven to 10 plants per square foot. Thin stands can have many possible causes, so the agronomist went through a series of questions, including seed quality, seed date, seeding rate, fertilizer placement, soil conditions at seeding, herbicide

history and rotation. The agronomist then asked about weather conditions since seeding.

The field had been hit by seven nights of light frost. Canola can usually survive light frost, but repeated frosts may have been too much. However, the agronomist kept looking for other clues. While digging for seeds and examining seedlings at a few locations throughout the field, he discovered the root of the problem was not frost, but seed placement.

Of the seedlings that had emerged, many were rooted in straw, not soil. Seed can germinate in wet straw, and roots may wrap around straw, but if the surface dries out, the plants can be stranded in the dry residue and wither and die off. Until rooted into the soil the plants are also very vulnerable to wind damage. If conditions stay moist and winds are light, the tap root can reach soil and all will be fine. That positive outcome didn't happen in this case.

Canola is a shallow seeded crop, but seeds have to go into soil. Surface residue does not count toward seed depth

because seeds stranded in residue rarely form viable plants. Check the drill at many points along its width to make sure all openers are reaching soil, and check in a flat area. In this case, the grower did check the drill, but the field was rolling and he checked the depth on a side slope near the field entrance. This may have given him a false assessment as residue deposits and drill performance can be inconsistent on side slopes. Checking the drill at a couple of different locations may have helped.

Uneven residue can reduce seed placement performance for any drill, even one with appropriate depth for each opener and perfect leveling from end to end. Accurate seed depth placement starts with residue management at harvest. Adjust combines to spread residue as evenly as possible across the whole width of the header. It may be necessary to go over the field with harrows when stubble is dry in the fall. The key is to recognize potential uneven residue issues and ideally fix them before seeding.

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Take a look at the CCC's Canola Performance Trials website at canolaperformancetrials.ca to see 2011 trial results for many leading varieties. Results from 2012 should be posted in November.



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WHAT? NOT A HYBRID?

Problem: A grower had 800 acres of canola. Stand establishment was poor for all fields, and he decided to reseed. He had reseeded about 680 acres in June, but it was now early July and he wondered whether it was too late to reseed the two remaining 50 and 70 acre fields. He called his CCC agronomist. Over the phone, the agronomist suggested he leave the fields, given the calendar date. “You might be surprised how well they turn out,” the agronomist said.

Action: A couple days later, the agronomist happened to be in the area and decided to stop and see the fields. The stand was incredibly thin and the plants looked spindly and weak. He expected a thin stand but not such weak plants. While going through his list of questions, the agronomist asked about the seed source. It turns out the seed was from an open pollinated (OP) conventional variety the grower took from his bin. It was an older variety that could be legally bin run, and had no seed treatment.

One or two healthy hybrid plants per square foot might amount to something. One or two weak, spindly plants – OP or hybrid – might not.

Plant stand for the 50-acre field was one to two per square foot. The 70-acre field looked a little better. With a hybrid, which tends to branch more and compensate, that low plant count might still be enough to produce a reasonable yield under good growing conditions. But these OP plants were scrawny and showed no signs of branching out.

“In this case, all the most recent research on stand establishment and profitable plant stands can be thrown out the window, along with most of my agronomy experience from the past five or more years,” the agronomist says. One or two healthy hybrid plants per square foot might amount to something. One or two weak, spindly plants – OP or hybrid – might not. A field assessment of plant



Canola needs shallow seeding, but seed still has to go into the soil. Seed stranded in residue may germinate but often does not survive. Make sure residue is spread evenly this fall to set up fields for good canola stand establishment next spring.

health is required before making a final reseeding decision.

The 680 acres that had been reseeded back in mid-June looked great, with plants already cabbaging out two to three weeks after seeding. The hybrid was seeded into warm soil, and had a seed treatment, giving it a few extra advantages over the early seeded OP with no seed treatment and cooler soils.

The fact the hybrid reseeded in June widely outperformed the old genetics that were seeded early suggests it may be time for the grower to invest in new seed, and in seed treatment. The investment will pay off in much higher yield potential than the old bin-run OP. Under good growing conditions, including warm soils and ample moisture, the OP might achieve a reasonable yield, but in all situations – including cool soils – the hybrid will outperform, and usually by a wide margin.

We often lose sight of how much genetics have improved because we don't see new hybrids head to head with old OP varieties anymore. We see the small incremental gains year to year, but these gains are stacked up against pretty good genetics to start with. ●

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

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STAND ESTABLISHMENT STARTS WITH RESIDUE MANAGEMENT

By Heidi Dancho

As crop yields rise, so does the volume of residue that farmers need to manage prior to seeding their canola. Here are some variables to consider even before you head out to harvest.

“Typically we are building bigger and bigger crops each year,” says Derwyn Hammond, Canola Council of Canada (CCC) crop production resource manager. “Not only are growers talking about their canola yields going up, but also their wheat and barley yields. Those bigger yields often mean more straw to manage as well, sometimes more than growers have ever had to deal with before.”

Managing this residue is a critical part of proper canola stand establishment – and it starts before harvest. “The first step is to go through all your variables pre-harvest,” recommends Blaine Metzger, project technologist at the AgTech Centre in Lethbridge. He notes that crop type, cutting height, moisture conditions and seeding equipment all play a role in a residue management plan.

“For example, generally we want as much standing stubble and minimum disturbance as we can get in order to conserve moisture. So you want to plan to cut the crop as high as you can,” says Metzger. “But you also have to keep in mind your seeding implement to

ensure there is enough clearance, and your opener type as this can have a large effect on fertilizer and seed placement based on stubble and soil conditions at seeding time.” Soil and stubble type in conjunction with moisture conditions will also affect the opener operation.

In areas where trapping snow and conserving moisture isn’t as big of an issue, growers tend to prefer cutting crops shorter. “For us, the lower we cut the better,” says Greg Porozni, who farms near Vegreville, Alberta. “We’d rather run that straw through the combine to get it chopped and spread evenly versus dealing with too much standing stubble in the spring.”

Rick Dobush, another Vegreville area farmer, agrees. “We try to keep the stubble short, in the six inch range,” he says, adding that cutting too long causes more trouble with his drill. “It’s a balancing act – you want some standing straw there to protect the canola but not so much that it prevents the ground from warming up in the spring.”

“More farmers are also using precision drills, making good trash management even more important,” says Porozni. “While the more vertical opener provides better seed placement, it doesn’t slough off the trash as easy and results in plugging more often.”

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Heavy residue or uneven distribution can be a problem for proper canola stand establishment the following spring.

COMBINE PERFORMANCE

“To get consistent canola seed placement across the whole field you need even distribution of the residue from the previous crop. That starts with having your combine’s chaff spreaders and straw chopper in good condition and set properly to chop the residue and spread it evenly across your full width of cut,” says Hammond.

Fortunately, due to improvements in combine performance, this is not nearly the issue it was a few years ago. “Combine manufacturers have put a considerable amount of effort into developing finer cut choppers and integrating chaff and straw spreading over wider widths,” says Les Hill, program director for agriculture and bio-resources at the Prairie Agricultural Machinery Institute (PAMI) in Humboldt, Saskatchewan. “And for

older combines, growers can improve chopper performance by replacing worn hammers or knives.”

However, there still are concerns, says Hill. As cutting widths get wider there is more material and proper distribution can be an issue at times, especially with the wind. “We may have advanced to where we get pretty decent distribution in the 30 foot width, but as we increase to 40 feet I expect to start seeing more variation in uniformity,” he says.

When spreading, growers should pay attention to the fin position and tail-board angle. “If wind speed is very low, a higher tailboard angle will often provide your maximum spread, but if it gets windy it may be better to turn it down a bit,” says Hill, noting that you really want to avoid the windrowing effect of the chaff falling in rows

behind the combine. Fin position can also usually be adjusted to shift the distribution.

“Combine manufacturers have put a considerable amount of effort into developing finer cut choppers and integrating chaff and straw spreading over wider widths.”

– Les Hill

“If you have extremely heavy trash and you can market some straw, baling is another alternative,” says Porozni. He doesn’t like to remove residue through baling, but it’s a trade-off for achieving higher yields. “A lot of producers have been using no-till practices for about 15 years and are now having to deal with

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more and more crop residue thanks to higher organic matter, improved fertility and better management practices.”

HEAVY HARROWING

Post-harvest harrowing is another good option to help manage residue. “With heavy harrowing, the real trick is that you’ve got to get aggressive enough and at the right angle to get even distribution of the straw, but not so aggressive that you’re going to start breaking the crowns of the standing plants,” says Hammond. “Breaking and ripping out stubble can create a lot of bunching of straw in your field that can lead to plugging and poor seed placement during seeding.”

On Dobush’s farm, slightly slower speed is preferred. “We try to heavy harrow on an angle and find that going a bit slower, in the 8 to 10 mile per hour range, is a bit easier on the equipment and

doesn’t pulverize our sandy loam soil as much,” he says.

Typically, heavy harrowing is done during dry fall weather; however, disease concerns can affect timing. “In clubroot affected areas, we are suggesting that heavy harrowing should be done in the spring to reduce the chances of dust blowing and spreading spores,” says Hammond.

OTHER OPTIONS

Vertical tillage is another option that is becoming popular, especially in the high stubble areas, says Metzger. “No-till farmers are starting to have trouble achieving an ideal seedbed due to the amount of stubble and organic matter in their soils,” he says. He adds that this tool still fits into a minimum till system, as it just disturbs narrow bands across the soil surface, helping to increase

stubble decomposition and allowing the soil to warm up quicker in the spring.

Newer seeding openers and some attachments have also been designed to help manage residue. “Row cleaners or residue managers that attach just in front of the opener system can be a good option,” says Metzger. “Some opener manufacturers are also putting shank-mounted residue deflectors to help divert the residue away from the opener as it is going through the soil.”

Overall, Hammond emphasizes that the first step to good canola stand establishment starts in the fall. “It’s important that growers start thinking about these variables before heading out in their swather or combine.” ●

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

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SEEDS OF THE FUTURE

By Jay Whetter

Seed companies continue to invest in canola, with many helpful agronomic traits, yield advancements and specialty oils coming to market over the next few years.

F

or canola grower Marc Delage of Indian Head, Saskatchewan, yield advancement is “paramount” when he considers a new variety.

“Other agronomic features interest us. For example, we spray a lot for sclerotinia stem rot, so sclerotinia resistance would be useful,” he says, “but the yield has to be there.”

Shatter resistance is another feature he has his eye on. “We’re not really interested in straight combining at this time,” Delage says, “but with shatter resistance we could give canola more time to mature before swathing, resulting in increased seed size and yield.”

Canola seed with enhanced disease resistance, shatter resistance and yield will come to market in the near term. Growers can also expect new specialty oils and, some day, improved nitrogen use efficiency. Here’s what the seed companies, listed alphabetically, have in the pipeline:



Marc Delage of Indian Head, Saskatchewan, says advanced yield potential is the first thing he looks for in a new canola variety.

BAYER CROPSCIENCE

Bayer CropScience will launch a new InVigor Health hybrid canola for 2013, named InVigor L156H. The hybrid was developed in collaboration with Cargill’s specialty canola oil program, and all contracts are arranged through Cargill.

New features for 2014 launch include sclerotinia tolerance, pod shatter

“The sclerotinia tolerance trait will provide a first line of defence, especially for growers in areas where disease pressure is not always present and the decision to spray is more difficult.”

– Blaine Woycheshin

tolerance, and dual Liberty and Roundup herbicide tolerance.

Blaine Woycheshin, Bayer’s manager of InVigor seed, says the 2014 sclerotinia tolerance trait “will provide a first line of defence, especially for growers in areas where disease pressure is not always present and the decision to spray is more difficult.”

Pod shatter tolerance could be the “game changer,” Woycheshin says. It will give growers the opportunity to swath later or even straight combine.

The Genuity Roundup Ready herbicide trait in InVigor hybrid canola will open up new opportunities to sell InVigor

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INVESTING IN A WINNER

By Debbie Belanger

Growing Forward helped expand canola's benefits to the Canadian economy by supporting research and market development. Growers hope Growing Forward 2 will build on this progress and include market access as well.

The clock is ticking down on Growing Forward, the major source of government agri-food funding for the last five years. As March 31 draws closer, farmers are anxious to hear how the federal government plans to work with industry to create further growth. The next program, tentatively dubbed Growing Forward 2 (GF2), is slated to begin April 1.

As GF2 takes form, belts in Ottawa are being cinched tighter. And with every slide of the budgetary buckle, the question of where GF2 funding will be channeled becomes a little more critical.

For Michael Carter of C2 Farms, it's an obvious choice. "I would say to the politicians, look at the return you're getting from your investment," says Carter, who farms near Provost, Alberta while also pursuing his MBA. "Look at what canola has done for rural economies."

"Wheat has become the crop we grow in the rotation until we can grow canola, the crop that really makes us money," he says. "That's a direct result of the research and effort that has gone into this crop."

Canola research has been a Growing Forward priority, and Carter hopes that won't change under GF2. He'd like to see continued research into agronomic

concerns, particularly fertilizer and water efficiency, disease resistance and management, herbicide resistance and the long-term impact of stacking traits.

On his own farm, Carter has witnessed the dramatic gains these kinds of agronomic advances can provide. His average canola yields have increased by about 50 percent in the last five years alone – and yields are also much more consistent.

"I would say to the politicians, look at the return you're getting from your investment. Look at what canola has done for rural economies."

– Michael Carter

But equally important to Carter is the demand side of the equation. In terms of marketing, he feels GF2 should go beyond the first Growing Forward agreement – not just increasing canola yields, but also protecting and growing market demand. "If you do one without the other, you're really just shooting yourself in the foot."

Record canola crops in recent years mean that market access and market development are more important than ever.

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GROWING FORWARD INVESTMENTS TO DATE

The Canola Council of Canada (CCC) leads these initiatives supported by the first Growing Forward agreement, which expires March 31, 2013.

Canola/Flax Agri-Science Cluster

\$20.2 million cost-shared by the Canadian government and the canola and flax industries for research focused on:

- Meal (value)
- Oil (health benefits)
- Agronomy

AgriMarketing Program

\$9.8 million cost-shared by the Canadian government and the canola industry for promotion in key export markets

Priorities for GF2

The next policy framework will focus on two themes: *competitiveness and market growth*, and *adaptation and sustainability*. In keeping with those themes, the CCC would like to see:

- A new cost-shared program addressing market access concerns, including technical and non-tariff trade barriers
- Continued investment in industry-led canola research
- Continued investment in international market promotion ●

seed, including hybrids with both traits stacked. “Right now, we’re only participating in the LibertyLink segment,” he says. “The Genuity Roundup Ready trait is another option. We want to assure growers that Bayer CropScience is firmly committed to its classic InVigor offerings resistant to only Liberty herbicide.”

CARGILL

Cargill’s canola breeding program focuses on specialty-oil canola hybrids. “We look at macro consumer health trends up to a decade out,” says Rick Wiebe, marketing manager for Cargill Specialty Canola Oils. “We then develop oil traits to meet these trends, and build those traits into high yielding canola hybrids that meet growers’ needs for agronomic performance.”

Variety L156H from Cargill’s alliance with Bayer CropScience will launch this fall. In 2014, Cargill plans to launch a new Victory V-Class hybrid in their “CV80” line of oils with 80 percent oleic acid.

“Everybody is looking for a stable source and lower cost source of EPA-DHA, and canola could provide that.”

– Rick Wiebe

In 2016, Cargill plans to launch a hybrid with low-saturated fat. “This will be the lowest saturated fat canola oil on the market,” says Wiebe.

Cargill and BASF are working together to develop canola that produces oil with docosahexaenoic acid (DHA) and eicosapentaenoic acid (EPA), two types of omega 3 acid found in cold water fish. “Everybody is looking for a stable source and lower cost source of EPA-DHA, and canola could provide that,” says Wiebe.

DOW AGROSCIENCES

Nexera Omega-9 canola oil hybrids will continue to advance with good agronomic performance, good yield and early emergence in varieties suited to all regions of Western Canada, says Mark Woloshyn, Nexera canola leader

with Dow AgroSciences. “We invest heavily in year-on-year improvements to ensure Nexera remains among the most profitable canola for producers,” he says.

“We’ve had really good growth this past year, and we still see a path to a minimum 25 percent of Canadian canola sales being high stability canola oil by the 2015 target,” says Woloshyn.

MONSANTO DEKALB

Since 2007, Monsanto’s seed research focus has been on yield and stress genes. Monsanto began a collaboration with BASF in that year with a focus on “cracking the code” for genes for water use efficiency and nitrogen use efficiency, says Mark Kidnie, product management lead for Canada and other regions.

In the shorter term, Dekalb will launch a next generation Roundup Ready trait called TruFlex Roundup Ready. With this trait, growers can apply a higher rate of glyphosate and have a wider window of application, all the way up to first flower. Monsanto will then launch Dekalb canola with stacked LibertyLink and TruFlex Roundup Ready herbicide tolerances.

"Together, they provide an extra tool to prevent herbicide resistance to any one of the components," says Kidnie.

Monsanto is also working on improvements to blackleg, clubroot and sclerotinia resistance, and on new ways to protect plants from flea beetles and cabbage seedpod weevil.

PIONEER

DuPont Pioneer has a number of new features in line for a "mid-decade" launch, says Dave Harwood, Pioneer Canada's technical services manager. Optimum GLY is a new glyphosate tolerant trait internally developed through Pioneer's

gene shuffling technology. Optimum GLY should give growers more application flexibility. Pioneer expects to commercialize the trait in canola by mid-decade, pending regulatory approvals from export markets. Pioneer will also introduce LibertyLink varieties within the same timeframe, giving the company the option to offer hybrids with stacked traits.

Sclerotinia tolerance will be improved to "resistance", meaning growers may not need to use fungicide, Harwood says. By mid-decade, Pioneer plans to launch a new clubroot resistance trait in addition to the current single gene trait already available in Pioneer canola. The company will be able to offer hybrids with "Triple R" ratings for blackleg, clubroot and sclerotinia, Harwood says. Finally, Pioneer is working on enhanced shattering resistance. "There are a lot of different ways this trait has value. Growers could use it to reduce losses while straight cutting, or to reduce shatter risk for canola in the swath," says Harwood.

VITERRA

Viterra's first hybrid juncea canola is in line for a 2013 launch. Yields for this Clearfield juncea hybrid should be competitive with current Clearfield napus hybrids, says Monte Kesslering, Viterra's vice president of seed and crop protection products. "We expect to see fairly significant yield advancements in future generations."

Viterra's canola breeding efforts focus on yield as well as yield stability. "Yield stability comes through yield consistency and lodging resistance, and from varieties that mature well within the Prairie season," says Kesslering.

Viterra is collaborating with Evogene of Israel on new genes that, in the lab, show tolerance to heat, drought and salinity. Viterra needs to prove these traits work in the field before going forward with a registration application. ●

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

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“Obtaining the highest value for our record crops requires attention to market access and market development,” says Patti Miller, president of the Canola Council of Canada. “We hope GF2 will recognize the value of these priorities to canola and the entire Canadian economy by including similar jointly funded-programs.”

“Obtaining the highest value for our record crops requires attention to market access and market development.”

– Patti Miller

Two provinces away from Carter, Clayton Harder agrees.

To make the most of canola’s growing popularity, Harder says GF2 needs to keep the doors of the international marketplace open. He points to China’s 2009 blackleg quarantine as a prime

example of how a team approach involving government and the canola industry can overcome market access barriers.

“The Canola Council acted pretty quick to address it,” says Harder, one of the newest directors of the Manitoba Canola Growers Association. “It had a direct impact on the grower’s bottom line. And results happened.”

While the blackleg situation is improving, he sees many more market access challenges to overcome – challenges that could be addressed by a jointly funded market access program in GF2. “For example, China has a three percent tariff on soybean imports and a nine percent tariff on canola imports. If we could achieve tariff parity, we would increase exports to China dramatically. It should be a huge market for us.”

Harder also hopes GF2 will channel more funding toward research that sets canola oil apart in the marketplace.

“It would be great to see more evidence of

“If we could achieve tariff parity, we would increase exports to China dramatically.”

– Clayton Harder

the health advantages – like cholesterol improvements and the other benefits of high inclusion in the human diet.

This kind of research leads to health claims other oils can’t make...something unique to differentiate canola oil in the grocery store.”

And canola’s positive, healthy glow ultimately rubs off on other Canadian products, he says.

“It’s a way of associating Canadian brands with success. In that way, it goes along with the federal government mandate for Growing Forward – promoting sustainability and profitability for the Canadian economy as a whole.” ●

Debbie Belanger is editor of Canola Digest.





NEW LEADERS RELISH BIG CHALLENGES

Patti Miller dove straight into the deep end when she became president of the Canola Council of Canada on April 30. Dr. Curtis Rempel followed three months later, taking the plunge as vice president of crop production.

It's a pivotal time for the industry, with big challenges ahead. Both Miller and Rempel are propelling toward them with fresh enthusiasm.

"I consider this the opportunity of a lifetime," said Miller, when asked to explain what drew her to the Canola Council of Canada (CCC). "It's an excellent organization and demand for canola is going strong."

"This crop was created in Canada and look at it go," she says. "And the key to this success is the integration of producers, life sciences companies, exporters and crushers in one organization."

Miller has decades of agri-business and government experience, spanning policy, programs, marketing, trade, research and emergency management. Before joining

the CCC, she held key senior management positions with Agriculture and Agri-Food Canada. Originally from Saskatoon, she holds an M.Sc. in Agricultural Economics from the University of Saskatchewan.

Rempel came to the CCC after working as director of research at the Richardson Centre for Functional Foods and Nutraceuticals at the University of Manitoba. He also has experience with life sciences companies.

He sees the CCC as an opportunity to combine the work he's done throughout his career, which has ranged from primary crop production to food production formulation and new "green" ways of extracting bioactives. "Canola is about healthy food and healthy planet," he

explains. "It's a smart way to use nutrients to feed nine billion people sustainably."

"But to have healthy food, we have to have the crop first, and it needs to be produced in an environmentally healthy manner," says Rempel. "Canola has the potential to unite all of these goals and be the model crop for the world."

One of the first orders of business for Miller, Rempel and the rest of the CCC team is developing a new strategic plan as the industry zooms past our 2015 targets. Also on the radar screen are important government partnerships like Growing Forward 2, ongoing trade restrictions in China and the agronomic challenges of tighter rotations.

"I think we're on the brink of some exciting breakthroughs," says Miller. ●

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www.dseriescanola.ca

TACKLING TARIFFS

By Brian Innes

With over 85 percent of the canola produced in Canada destined for export, barriers that hamper the canola industry's ability to profit from international markets are challenging. This issue of *Canola Digest* focuses on tariffs – part one of our series on the four major access issues facing canola.

In colonial days they were major sources of government revenue. Now, tariffs protect domestic interests by limiting market access – taxing imports and distorting the market. Though much progress has been made to reduce them, they continue to be a significant access barrier in some markets.

That's why the Canola Council of Canada (CCC) has made tariffs one of the four focus areas of the Canola Market Access Plan (CMAP) – a project jointly funded by the canola industry and Agriculture and Agri-Food Canada through the AgriFlexibility program. The CMAP is the canola industry's primary tool to deal with current and future market access barriers. Maintaining and growing the canola industry's access to international markets supports jobs and economic growth in Canada.

"Tariffs are the most visible way that market access for canola is limited. They tax our exports and reduce returns," says Jim Everson, vice president of corporate affairs at the CCC. "It's why we work to eliminate them in markets of interest."

Applied by the importing country, tariffs are imposed on canola when it enters several key markets. In some cases tariffs are so high that they block access to the market entirely. In others, the tariff means the canola industry receives only

a portion of what importers are willing to pay, reducing returns and limiting access to the market, says Everson.

In addition to limiting market access, tariffs can also unfairly discriminate against canola or disadvantage value-added production. In some markets, tariffs on canola products are higher than on competing products (such as soybeans), making canola more expensive and lowering the value of this market for the canola industry. In others, tariffs are higher for more processed products. For example, canola oil can have a higher tariff than canola seed, disadvantaging our Canadian crushing industry.

"More and more canola is being grown every year, so increasing market access by reducing tariffs is important to our future," says Terry Youzwa, a canola grower from Nipawin, Saskatchewan. "Reducing tariffs means that we will be able to capture more value from international markets, and that means greater returns for farmers."

Through CMAP, the CCC works to address all three impacts of tariffs by striving for: tariff elimination in export markets; equal tariffs with competitive products; and equal tariffs on canola seed, oil and meal. This helps ensure that Canadian canola attains the most value possible in export markets, that canola is treated fairly compared to

other oilseeds, and that the crushing and processing industry can continue to be part of a strong canola sector.

Trade agreements are the main pathway for getting other countries to lower their tariffs on canola. Working closely with Canadian negotiators and interested stakeholders, the CCC supports the Government of Canada in its negotiations. Current efforts are aimed at bi-lateral and regional negotiations.

"With discussions for a new trade deal at the World Trade Organization stalled, we've been very active negotiating a series of bi-lateral and regional free trade agreements," says Gilles Gauthier, chief agriculture negotiator for Agriculture and Agri-Food Canada. "Tariffs are always one of the first points of discussion during these negotiations. We are making progress at reducing them and improving market access for Canadian agriculture."

Currently, 13 separate negotiations are going on with some of the world's largest growing economies, so there is significant market access to be gained by reducing tariffs. Negotiations with the European Union, Japan, the Trans Pacific Partnership and India all show potential for tariff reductions. Preliminary discussions with China and Thailand are also showing potential.

continued on page 34

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The 2012-13 cash advance program administered by CCGA is made available to Canadian farmers through Agriculture and Agri-Food Canada's Advance Payments Program.



NEW WAYS TO MANAGE CASH FLOW

By Brenda Tjaden Lepp

The open market in wheat presents some new flexibility in generating cash flow. Guest contributor Brenda Tjaden Lepp offers some tips to make the most of this new opportunity.



In all our careers marketing crops in Western Canada, a constant consideration has been the limits on how much wheat could be delivered and priced in the fall. For the majority of farms that aren't able to store or finance 100 percent of production on-farm, the open market will bring new flexibility to sell wheat instead of other crops at harvest time.

A few different variables factor into the decision of what and how much to sell off the combine. First and foremost is price. At FarmLink, we treat the basket of crops that an individual farm client has for sale as a portfolio, with the goal being to maximize the overall price achieved. This brings together two different types of market outlooks: one for each individual crop's price, and another about the relative market outlook between the different crops in the farm's basket. Decisions are then based on which crop

has the least potential to move higher or the greatest risk to move lower.

For the most part, we try to avoid making sales when the markets aren't signaling to do so, but grain production is nothing if not uncertain, requiring the plan to be adjusted and tweaked on an ongoing basis. That said, there are only three issues that force sales off the farm during times when the market might not want it: quality downgrading, running out of bins and needing cash. It's hard to plan around quality risk ahead of time, but careful monitoring of yield potential, storage and cash flow make it possible to avoid distress selling at harvest time.

PLANNING FOR STORAGE

Storage planning starts with a simple calculation of total harvest production, compared to available bin space, taking

into account contracts for fall delivery. In other words, what volume of grain will be harvested that doesn't have a home? When looking at space, the type and location of each storage facility (whether it's a shed, bin yard, bagger or elevator) will make sense for some crops but not for others. We need to understand which crops are going where at harvest to come up with an estimate of the overage that is as precise as possible.

Figuring out where, when and how to deal with the overage comes next. Piling grain on the ground is not ideal from a marketing perspective. Re-using fertilizer bins is similarly frowned upon by most buyers. Grain baggers are fine for some crops, but not others. Condo storage has become pretty rare, although there has been some growth in producer ownership of bins at producer car sidings.

Research and negotiation can ensure that the excess crop a farm produces but can't store will have somewhere to go during the harvest window. Exceptional market circumstances can cause values to rise heading into harvest, but for the most part, better crop prices are achieved by forward contracting for fall delivery compared to dumping off the combine. Farms that have the ability to store a higher percentage of their crop in good condition will obviously face less challenge in finding good value for their overages.

ANALYZING CASH FLOW

Once we have decided which crops to allocate available storage to, we do a parallel analysis of cash flow needs. Even though a farm might have the space to store all of its crops until later in the marketing window, can it afford to? Cash advance programs can be helpful, but they aren't 100 percent reliable in our experience.

If the market isn't signalling it's a good time to lock in the price for any of the farm's crops, we look for which market has the least upside potential or the greatest downside risk, thus leaving the least amount of money on the table at the end of the day.

continued on page 35

The CCC has focused on reducing tariffs in key markets that offer potential for canola, including the following:

European Union – With tariffs on oil, the CCC has supported the Government of Canada's efforts to reduce tariffs as part of the Canada-Europe free trade negotiations. Reduced tariffs would give our canola oil increased access to the EU's expanding biodiesel market.

Japan – With tariffs on oil, the CCC has been supporting negotiations that started early this year for an economic partnership agreement. Japan is one of the most stable and long-standing markets for seed, but virtually no oil is shipped there due to prohibitive tariffs.

South Korea – With tariffs on seed and oil, the CCC works for more stability in the level of tariffs and for the resumption of free trade negotiations that were put on hold in 2008.

China – With tariffs on seed, oil and meal for all oilseeds, the CCC is working

to have canola treated similarly to other oils and to have tariffs for all canola products reduced. Currently, a higher tariff is imposed on canola than on soybeans, disadvantaging the industry in this large and growing market.

India – With tariffs on seed, oil and meal, the CCC supports ongoing negotiations toward a Canada-India free trade agreement.

In addition to working directly with government officials to share information about industry priorities, the canola industry works closely with other organizations to reduce tariffs. Along with other export-oriented commodity groups such as the beef, pork, sugar and grains sectors, the CCC is a member of the Canadian Agri-Food Trade Alliance (CAFTA). CAFTA brings attention to the importance of agricultural market access during trade negotiations.

"It makes sense to work together when we're all seeking the same thing," says

Youzwa. "As farmers we realize that we're a long way from our export markets. The more we put agriculture – and canola – on the agenda, the better off we'll be."

It's a strategy that seems to pay dividends in agriculture and in the canola industry. "Speaking with a single voice on behalf of the whole canola industry helps us to be heard," says Everson. "There are always lots of interests at stake in trade negotiations. To expand our market access, it's important that everyone knows how the canola industry thrives when there are no tariffs." ●

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

*View the CCC's
video on the
Canola Market
Access Plan.*



Similar to the storage plan, monthly cash outflows can be tallied up, and most individual farms have very similar cash flow patterns from one year to the next, making it possible to schedule cash requirements quite a ways out. Layering incoming revenues from existing forward sales and planned new sales of crops by month will reveal if and when any major cash shortages are likely.

There are only three issues that force sales off the farm during times when the market might not want it: quality downgrading, running out of bins and needing cash.

Any shortages can be addressed through forward sales to make up the difference between revenues and expenses. If this is done well before the cash crunch, better overall prices from a portfolio perspective tend to result. If the market

isn't signalling it's a good time to lock in the price for any of the farm's crops, we look for which market has the least upside potential or the greatest downside risk, thus leaving the least amount of money on the table at the end of the day.

PRICE FORECASTING

All of this of course hinges on having some ability to predict price direction. There are different schools of thought regarding the forecasting performance of market analysts and the tools they use, but at FarmLink we feel strongly that it works to improve farm-level returns. We have a dedicated analytical team and specific research processes that we follow in formulating our opinions and our sales plan. We do not hold the view that an average price is the best a seller could ever hope for.

Farmers who purchase marketing recommendations from any professional analyst through a consultant, newsletter or otherwise, are also buying the

argument that market analysis works to make better-priced sales. In these cases, the above model for planning ahead to avoid pitching crops into the marketplace at harvest, when they're unlikely to be signaling to do so, is easy to apply. It takes some work, but it will pay off.

Incorporating a strategy for selling all crops that leverages the new flexibility offered by the open market in wheat represents an adjustment of the same formulas. For example, if wheat prices are acting more "toppy" than canola, and the pea market looks to be moving from an over-supply into a deficit situation, the farm would overweight sales of wheat and hold the canola and peas in whatever on-farm storage is available. At the end of the year, the wheat price might have moved higher but if the relative price forecast approach worked, the canola and pea prices rose by more, resulting in higher revenue overall. ●

Brenda Tjaden Lepp is co-founder of FarmLink Marketing Solutions.

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ABreport



LEADERS WANTED FOR THE ALBERTA CANOLA PRODUCERS COMMISSION

The Alberta Canola Producers Commission (ACPC) is seeking four canola growers to serve as Directors. Directors are needed for **regions 3, 6, 9 and 12** this year.

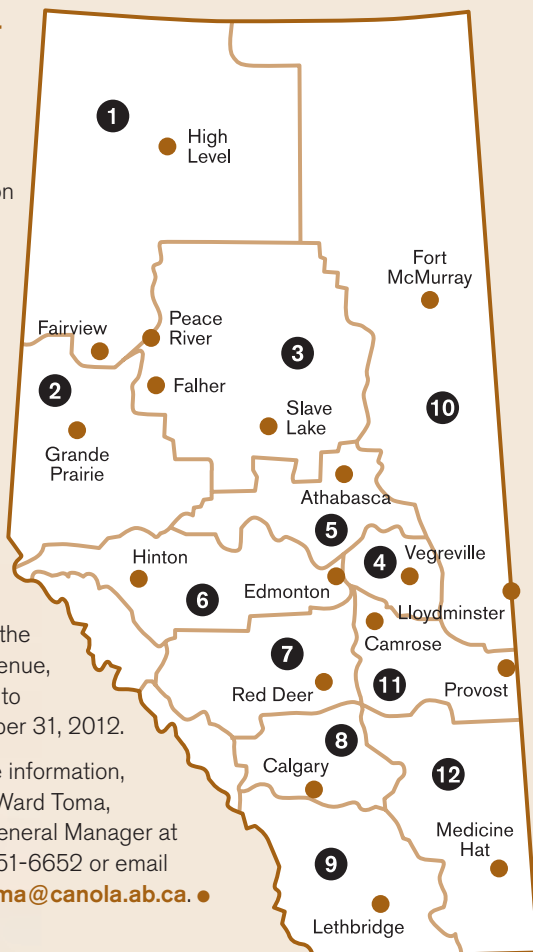
Alberta is divided into 12 regions, and each region elects a director to represent the growers of that region. The Board of Directors meet as a whole four times each year. The Board is guided in its decisions by recommendations from four committees: Agronomic Research, Market Development, Grower Relations and Extension, and Administration.

Who may become a director of ACPC?

Anyone who has paid the ACPC a service charge on canola sold since August 1, 2010 is an eligible producer and can stand for election as a Director. An eligible producer can be an individual, corporation, partnership or organization. Eligible producers must produce canola within the defined region in order to be nominated, but do not have to reside within the region. For detailed descriptions about the ACPC regions where elections are being held visit www.canola.ab.ca or call the ACPC office at 1-800-551-6652.

Nominations for the position of Director must be filed in writing at the ACPC office, #170, 14315-118 Avenue, Edmonton, AB T5L 4S6, or by fax to 780-451-6933 on or before October 31, 2012.

For more information, contact Ward Toma, ACPC General Manager at 1-800-551-6652 or email ward.toma@canola.ab.ca.



CANOLA SCHOOL

The Alberta Canola Producers are proud to sponsor the Canola School on www.RealAgriculture.com.

Check out the library of videos at www.canola.ab.ca/canolaschool featuring the Canola Council of Canada (CCC) agronomists and other experts as they provide valuable information throughout the year.



CCC agronomy specialist Dan Orchard speaks to RealAgriculture for a new episode of Canola School.



CAN 1.2 BILLION PEOPLE BE WRONG?

By Ward Toma, General Manager, Alberta Canola Producers

The basic law of large numbers tells us that the more data points we have, the stronger the conclusion becomes. So when a large portion of 1.2 billion people are looking for a solution your product can provide, you cannot ignore it.

Many people have an image of India stuck in our heads in which millions of people live in slums. Well, it is true that millions of people in India live in slums. But there are many more millions of people that aren't. They are your basic working class, "middle income" folk. Depending on your source of statistics, between 25 and 30 percent of people in India live under the poverty line. As Canola Council of Canada (CCC) vice-president of utilization Cory MacArthur and I learned while on an Alberta Agriculture development mission to India last December, there are more Indians with disposable income than there are living in poverty. These people are actively looking for healthy dietary solutions. They are looking for canola oil.

Several different canola oil brands are sold in India, at least in Mumbai and New Delhi where I was. But one brand in particular caught my eye: Jivo Wellness Canola Oil.

I had the opportunity to meet with the owners of Jivo and they are the most passionate people about canola oil that I have ever met. More so than many canola people I know, which says a lot. They are also extremely hard-nosed businessmen, which makes their story even more compelling.

The first thing I noticed was the tagline on the bottle: "From the Farms of Canada". The message about Canadian farmers was all theirs; Jivo feels that Indian consumers trust Canadians. There is a huge Canadian connection in India, because nearly every person we met had a relative or friend living in Canada, had visited or was planning a trip. As far as I could tell, Canada has definite brand cachet there.

The CCC is supporting the Indian canola oil market by providing health messaging, media releases and hosting media events to further increase awareness and demand.

Another thing I noticed on the bottle label was the line "With the Blessing of Baru Sahib". Baru Sahib is a guru, a spiritual leader, who urges a healthy lifestyle and advocates the use of canola oil in messages to his followers. The owners of Jivo are followers of Baru Sahib, and in an effort to help, they introduced Jivo Wellness



Ward Toma

Canola Oil and donate all profits from its sale to their guru to support him. Jivo is priced for and targeted at the middle class market. It's not the cheapest oil on the shelf, but it's not the most expensive either.

The first thing I noticed right away was the tag line on the bottle "From the Farms of Canada".

The CCC, in its international market development activities, is supporting the Indian canola oil market by providing health messaging and media releases and hosting media events to increase awareness and demand. No money is provided to subsidize the sale of canola oil.

No, 1,200,000,000 people aren't wrong. They know that canola oil offers them a tremendous health proposition. While there are various trade and economic issues associated with getting the product there, Canadian canola oil is being sold in India and this market will continue to grow. ●



SKreport



EXECUTIVE DIRECTOR'S REPORT

It's time to celebrate a summer of successes as we head in to the autumn harvest season. This summer saw SaskCanola attending regional fairs and meetings across the province. Some of you may have seen our booth in Kindersley, Melfort and North Battleford as we engaged with our Saskatchewan audience to discuss canola oil health benefits and provide recipes to cooks excited about using canola in their gourmet adventures. Some of you we met at the field tours in Outlook, Swift Current, and Indian Head. And some of you won tickets in our online contest to the SaskCanola Rider Game Day on July 14 where we saw the Riders *crush* the BC Lions! Our partnership with the Riders has enabled us to reach out to consumers across Canada with a canola oil promotional message. Check out the field at Mosaic stadium where the brand **Canola Oil #1** is highly visible during TSN-CFL game broadcasts.

It's been a great summer and now the fall business begins...

This is an election year for SaskCanola! Our board of eight canola producers is seeking nominees for four positions at the board table. Could one of these seats be for you? Farms organizations are always looking for leaders and the work of a director can be rewarding, educational and at times, even fun. If you are interested in being nominated for election please contact our office to have a nomination package sent to you. Nominations close October 19, 2012.

SaskCanola is pleased to welcome Patti Miller as President of the Canola Council of Canada. She joined during seeding and has been hard at work catching up with an industry that is booming. Welcome Patti and best of luck in your new role. Your partners in Saskatchewan look forward to working with you to continue improving our industry.

Till next time, we wish each of you a safe and rewarding harvest.

Catherine Folkersen
Executive Director



Catherine Folkersen
SaskCanola

"THE POWER OF THE FLOWER"... CANOLA OUTREACH

On April 4, 2012, the SaskCanola Board hosted a canola outreach for all provincial MLAs and canola stakeholders at the Legislative Building in Regina. The outreach, titled "The Power of the Flower", drew some 100 guests from the Legislature, Ministry of Agriculture and Saskatchewan business. The program included comments regarding the Saskatchewan and Canadian canola industry from Board Chair, Brett Halstead, former provincial Agriculture Minister Bjørnerud, SaskCanola Executive Director, Catherine Folkersen and Patrick Van Osch, Chair of the Canola Council of Canada. ●



Brett Halstead speaks with Estevan MLA, Doreen Eagles (centre), and Crown Investments Minister, Donna Harpauer at the 2012 SaskCanola Outreach.



ELECTION OF NEW SASKCANOLA BOARD MEMBERS

Nominations are open for four positions on the SaskCanola Board of Directors and may be **submitted until noon, October 19, 2012.**

The SaskCanola Board is comprised of a total of eight directors who are elected for a four-year term and are eligible to be re-elected for a second four year term. Board elections are held every second year and four directors are elected to the Board.

Board positions for the upcoming term will commence **January 10, 2013 at the SaskCanola Annual General Meeting.**

Note: Only registered growers may vote, nominate directors and/or be elected to the Board of Directors. A registered grower is any grower who has sold canola in either of the previous two crop years and did not request a levy refund.

So why consider a position on the board? Most board members agree that participation on producer boards has many benefits:

- work with a team of producers who want to see farmers be successful;
- learn about current issues in agriculture that need farmer input for better solutions;
- improve your planning, presentation and chairing skills; and
- meet new friends around the board table and from other farm organizations in Canada.

Participation

As a board member, you will attend approximately six board meetings per year, participate on committees, and attend industry and grower meetings to ensure canola growers' interests are voiced. This requires about 40 days annually.

Getting Started

If you wish to run in the election or nominate a registered producer, please contact SaskCanola toll free at 1-877-241-7044 or at info@saskcanola.com for a Director Nomination Package. The forms must all be completed and received no later than noon, October 19, 2012.

Critical Dates

July 9 to October 19, 2012:

Nominations Open, packages available from SaskCanola.

October 19, 2012:

Nominations Close at 12:00 p.m. (noon).

November 14, 2012:

Ballots mailed to each registered producer.

November 30, 2012:

Ballots must be received by Returning Officer.

January 10, 2013:

SaskCanola Annual General Meeting, Saskatoon. ●

TWO TEAMS – ONE GREAT MESSAGE! CANOLA OIL #1

The SaskCanola team and the Saskatchewan Roughriders have entered into another three year partnership which will continue to build on the *Kickoff to Good Health* Campaign. The initiation of the partnership and the Kickoff campaign in 2009 led the Rider organization to change out the popcorn oil and topping at their Mosaic Stadium concessions to canola oil. In 2011, the partnership launched the Rider/Canola popcorn bag series, the first in the CFL, which speaks to heart-healthy canola oil.

Overall, the campaign and partnership by our two teams has enhanced consumer and public awareness about the health and nutrition benefits of canola oil and the Saskatchewan canola industry. The campaign has taken the heart-healthy canola message along with industry information to Saskatchewan communities through off-season activities such as the Rider/Canola Hockey Challenge games and the Riderville luncheon presented by SaskCanola – a hot ticket event held in conjunction with Grey Cup festivities.

Heading into the next three years, we have switched up the brand recognition to **Canola Oil #1**. This brand speaks directly to the health and nutrition benefits of the oil and was launched as a central turf logo (brand) at Mosaic stadium at the beginning of the 2012 football season.

As broadcast signage, the Canola Oil #1 turf message is seen across Canada on TSN for all Rider-CFL games. A version, CANOLA 1 is also branded on the Rider jersey worn by SaskCanola board/staff at Rider/SaskCanola events. Both Canola Oil #1 and Canola 1 are integrated into print and electronic communications materials and promotions for our market development initiatives. After all, farming and football are a winning combination in Saskatchewan! ●



Board member Tim Wiens models the Canola 1 cap and jersey at the SaskCanola Rider Game Day on July 14, 2012. Tim did the official CFL coin toss to start the game....and the Riders won!

MBreport

FEATURE SPEAKER FOR CANOLA DAY AT AG DAYS 2013

Ag Days is just months away, and the Manitoba Canola Growers Association's Canola Day will be on Tuesday, January 15, 2013. This day will include three speakers: one on agronomy, one on markets and a featured speaker. MCGA is happy to announce that the feature speaker will be David Chilton, best-selling author of *The Wealthy Barber*.



David Chilton is an economics graduate from Wilfrid Laurier University. In 1989, he released *The Wealthy Barber*. It went on to sell an astonishing two million copies in Canada. His professional passion continues to be the field of personal finance. He tries to mix humour and common sense to help people handle their money more wisely. A frequent guest on national TV and radio shows, and a much sought-after speaker, David lives just outside Waterloo, Ontario. He is also the newest "dragon" on CBC TV's *Dragons' Den*, set to make his debut in September 2012. Visit the MCGA website for more details at www.mcgacanola.org.

SPEAK UP AGAINST A COSMETIC PESTICIDE BAN

The Manitoba government has initiated a consultation process on the use of "cosmetic" pesticides. The province is considering options such as restricting the sale of pesticides used for cosmetic purposes or restricting the use of pesticides used for cosmetic purposes. This could include a ban on the application of home-use cosmetic pesticides.

A potential ban will affect the agriculture industry. A spread of weed seed from acreages, farm yards and public areas will have an economic impact on the farming community. There is concern that a ban on the use of urban pesticides could lead to a negative perception of all pesticides, including those used by the agricultural industry.

Contact your MLA and Conservation Minister Gord Mackintosh with the following message: ***I DO NOT support a ban on lawn and garden pesticide products.***

These products are thoroughly assessed by Health Canada and are important tools for ensuring Manitoban's green spaces remain vibrant and healthy. I trust Health Canada to ensure that the pesticides it approves are safe and effective, and I want to be sure that I have access to these products to protect my property from insects, weeds and diseases.

Please don't let misinformation influence you to ban products that I consider important and that Health Canada has approved as safe.

Find your MLA's email address here:

www.gov.mb.ca/legislature/members/constituency.html

Conservation Minister Gord Mackintosh: minconws@leg.gov.mb.ca



Red River College baking student
Kimberly Cowan.

GREAT TASTES OF MANITOBA IS BACK

Great Tastes of Manitoba is back for its 23rd season, and this time with a new host! Ace Burpee will be joining Ellen Pruden in the kitchen. His humour will be a great addition to the already popular television show!

The first episode, "Be Well with Fish", will air on October 13, 2012. Learn how to make Pickerel in Paper, Whole Wheat Fettuccini with Shrimp, and Spinach and Mussels with Chorizo.

The second episode "Be Well. Bake Well." airs December 8, 2012 and it will feature delicious baking recipes. Ace and Ellen will be baking Peanut Butter and Banana Sandwich Cookies, Sticky Toffee Date Mini Pudding Cakes and Caramel Pecan Cinnamon Love Buns. The sticky toffee pudding cake recipe is the winning recipe from our 2012 Canola Bake-Off, hosted at Red River College. Red River College baking student Kimberly Cowan was inspired to create this delicious recipe after trying it in a restaurant. When she heard about the Canola Bake-Off, she knew it was the recipe she wanted to make.

You can find all the delicious recipes at www.canolarecipes.ca or check out the blog post at www.blog.canolarecipes.ca.



BE WELL MAGAZINE

The Spring 2012 edition of the new *Be Well* Magazine is jam-packed with articles and recipes from our *Be Well* team! Life coach Phyllis Reid-Jarvis talks about staying afloat in a busy world; health and fitness expert Kristy Loewen gives us five easy steps to relax; Jenn Dyck and Ellen Pruden share delicious recipes, interesting food facts and the importance of using canola oil in your diet.



Order your copy today by going to www.mcgaacanola.org. Keep your eyes open for Issue Two in Fall 2012, which will focus on a gluten free diet. ●

BE WELL NEWSLETTER AND BLOG



Every month, MCGA creates a new edition of our *Be Well* newsletter, with different articles and recipes from experts aimed at improving your lifestyle both physically and mentally. Our *Be Well* team shares "What We're Lovin'", which includes anything that excites them, from recipes to events. Check out the *Be Well* blog at www.blog.canolarecipes.ca, which is frequently updated with articles.

By signing up for our *Be Well* blog, you get up-to-date emails when a new article is posted. Watch for guest bloggers in the upcoming month. Getty Stewart, author of *Prairie Fruit Cookbook* is featured. ●



Sign up for the *Be Well* Newsletter and *Be Well* blog at blog.canolarecipes.ca and enter to win Stewart's fabulous cookbook!

MAKING THE MOST OF TODAY'S WIRELESS DEVICES

FCC and Manitoba Canola Growers Association invite you to learn how to make your wireless device work smarter for you. You'll get insight into social media, applications beyond email, markets and weather, and the language of wireless communications.

Dec. 4	Portage la Prairie	6 – 9 pm	Canada Inns 2401 Saskatchewan Ave. W
Dec. 5	Neepawa	10 am – 2 pm	Viscount Cultural Centre 293 Mountain Ave.
Dec. 5	Dauphin	6 – 9 pm	Super 8 Dauphin 1457 Main St.
Dec. 6	Virden	11 am – 3 pm	Royal Canadian Legion 530 8th Ave. S
Dec. 6	Brandon	6 – 9 pm	Victoria Inn, Salon 1, 3550 Victoria Ave.

Dates and locations subject to change. Reserve your place at this free event, plus one place for a family member, friend or business partner.

www.fcc.ca/learning | 1-888-332-3301 ●



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PLUS-SIZED NUTRITION

By Brittany Farb

Student team makes popular snack even healthier with Hummus+

O

ne of the trendiest Mediterranean snacks just got a bit healthier, thanks to food science students at Cornell University. A six-member team accepted first prize for Hummus+ in the second annual Heart-Healthy Product Development Competition, sponsored by CanolaInfo, at the Institute of Food Technologists' (IFT) Wellness '12 conference March 28-29 in Rosemont, Illinois.

Hummus+ is a nutritious snack made from chickpeas, sweet potato, butternut squash and canola oil. It contains higher potassium, fibre and vitamin A content and less sodium and saturated fat than similar hummus products in the market.

"Hummus+ is applicable in the growing market of young consumers," said Cornell team member Nicolas Apollo. "We took a healthy product and made it healthier."

Three finalist student teams were selected out of eight entries from across the U.S. to present their product ideas at Wellness '12. IFT Student Association members throughout North America were charged with using canola oil to develop heart-healthy products low in saturated fat and free of *trans* fat to help consumers adhere to the *Dietary Guidelines for Americans 2010*.

With cardiovascular disease being the number one cause of death in the U.S. and Canada, CanolaInfo's goal was to

show how the food industry can help consumers comply with these dietary guidelines. The products could be for any meal of the day or a snack but must have met nutritional criteria based on the U.S. Food and Drug Administration's food labeling guidelines.

CUTTING THE MUSTARD

IFT's Heart-Healthy Product Development Competition did not simply require teams to invent hypothetical products. Instead, the teams produced their creations in a commercial kitchen and tested them with volunteers prior to the judges tasting them. For example, the Hummus+ team presented their product to 20 regular hummus consumers, asking them to compare it to popular brands based on overall preference. The result? Hummus+ was preferred over the leading hummus products.

During Wellness '12, the student teams participated in a closed poster and tasting session for the judges, and delivered oral presentations to conference attendees.

"Hummus+ is applicable in the growing market of young consumers. We took a healthy product and made it healthier."

– Nicolas Apollo



Hummus+, the first prize winner of the Heart-Healthy Product Development Competition.

"Number one, presentation skills and the ability to sell the product came into play," explained Shaunda Durance-Tod, M.Sc., R.D., program manager of CanolaInfo, which established the contest in 2010, and one of three judges. "Two, taste matters and by sampling the products, we really got a sense of that. Thirdly, the ability to think through the process and problem-solve was important for the students to demonstrate."

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Real world promise was another significant consideration for the judges. “At the end of the day, we had to ask, ‘Is this product going to make it?’” said IFT President John Ruff, another judge. “The students had to show why their products would succeed in the marketplace.”

The Cornell team looked at sales from the hummus market to help make the case that their product would be successful if put on grocery store shelves. Their research showed the dips and spreads market is estimated to grow by 22 percent in the next five years. In fact, the hummus market alone has grown 175 percent since 2006.

“You know hummus works well because the product category is still growing,” noted Cornell team member Alexander Lo. “If a food company wanted to start making Hummus+ tomorrow, it could.”

Lo and Apollo, in addition to team captain Chong-Hyun (John) Kim, accepted a check for \$3,500, a trophy from CanolaInfo and complimentary registration to the 2012 IFT Annual Meeting & Food Expo June 25-28 in Las Vegas on behalf of their team,



Winning team from Cornell University.



Second place winner, Morning Glory Sweet Potato Waffles.

which also included Laura Sokil, April Whitney and Cedric Ahn, who were not in attendance. The team presented their poster again at the Las Vegas meeting, which attracted thousands of food professionals from more than 100 countries.

MORNING GLORY

The second place team consisted of Matt Armstrong, Feifei Hu, Emilee Landers, Colleen Rossell, Kaitlyn Taylor and Brittany Towers from Ohio State University. The team received a check for \$2,500 for its spiced sweet potato waffle called Morning Glory. Designed to be sold in “upscale supermarkets,” the waffle is “the first and only” *trans* fat-free, whole-grain waffle with fibre and vitamins A and K.

“Morning Glory can help baby boomers achieve their goal of living a healthy and vibrant life,” said Landers.

According to the team’s presentation, Morning Glory has a shelf life between eight months to a year, which is similar to most standard frozen waffles. The team conducted taste tests before the competition and learned valuable information from a sensory panel that reported the waffle was too soggy and lacked spice and sweetness. The result was a new formulation. The waffles were designed to target baby boomers due to their market power and awareness of the benefits of nutrition.

“At the end of the day, we had to ask, ‘Is this product going to make it?’”

– John Ruff

TORTEOAT

The \$1,000 third-place prize went to Anne Slisz, Elizabeth Luu, Jason Zhang and Sean LaFond of the University of California at Davis for Torteoat, a mini yogurt-based pie with an oat crust topped with strawberry-banana fruit purée.

“We started with the idea of healthy cheesecakes and it morphed into this,” said LeFond.

According to the team’s presentation, the product has a 90-day shelf life and would be good for about seven days once purchased and defrosted. Designed for 20 to 35 year old women, Torteoat would first be sold in specialty food stores in southern California but once the volume increased, it would spread nationally, perhaps to high-end grocery stores. The team says they would also like to experiment with other flavours such as chocolate, but the strawberry-banana purée makes Torteoat high in potassium.



Third place winner, Torteoat.

While the second and third place teams included both undergraduate and graduate students, Cornell’s group was made up of all undergraduate students.

“I spent a lot more time on this product than I did on actual schoolwork,” Kim confessed.

Clearly, the students’ efforts paid off. ●

Brittany Farb is communications specialist at Inkovation, Inc., representing CanolaInfo, in Chicago, Illinois.



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