

November 2018

canola DIGEST

The Source for Canada's
Canola Growers

PORT AUTHORITY

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rising canola oil, meal and
seed exports to Asia.** / Page 14

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HYBRID	KEY FEATURES	YIELD	GROWING ZONES	STAND-ABILITY	AGRONOMIC TRAITS
InVigor[®] L233P	<ul style="list-style-type: none"> #1 grown canola hybrid in Western Canada in 2018* Winner of the 2017 Canola 100 at 85.88 bu./ac. Excellent yield performance Very early maturing Pod Shatter Reduction 	108.8% of checks (InVigor 5440 and Pioneer [®] 45H29) in 2014-2015 WCC/RRC trials	All growing zones	Strong	Pod Shatter Reduction Blackleg Resistance LibertyLink [®] system
InVigor[®] L140P	<ul style="list-style-type: none"> First hybrid to feature Pod Shatter Reduction trait Medium height Available in limited quantities for 2019 	100% of checks (InVigor 5440 and Pioneer [®] 45H29) in 2011-2012 WCC/RRC trials	All growing zones	Strong	Pod Shatter Reduction Blackleg Resistance LibertyLink system
NEW InVigor[®] L234PC	<ul style="list-style-type: none"> Pod Shatter Reduction NEW 2nd generation multi-genetic clubroot resistant** traits Excellent yield performance Early maturity Medium height 	104% of checks (InVigor 5440 and Pioneer [®] 45H29) in 2017 WCC/RRC trials	All growing zones	Strong	Pod Shatter Reduction 2 nd Generation Multi-Genetic Clubroot Resistance Blackleg Resistance LibertyLink system
InVigor[®] L255PC	<ul style="list-style-type: none"> Pod Shatter Reduction & clubroot resistance** Top yield performer Harvest flexibility Medium height 	109% of checks (InVigor 5440 and Pioneer [®] 45H29) in 2016 WCC/RRC trials	Mid- to Long-growing zones	Very Strong	Pod Shatter Reduction Clubroot Resistance Blackleg Resistance LibertyLink system
InVigor[®] L241C	<ul style="list-style-type: none"> Clubroot resistance** Winner of the 2016 Canola 100 at 81.43 bu./ac. Strong yield performance Mid maturity Medium height 	102% of checks (InVigor 5440 and Pioneer [®] 45H29) in 2012-2013 WCC/RRC trials	All growing zones with confirmed clubroot presence	Very Strong	Clubroot Resistance Blackleg Resistance LibertyLink system
InVigor[®] L135C	<ul style="list-style-type: none"> Clubroot resistance** Solid performance Early maturity Medium height Available in Alberta only 	138% of checks (Pioneer [®] 46A65 and Q2) in 2010 WCC/RRC trials	All growing zones with confirmed clubroot presence	Strong	Clubroot Resistance Blackleg Resistance LibertyLink system
InVigor[®] L252	<ul style="list-style-type: none"> #1 hybrid canola grown in Canada in 2016 & 2017*** Winner of the 2017 Canola Performance Trials (CPTs) for the 5th straight year (average of all growing zones) Top yield performance Medium height 	110% of checks (InVigor 5440 and Pioneer [®] 45H29) in 2011-2012 WCC/RRC trials	All growing zones	Strong to Very Strong	Blackleg Resistance LibertyLink system
InVigor[®] L230	<ul style="list-style-type: none"> Strong yield performance Early maturing Medium height 	103.9% of checks (InVigor 5440 and Pioneer [®] 45H29) in 2014-2015 WCC/RRC trials	All growing zones	Strong to Very Strong	Blackleg Resistance LibertyLink system

*2018 BPI (Business Planning Information) Data

**To predominant clubroot pathotypes identified in Canada at the time of product registration. NEW InVigor L234PC has the same resistance profile as InVigor L255PC, InVigor L135C and InVigor L241C, plus it contains 2nd generation multi-genetic clubroot resistance to additional clubroot pathotypes to help combat evolving clubroot pathotypes

***2016 & 2017 BPI Data

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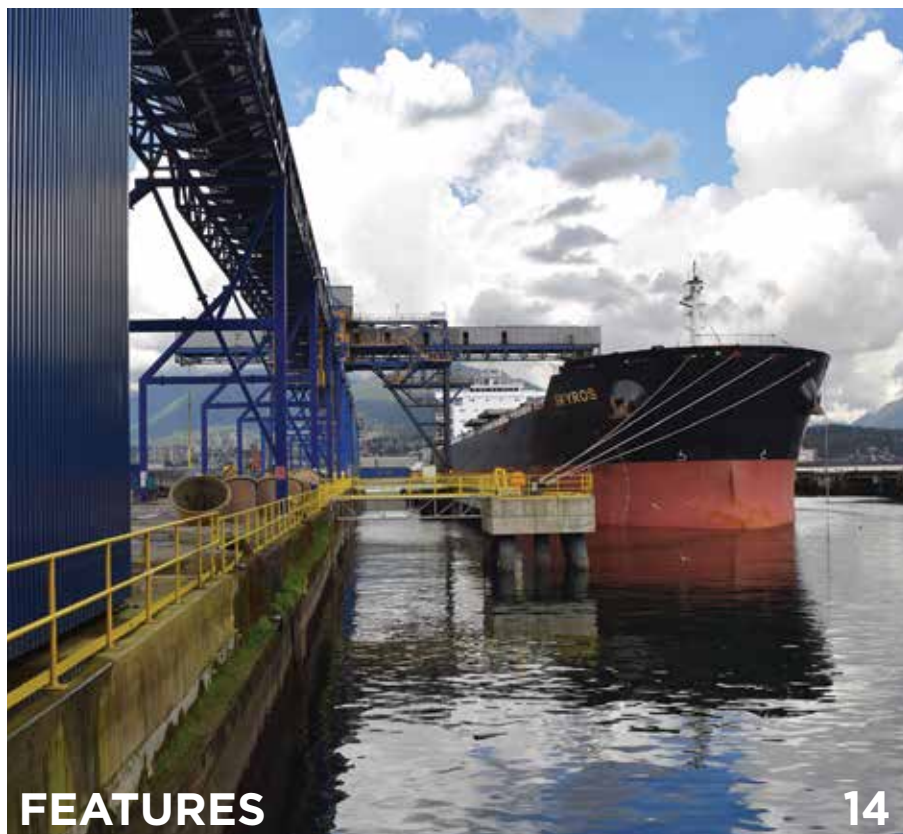
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PORT AUTHORITY

Expansion in port terminal handling capacity in Vancouver will improve Canada's ability to service a growing Asian market and help the canola industry reach the seed, oil and meal export targets in its strategic plan.



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CCC hosts Chinese feed experts to promote canola meal

Five influential experts from China's livestock and aquaculture industry toured Canadian ports, processors, research centres and farms for the complete canola meal experience.



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Prairie magic in a bottle

Manitoba Canola Growers initiated a project to cold-press canola from various parts of the province, discovering rich regional flavours. Six farmers have kept it going.



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Global concern, local action: International Clubroot Workshop

The International Clubroot Workshop in Edmonton highlighted effective management steps and ongoing research to improve the on-farm approach to this worldwide brassica disease.

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Canola Research Hub funded for another 5 years

The Hub at canolaresearch.ca has research summaries, videos with researchers and links to agronomy tools, all designed to share results that could improve production, profitability and sustainability.

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Talking stats

Statistics Canada and Agriculture and Agri-Food Canada are developing innovative ways to collect data, moving past a survey-first approach to reduce the burden on farm operators.

DEPARTMENTS

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Tips and tools from the Canola Council of Canada agronomy team
Learn how to improve results and reduce risk when adding heat to aeration systems, find out the macro-nutrient requirements for canola, and read about the involvement of CCC agronomists on various steering committees. Also, data from 2018 Canola Performance Trials will soon be loaded at canolaperformancetrials.ca; we share how to use this useful tool.

42 Farmer panel
Business relationships
Your farm relies on good relationships. These four farmers describe the most important relationships for their farm business and explain the characteristics they look for when choosing who to work with.

46 Business management
7 practices to improve farm management
Farm Management Canada has identified seven practices that are common among top farmers. One is to have a written business plan that they follow and review annually, yet only 26 per cent of farmers do this, according to an FMC survey.



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Credit: iStock.com/shotbydave

PROVINCIAL BULLETINS

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Register to attend your region's Powering Your Profits tour stop. Rick Mercer to be the keynote speaker at FarmTech. Alberta canola is a key ingredient at the Beakereats Chef's Collaborative Dinner.

10  **SaskCanola**

Read the *Guidebook for Straight Cutting Canola*, based on SaskCanola-funded research, at saskcanola.com/resource. Use tips at preventclubroot.ca to stop the disease from moving into your fields. Find out about SaskCanola's new board members.

12  **Manitoba Canola Growers**

Current and past directors answer questions: Why did you decide to run for the MCGA Board? What are you hoping to achieve? What would you say to someone who is considering running? And more.

CALENDAR

ALBERTA CANOLA POWERING YOUR PROFITS TOUR

November 14-22 | 12 locations
albertacanola.com/pypp

AGRIBITION GRAIN EXPO

November 20-21 | Regina, Saskatchewan
saskcanola.com/news/agribition-grain-expo

GRAIN GRADING WORKSHOPS 2018

November 27 | North Battleford, Saskatchewan
November 28 | Humboldt, Saskatchewan
saskcanola.com/news/grain-grading

CANOLA INDUSTRY MEETING

December 5 | Saskatoon, Saskatchewan
saskcanola.com/news/canola-industry-meeting

CANOLA INNOVATION DAY

December 6 | Saskatoon, Saskatchewan
saskcanola.com/news/canola-innovation-day

MAKING THE GRADE GRAIN GRADING WORKSHOP

December 18 | Olds, Alberta
albertacanola.com/events/

HEDGING EDGE COMMODITY MARKETING WORKSHOP

December 19-20 | Red Deer, Alberta
albertacanola.com/events/

SASKCANOLA ANNUAL GENERAL MEETING

January 14 | Saskatoon, Saskatchewan
saskcanola.com/news/saskcanola-agm

CROSPHERE

January 15-16 | Saskatoon, Saskatchewan
saskcanola.com/news/cropsphere

CROP PRODUCTION SHOW

January 14-17 | Saskatoon, Saskatchewan
cropproductiononline.com

FARMTECH

January 29-31 | Edmonton, Alberta
farmtechconference.com

ALBERTA CANOLA ANNUAL GENERAL MEETING

January 29 | Edmonton, Alberta
albertacanola.com/agm

TOP NOTCH FARMING 2019

February 12 | Melfort, Saskatchewan
February 13 | Humboldt, Saskatchewan
February 14 | Davidson, Saskatchewan
saskcanola.com/news/upcoming.php

LEADING EDGE – NEXT GENERATION FARM MANAGEMENT WORKSHOP

February 26-27 | Red Deer, Alberta
saskcanola.com/news/top-notch-farming1

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Good feelings

What do you do? Jennifer Dyck tested me with this question at CROPS-A-PALOOZA in Portage la Prairie in July. Jennifer is the manager of Canola Eat Well for Manitoba Canola Growers and she used her 'PALOOZA station to coach farmers and farm industry people on how to talk to consumers. She led every encounter with "Tell me what you do?"

"Well, I write this and edit that and attend these events....," I rambled.

"Why would people in Toronto care about that?" That was her follow up question, recognizing that Toronto is the biggest market in Canada and we want to sell them more canola oil. I talked about how, through articles in Canola Watch and Canola Digest, I encourage farmers to pay attention to thresholds when applying pesticides, to take steps to reduce erosion, to apply fertilizer in ways that improve efficiency and reduce loss. I said Toronto consumers should know that farmers live on their farms and want to protect their land, their homes and their environment as much and probably more than most other people. The answer was getting long. Jennifer was nodding along, patiently. "OK, now think about the first question again and put your answer into five words," she said.

"I help farmers grow more with less."

Seven words. Close enough. Jennifer put up her arms in a gesture of approval and gave me a heart and a Sharpie and asked me to write it down.

She spent the rest of the day working through this exercise with others, adding more and more hearts and catchy what-do-you-dos on a web of strings around the booth. By the end of the day, a couple hundred more of us were on our way to more meaningful and positive conversations with those outside of our industry.

"Our farmers and the ag industry excel at communicating to ourselves. We talk in jargon and acronyms. We talk in heavy science terminology. We need to bust out of our silos, re-shape our language and tell our stories using words and descriptions that create instant common ground," Jennifer says. "We need to start

conversations by introducing ourselves in a manner that compels curiosity. It is our job to break the ice. It is our job to share our stories in a manner that the listener can easily understand."

Jennifer encourages us to think about answers to "why" questions. Why do customers need to care about what we do? Why is your piece of the food story important to them? In food and farming conversations, she encourages us to share in a positive, open, transparent, engaging manner.

She quotes author Maya Angelou: "People will forget what you said. People will forget what you did. But people will never forget how you made them feel."

Canola Eat Well is a joint partnership between Alberta Canola, Manitoba Canola Growers and SaskCanola. The website, canolaeatwell.com, is geared toward consumers and shares stories about farmers, their farms and what they do to grow food. Check it out. The content will help you with some inspiring words when a customer asks about what you do and why. 🌻



EDITORIAL OFFICE

Jay Whetter, Editor
Canola Council of Canada
400 - 167 Lombard Avenue
Winnipeg, MB R3B 0T6
(807) 468-4006
Email: whetterj@canolacouncil.org

Publisher: Canola Council of Canada
400 - 167 Lombard Avenue
Winnipeg, MB R3B 0T6
(204) 982-2100 Fax: (204) 942-1841

Production: Suckerpunch Creative
(204) 452-9446
Email: hello@suckerpunch.ca
www.suckerpunch.ca

ADVERTISING SALES: WTR Media Sales Inc.

1024 - 17 Avenue SE
Calgary, AB T2G 1J8
Robert Samletzki (403) 296-1346
Toll free: 1-888-296-1987
Email: robert@wtrmedia.com
Linda Samletzki
(403) 296-1349
Toll free: 1-888-296-1987
Email: linda@wtrmedia.com



Alberta Canola OFFICE

Ward Toma, Alberta Canola
Producers Commission
14560 - 116 Avenue NW
Edmonton, AB T5M 3E9
(780) 454-0844 Fax: (780) 451-6933
Email: ward@albertacanola.com



SaskCanola OFFICE

Adele Buettner, SaskCanola
212 - 111 Research Drive
Saskatoon, SK S7N 3R2
(306) 975-0262 Fax: (306) 975-0136
Email: info@saskcanola.com



MCGA OFFICE

Delaney Ross Burtnack,
Manitoba Canola Growers Association
400 - 167 Lombard Avenue
Winnipeg, MB R3B 0T6
(204) 982-2120 Fax: (204) 942-1841
Email: delaney@canolagrowers.com

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FarmTech turns 20!

JANUARY 29-31 | EDMONTON

Join us for the 20th anniversary edition of Farm Tech, Canada's premier crop production and farm management conference in Edmonton, Alberta from January 29-31, 2019. The agenda features comedian and author Rick Mercer as the banquet speaker. Get all the details on sessions, speakers and registration at farmtechconference.com.

ALBERTA CANOLA ANNUAL GENERAL MEETING

Join Alberta Canola for their annual general meeting held during FarmTech on the afternoon of Tuesday, January 29. You do not have to be registered for FarmTech to attend. Complete details at albertacanola.com/agm.

Upcoming Events

MAKING THE GRADE

GRAIN GRADING WORKSHOP

Olds College, Olds – December 18, 2018

This hands-on grain grading course is designed specifically for farmers wanting to learn more about how their canola, wheat, barley and pulse crops are graded.

HEDGING EDGE COMMODITY

MARKETING WORKSHOP

Red Deer – December 19 & 20, 2018

This two-day marketing course will cover the following topics using a combination of presentations and hands-on trading exercises:

- the basics of marketing
- futures market overview
- hedging basics
- future spreads
- options basics
- options strategies

LEADING EDGE –

NEXT GENERATION FARM MANAGEMENT WORKSHOP

Red Deer – February 26 & 27, 2019

Join several of Alberta's leading farm business management advisors. The 2019 edition of this two-day course is designed specifically for those younger farmers that are establishing their farming careers and are designing their farm business structure and working with their family on succession plans.

Get details and registration information for these events and more at albertacanola.com/events.



20 outstanding ways to eat canola

By Tanya Pidsadowski, public engagement coordinator, Alberta Canola

What happens when you collide science, food, engineering and zaniness? You get Beakerhead 2018. Alberta Canola grabbed the opportunity to be one of the sponsors of the 2018 edition of this incredible festival held every year in Calgary. (For full details consult beakerhead.com.) As Beakerhead is an all-access consumer event, how does Alberta Canola fit in? Beakerheads, the

culinary arm of Beakerhead, organized six chefs and a mixographer to make canola the star of the culinary show.

The Chef's Collaborative Dinner was a six-course path of experimentation featuring canola oil and canola meal.

For the complete article, see Alberta Canola Connects at albertacanola.com.

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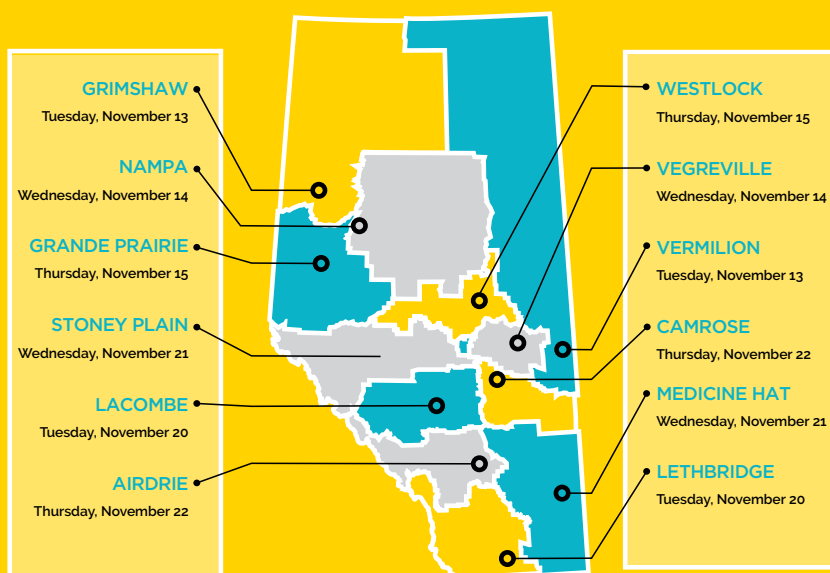


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SaskCanola invests in canola direct-cut harvest system development



"In 2014, SaskCanola invested in a project to answer some of the basic questions around header selection and use of dividers for straight cutting canola," explains Bernie McClean, SaskCanola board member and chair of the research committee. "The team at PAMI has completed the project and published a straight cutting guidebook that will provide information for growers considering straight cutting for the first time, as well as the seasoned straight cutter."

Over three years, researchers compared header types and dividers for straight combining canola in field-scale trials, using the conventional swath-based harvest approach as the benchmarking standard. "The project validated that straight cutting canola is a viable option for Western Canada and offers another tool in the toolbox for growers," says Nathan Gregg, program manager for Applied Ag Services with PAMI. "It provides growers with some flexibility to use in their management planning process, providing options at harvest depending on crop and weather conditions."

As part of the project, researchers successfully developed a unique method of

collecting and quantifying header and environmental loss, which could be implemented in various future research projects.

Overall, all harvest systems resulted in similar crop quality under the conditions tested. Crop management, in addition to environmental conditions, will largely determine the potential benefit of straight cutting canola for an individual operation. "Although there are strategies for optimizing harvest equipment, the environmental conditions have the biggest impact, and there is no one size fits all answer," explains Gregg. "It is worth experimenting and learning what works best on your farm for optimizing existing equipment or planning ahead for future machinery purchases. Most importantly, the good news is that straight cutting looks like a viable harvest management system and provides one more flexible option for growers to bring in the harvest."

The Guidebook summarizes the results of the trials and provides tips and strategies for straight cutting canola. Visit the Resource Library online at saskcanola.com/resource to view the *Guidebook for Straight Cutting Canola*.

Save the date

Don't miss these upcoming events!
Hosted or sponsored by SaskCanola.

AGRIBITION GRAIN EXPO

Regina – November 20 & 21, 2018
The Canadian Western Agribition Grain Expo is a two-day speaker conference and trade show aimed at grain producers and their related industry.

GRAIN GRADING WORKSHOPS

North Battleford – November 27, 2018

Humboldt – November 28, 2018

Learn more about degrading factors in wheat, barley and canola.

CANOLA INDUSTRY MEETING

Saskatoon – December 5, 2018

A farmer-oriented day of canola industry updates.

CANOLA INNOVATION DAY

Saskatoon – December 6, 2018

A science oriented day with a focus on genetics.

SASKCANOLA ANNUAL GENERAL MEETING

Saskatoon – January 14, 2019

SaskCanola's AGM will be held prior to the start of CropSphere at TCU Place. Canola producers may attend the AGM without registering for CropSphere.

CROPSPHERE

Saskatoon – January 15 & 16, 2019

Ideas, Innovation and Knowledge. The CropSphere conference features sessions on market outlook, research and agronomy, along with sessions specific to each crop.

CROP PRODUCTION SHOW

Saskatoon – January 14 to 17, 2019

Canola Council of Canada and SaskCanola will be exhibiting together in Hall B at Prairieland Park.

TOP NOTCH FARMING 2019

Melfort – February 12, 2019

Humboldt – February 13, 2019

Davidson – February 14, 2019

A day of agronomy, marketing and management information.

CANOLAPALOOZA

Saskatoon – July 9, 2019

The canola agronomy event of the summer.

Visit saskcanola.com for event registration information.

Follow @SaskCanola on Facebook and Twitter to receive important news and event updates!

Cast Your Vote Now for SaskCanola's Board Election



Five nominations have been received to fill four seats at SaskCanola's board table. The five nominees include Charlene Bradley from Stranraer, Katelyn Duncan from Regina, Bernie McClean from Glaslyn, Beverley Shewchuk from Wishart, and Lane Stockbrugger from Englefeld. Profiles for each candidate are viewable online at saskcanola.com/about/elections.php.

All registered producers* of Saskatchewan-grown canola are eligible to vote in SaskCanola's board election and should have received a voter package in early November that included a unique voter number. Visit canolavote.com to use your unique voter number to cast your vote before November 30, 2018. There is an option listed in the voter package for registered producers who prefer to vote by way of paper ballot.

The results of the election will be announced mid-December and at SaskCanola's Annual General Meeting on January 14, 2019, held in conjunction with the CropSphere conference.



SaskCanola is governed by farmers so make sure your voice is heard and vote!

**A registered producer is any producer who has sold canola in either of the previous two crop years and has not requested a levy refund in the past year.*

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CROPSPHERE 2019 – JANUARY 15 AND 16

Location: TCU Place, Saskatoon (35 22nd St E)

Hosted by: SaskBarley, Saskatchewan Pulse Growers, SaskFlax, SaskCanola, SaskOats, and Sask Wheat

SaskCanola AGM: Monday, January 14 from 11:00 a.m. to 12:00 p.m. in Galleries C and D of TCU Place

FEATURING SPEAKERS:

Brad Wall

Former leader of the Saskatchewan Party and 14th premier of Saskatchewan

Katie Dilse

North Dakota farmer and motivational speaker

Michael Landsberg

Former Host, TSN's Off the Record, mental health advocate and founder of SickNotWeak.com

REGISTRATION:

Early registration:

\$200 – Available from November 1 to 30, 2018

Regular registration:

\$225 – Available from December 1, 2018 to January 4, 2019

Registration at the door:
\$250

One-day registration: \$225

For more information visit
CROPSPHERE.COM

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 **SaskCanola**



Stepping up and speaking out for canola farmers

Meet four new, seasoned and past Manitoba Canola Growers Association (MCGA) directors. Whether they stepped up for a specific reason or were encouraged by others, they share a common goal: Represent canola farmers, act in their best interest and strive for continual improvement of our industry in Manitoba as well as at the national and international levels.

As your representatives, they are always available to listen to your concerns and answer any questions you may have.

Find contact information for the MCGA board of directors at canolagrowers.com/about-mcga/directors/.

Why did you decide to run for the MCGA Board?

Bill: “I see these kinds of organizations as a way to empower farmers and protect their interests. I felt the MCGA was a valuable organization working on behalf of farmers and that I might have some experience that could benefit the group.”

Pam: “The sayings ‘Before you complain, are you ready to volunteer?’ and ‘Learn by doing’ both played heavily into my decision. At canolaPALOOZA 2017, I asked Chuck Fossay why there weren’t women or young people on boards like MCGA. He suggested I run and solve both problems. Initially I thought I was not qualified or experienced enough, but I also try not to complain about something unless I am willing to change it. I inquired about what commitment looks like for a commodity board, the challenges and opportunities that went with it, and I realized this was something I really wanted to try.”

What are you hoping to achieve?

Clayton: “To see that MCGA focuses research efforts in an area that’s not being duplicated by seed or chemical companies, but still has an impact for all farmers in Manitoba and remains independent and unbiased.”

Pam: “I want to give back to the membership because that’s my job as a board member. I would like to help continue to highlight the value and importance of the MCGA to its members and Manitoba consumers, as well as the value of canola to Canadian consumers. I feel I have the unique role especially when I go home to visit the Maritimes.”

How do you make time to be involved?

Brian: “Community involvement is important to our family. I have to credit my wife for ensuring our kids always got to their activities, and my kids for being understanding. Also prioritizing with all the other things you have to do, and remembering the benefits.”

Clayton: “Fortunately the time away from home is usually on what I call the ‘shoulder season’ right after harvest and before seeding. Typically those meetings fall at a time of year when I have less family obligations. That helps. Being close to Winnipeg is of value. Being able to go a meeting during the day and still be at home for the kids bedtime makes it less of a burden on our family.”

What would you say to someone who is considering running?

Brian: “It’s an opportunity for you to learn and grow. The level of time commitment is up to you. If you want to go beyond the required board meetings, there is opportunity to build on interests you have in many aspects of the industry.”

Pam Bailey

Location: Dacotah
Acres: 1,000
Crops Grown: Canola, wheat, soybeans
Years Farming: 4 years
Family: Husband & Ruby the boxer puppy
Age: 34
Farms with: Husband and father-in-law
Background: From a tiny mixed farm near Antigonish, Nova Scotia. Bachelor of Technology (environmental horticulture) from the Faculty of Agriculture at Dalhousie University. Worked in various roles in and outside of agriculture. Moved to Portage la Prairie in April 2014 and found a job as an agricultural parts person where I met the man who turned out to be my husband. Came for work, stayed for love.

Joined Board: February 2018
Position: Director
Committees: Market Development, Member Engagement and Extension



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Pam: “Go for it – what have you to lose? Specifically, if you are a young person or a woman in agriculture who wants to see programs, services and resources that support them as producers, go for it. If you do not think you have enough experience, that might be true, but how else are you going to gain experience? Staff and other board members are there to help you. You have a valuable viewpoint that is uniquely yours. Your voice matters. Diversity is needed on every board and has been scientifically proven to make boards more productive and more effective.”

Clayton: “It allows you to be at the forefront of information that is of relevance to farmers when it first comes out. You will inevitably pick up and see things that are relevant to you, your neighbours and other members and be able to share and apply them to benefit your farm. That aspect makes it easier to justify the time away.”

What are some takeaways from your time on the board?

Bill: “I have been very impressed by the enthusiasm, commitment and knowledge of the MCGA staff and CCC agronomists that regularly deal with the board. Our new executive director has brought tremendous energy and new perspectives to MCGA while quickly grasping the complexities of research and the dynamics of board governance.”

Clayton: “It’s hard to pick just one. As a director, I like being able to talk directly to researchers or someone very specialized in what they know about canola, to hear and see information first hand on an ongoing basis.”

Brian: “I learned a lot. Understanding the intricacies and dynamics of all that happens from farm production to the end-use customer. It’s given me a broader perspective of what the rest of the value chain has to deal with when exporting canola to other countries, and the value of ensuring we’re following regulations at the farm level.”

Bill Nicholson

Location: Shoal Lake
Acres: 6,500
Crops Grown: Canola, wheat, barley, peas, soybeans
Years Farming: 40 years
Family: Wife and five adult children
Age: 62
Farms with: Two sons, sister & brother-in-law plus seasonal employees
Background: Grew up on the farm, attended school in Shoal Lake. Bachelor of Science in Agriculture Engineering at University of Manitoba. Worked for Versatile Manufacturing in Winnipeg for 4 years before returning to the farm full-time.
Joined Board: February 2016
Position: Secretary
Committees: Market Development, Governance and Finance



Clayton Harder

Location: Winnipeg (R.M. of Rosser & St. Clements)
Acres: 2,000
Crops Grown: Canola, wheat, soybeans, forage grass seed
Years Farming: 19 years
Family: Wife and two school-age children
Age: 38
Farms with: On my own. Seasonal help from a neighbour
Background: Grew up on the farm. Diploma in Agriculture – University of Manitoba. Took over family farm after graduation.
Joined Board: February 2012
Position: Vice-President
Committees: Research, Governance and Finance, Market Development



Brian Chorney

Location: East Selkirk
Acres: 2,500
Crops Grown: Canola, wheat, soybeans, timothy seed
Years Farming: 26
Family: Wife, two adult daughters & son-in-law
Age: 57
Farms with: Wife and son-in-law Kyle with seasonal help from brothers.
Background: Born and raised on the farm, have always been involved. Degree in Agricultural Engineering – University of Manitoba Lived in Winnipeg for 10 years. Worked in engineering career for 14 years before taking over the farm.
Joined Board: 2004
Position: Past board member
Committees: Various committees over 14 years on board



Expansion in port terminal handling capacity in Vancouver will improve Canada's ability to service a growing Asian market and help the canola industry reach the seed, oil and meal export targets in its strategic plan.



BY JAY WHETTER

The ship loader at Viterro Pacific Elevator can fill 70,000-tonne Panamax ships at 2,800 tonnes per hour.

If Canada grows more canola, can we move it? The Canadian canola industry's strategic goal, as outlined in the Canola Council of Canada's Keep It Coming campaign, is to increase annual canola production and sales to 26 million tonnes by 2025. This amount keeps Canadian canola on pace to maintain its market share as global demand for vegetable oil and meal increases. Achieving this goal will depend on farm production, of course, but also port capacity to move this much canola.

Canada already exports over 90 per cent of the canola it produces. Of the 26-million-tonne target, the Keep It Coming 2025 goal is to export 12 million tonnes of seed and increase domestic processing to 14 million tonnes. Most of the oil and meal processed in Canada will also be exported.

The U.S. is the biggest market for Canadian canola oil and meal, most of it going directly south by rail. But Asia as a whole is now the biggest port-export destination for Canadian canola products. For the 2017-18 crop year, Statistics Canada reports show that 76 per cent of seed exports, 34 per cent of canola oil exports and 28 per cent of

meal exports went to Asia, with China the biggest Asian market for all three. Japan is another large traditional market for canola seed. Other Asian markets, including Pakistan and South Korea, represent a lot of the growth potential yet to be captured in the CCC strategic plan.

Western Canadian bulk grain handled through Western Canadian port terminals (Vancouver, Prince Rupert and Thunder Bay) reached a record of 36.8 million tonnes in the 2016-17 crop year, as noted in Quorum Corporation's annual report on the Canadian grain handling and transportation system. Of that, 23 million tonnes were loaded onto ships in Vancouver and just under six million tonnes went through Prince Rupert. Quorum's preliminary data for 2017-18 show handles of 22.5 million (39 per cent oilseeds, mostly canola) for Vancouver and 5.1 million (34 per cent oilseeds, mostly canola) for Prince Rupert. Vancouver also handles most of the overseas export of canola oil and meal.

In response to rising trade with Asia, exporters are investing in their West Coast terminals in preparation to unload more trains, load more ships and keep up with demand for Canadian canola seed, oil and meal.

MOVING SEED

G3 is building the first new grain terminal in Vancouver since the 1960s. It will come on stream in 2020 with total holding capacity of 180,000 tonnes. G3 Terminal Vancouver will have a loop track design to accommodate three 134-car trains. Each train should unload in about eight hours, the company estimates, and the ship-loading system will work at up to 6,500 tonnes per hour – “far faster than the current standard”.

Across Vancouver Harbour, Viterra is upgrading its Pacific Elevator which, at around 100 years old, is one of the oldest port terminals still in use in Canada. The company is not adding space but modernizing to improve turnaround time and increase annual throughput. This terminal handles canola, soybeans, peas and lentils. (Viterra’s other Vancouver export facility, Cascadia, handles the cereal grains.)

The oldest of the three annexes at Pacific Elevator is now closed, so holding capacity is down to around 100,000 tonnes, but the old shell camouflages an internal transformation. With increased capacity to unload up to 170 cars per day and a newer ship loader that can fill 70,000-tonne Panamax ships at

2,800 tonnes per hour, Viterra has cranked up efficiency for the old facility. Quinn Kirby, operations manager for the facility, says throughput capacity is around five million tonnes per year.

The 10-year upgrade plan is still ongoing, Kirby adds. Grain cleaning and dust management improvements are done. A rapid batch-scale is in operation. And a transition to complete automation is underway. To be fully automated, staff in the control centre will be able to open and close hatches, move spouts, run the cleaners and scales, engage legs and conveyors, and fill ships to exact specifications. “We’re now at 50-60 per cent automated,” Kirby says.

In addition to the new G3 terminal and a complete upgrade to Viterra Pacific, many other Vancouver export facilities are upgrading or expanding. As Quorum reported, Richardson added 81,720 tonnes of capacity to its Vancouver terminal in 2016, Parrish and Heimbecker (P&H) started a project to expand its Fraser Surrey Docks terminal by 82,000 tonnes, and Alliance Grain Terminal replaced its vessel loading gallery to significantly increase throughput capacity.



Pacific Coast Terminal in Port Moody, B.C., built a facility to handle canola oil, with train unloading (shown on the cover with PCT’s Clayton Smith), 45,000 tonnes of storage tank capacity and a ship-loading pump (shown above) that can move 1,100 tonnes of oil per hour.

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MOVING OIL

Expansion of Canada's canola processing capacity across the Prairies also means increased export of oil. China imported 850,000 tonnes of oil in 2017-18, second behind the U.S., and South Korea was next with 133,000. In total, Asia takes one third of Canadian canola oil exports.

Exporting canola oil through Vancouver at any great capacity is a fairly new endeavour. Pacific Coast Terminals (PCT), which has a dedicated canola oil facility at Port Moody, on the very eastern end of Burrard Inlet, started handling canola oil in 2015 and moved over 650,000 tonnes in 2017. PCT stores and loads canola oil coming in by tanker cars from various major processing facilities on the Prairies.

PCT has three 15,000-tonne tanks dedicated to canola oil. It unloads an average of 25 tanker cars per day.

Beau Storey, operations manager with PCT, says the facility could easily handle over one million tonnes of canola oil per year with its current infrastructure, and has a "theoretical capacity" of about three million if they added more storage tanks, another unloading rail-line and could get cars coming from the country on a steady pattern. "We have space to add more rail and tanks if export needs dictate," Storey says.

The marine loading facility is simple: A pipe and a pump move oil from storage tanks to ship. The pump can load at 1,100 tonnes per hour.

The other major canola oil handling facility in the Port of Vancouver is West Coast Reduction, located near downtown Vancouver.

MOVING MEAL

Canola meal comes out of the processing plants in pellet form. The U.S. is by far the biggest market, with most going in bulk hopper cars overland, but China has been buying more and more. Exports of pelletized meal leave the West Coast in bulk or by container.

P&H is the big meal mover on the West Coast, handling about 350,000 tonnes of bulk through its Fraser Surrey Docks facility, says Jarrett Beatty, export manager with P&H in Vancouver. The company shipped another 100,000 tonnes or so in containers through another West Coast facility. (Ray-Mont in Prince Rupert also handles some meal in containers.) Canola meal doesn't flow as well as grain and can bridge in hoppers, so P&H uses a flat-bottomed warehouse at its port facility. When the new P&H terminal comes on stream in 2020, Beatty says the company could dedicate the warehouse to canola meal and potentially increase its meal capacity to one million tonnes per year.

MORE RAIL CARS SHOULD HELP

With a good network of grain handling facilities across the Prairies and with expansion in Vancouver to handle increased exports, the key connector between country and port is the rail service.

Improved loading and unloading systems at the elevators and port terminals will speed up car cycle times. The

Viterra Pacific Elevator in downtown Vancouver is one of the oldest terminal elevators in Canada, but new and ongoing upgrades to rail, elevation, cleaning, sorting and ship-loading systems are increasing its throughput capacity.



Want more canola export stats? Find current and historic data at canolacouncil.org/markets-stats/statistics/

"Renewing the hopper car fleet works to address a long-standing issue of importance to canola producers and the shippers of their products."

—Steve Pratte

other factor is "average loaded transit time" – which is the amount of time taken to move a car from a country elevator to a port terminal for unloading. Quorum data show that this transit time has been getting longer over the past two years. Average loaded transit time for cars headed to Vancouver was 4.8 days in 2015-16, 5.3 days in 2016-17 and preliminary results show 6.2 days for 2017-18.

Steve Pratte, policy manager and transportation lead for the Canadian Canola Growers Association, says steps to upgrade and expand the hopper car fleet might help.

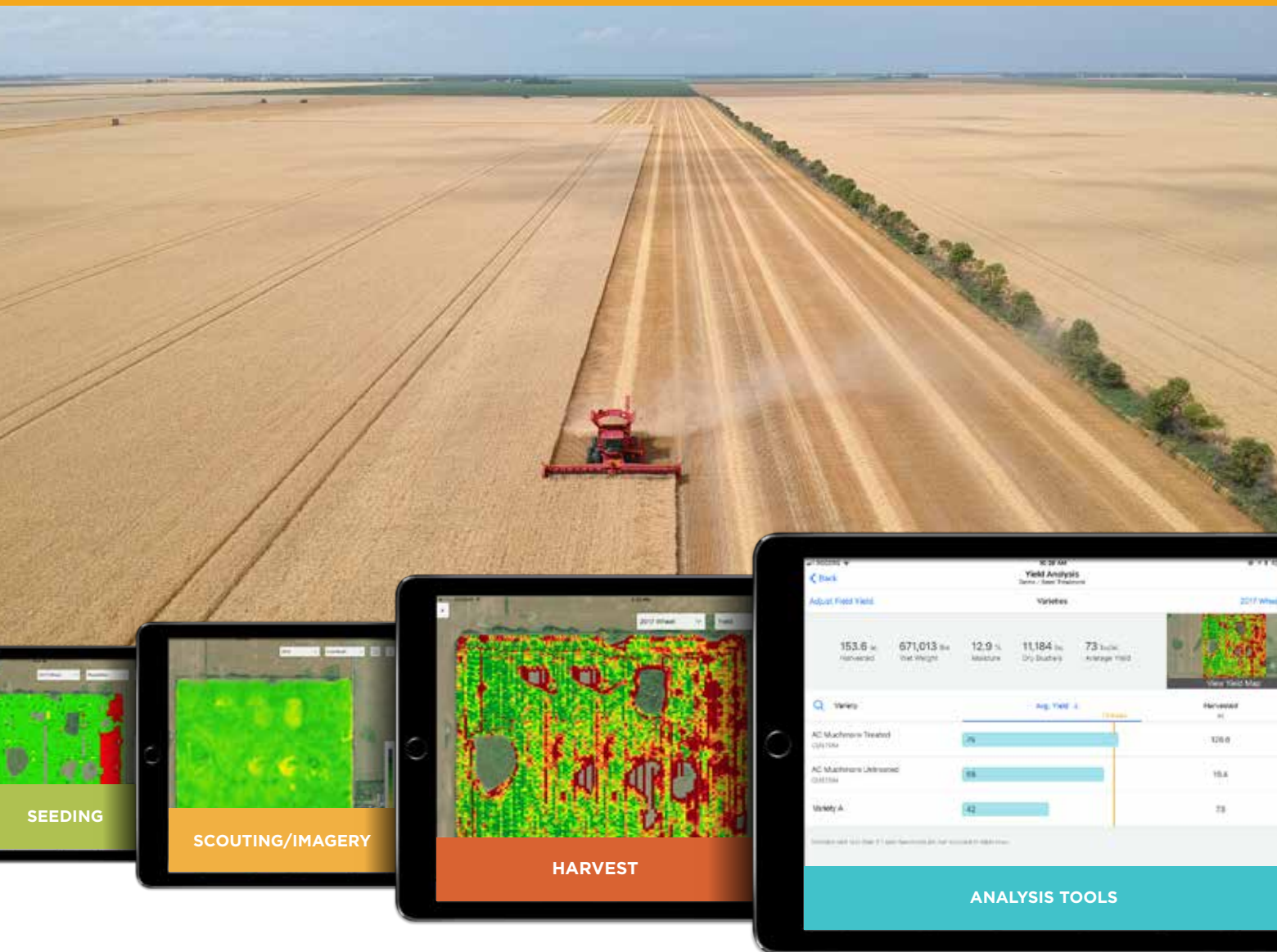
The recent Transportation Modernization Act (C-49), which amended the rail companies' maximum revenue entitlement formula, provided an incentive to upgrade the grain hopper car fleet. Both CN and CP expect to have 500 new cars in service before the end of 2018.

"The issue did not receive much attention during the recent C-49 process, but is anticipated to provide a significant step change in the grain supply chain," Pratte says. "Renewing the hopper car fleet works to address a long-standing issue of importance to canola producers and the shippers of their products."

The bottom line for canola growers is that infrastructure required to get their grain to market, meet export targets and service their customers is expanding and improving. 🌻

—Jay Whetter is the editor of *Canola Digest*.

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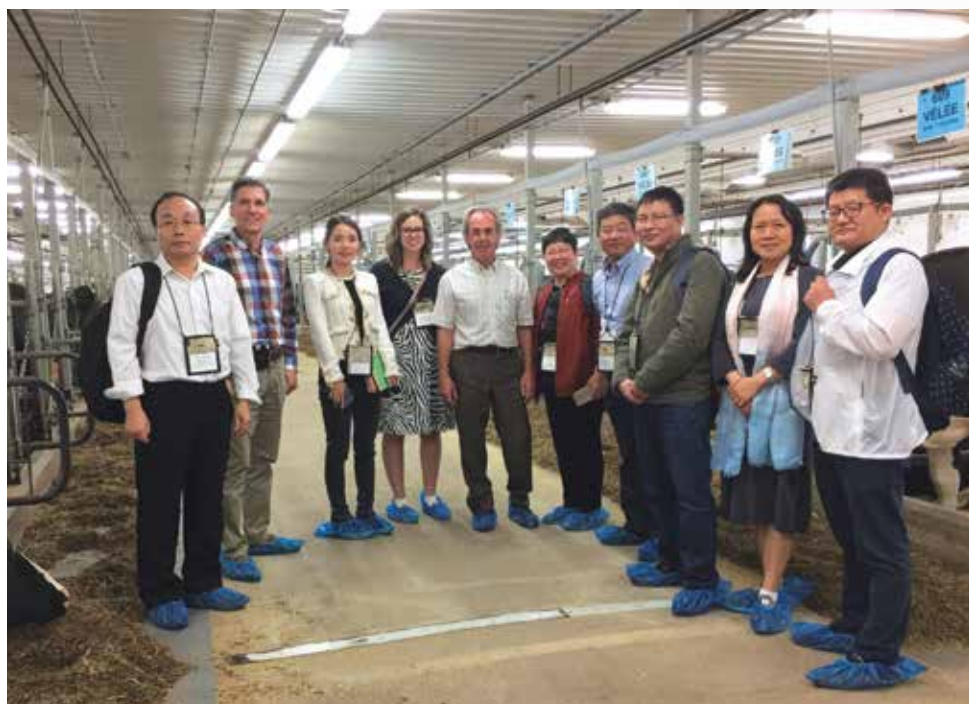
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Five influential experts from China's livestock and aquaculture industry toured Canadian ports, processors, research centres and farms for the complete canola meal experience.

CCC HOSTS CHINESE FEED EXPERTS TO PROMOTE CANOLA MEAL

BY TREENA HEIN



Credit: iStock.com/00900

The tour's aim was to connect with key Chinese influencers to help ensure buyers and end-users in China are more aware of the qualities of Canadian canola meal. It was also intended to build lasting relationships and to help delegates understand the decades of research

The tour's aim was to connect with key Chinese influencers to help ensure buyers and end-users in China are more aware of the qualities of Canadian canola meal.

In July, the Canola Council of Canada and Canada's greater canola industry welcomed five experts from China's livestock and aquaculture industry to learn more about the value of canola meal. "The individuals who came to Canada for this tour were specifically chosen for their expertise in animal nutrition and their ability to influence both their academic peers and the feed industry," says Brittany Dyck, Canola Council of Canada (CCC) canola meal manager. "Professor [Lixia] Tian and Professor [Wutai] Guan are both located in Guangzhou in the province of Guangdong. A significant amount of exported Canadian canola meal and canola seed enter into this province. The meal is often used in aquaculture feed."

Indeed, after the United States, China is the largest importer of canola and canola products such as meal. In 2017, Canadian canola exports to China included 4.5 million tonnes of seed, 688,000 tonnes of oil and one million tonnes of meal with a total value of \$3.6 billion.

conducted on canola meal usage.

The tour began with a look around the Port of Vancouver to see how canola seed and meal are moved offshore. Next up was some canola farm tours, visits with researchers at several University of Saskatchewan facilities, such as the Rayner Dairy Research and Teaching Facility and Canadian Feed Research Centre, and a visit to the University of Manitoba's Department of Animal Science. Delegates, including aquaculture researchers, a swine nutritionist, a commodity trader and the director of China's Animal Husbandry Group, had a chance to interact with Canadian researchers specializing in livestock production and feed ingredient processing. The tour concluded at the Agriculture and Agri-Food Canada Research Centre in Sherbrooke, Quebec.

"We wanted to give individuals a first-hand experience on all things Canadian canola, and to truly differentiate Canadian canola meal," says Dyck. "Canadian canola meal can be confused for rapeseed meal, and

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the two are not equal. We know that Canadian canola meal contains very low levels of glucosinolate and that rapeseed meal, particularly in China, can contain high amounts of glucosinolate. This can be detrimental to animal performance. We also want to differentiate Canadian canola meal from other canola/rapeseed meals entering China from other markets. The individuals who came on this trip left Canada knowing exactly what to expect in the quality of our product and how to maximize the use of this protein source.”

Randy Heuchert, who farms 20km south of Saskatoon near Clavet, hosted one of the farm tours. “I was impressed how eager the delegation was to learn about canola,” he says. “It was a small group, so it was easy to interact with them. They asked very good questions about canola.”

Heuchert says he and his family put a lot of energy and work into these farm tours. In preparation, he seeded a pot of canola every week over several months to show his visitors canola at various stages – cotyledons, bolting, flowering, podding and dry material that comes out the combine. “We also had our full line-up of shiny and clean canola machinery,” he says. “They asked how much each piece was worth and converted the costs to their currency.”

Lixia Tian, professor of aquaculture nutrition at Sun Yan-Sen University, says the visit to Heuchert’s farm was the most impressive part of the tour. “I found the mechanization is highly-automated and very effective, and the

planting management is really scientific,” she says. “The other impressive thing was the research in Canada about the application of canola meal in animal feeds. It was thorough and deep.”

Overall, Tian says the arrangement of the tour was perfect. “I have a better understanding about the nutrition profile of canola meal and the application of canola meal in the animal feeds,” she explains. “In the future, the application of canola meal in the feed of aquatic animals will be more wide. Until now we have used it in the feed of tilapia and grass carp, and I hope I can try to apply canola meal into the feed of shrimp and marine fish.”

This tour, says Dyck, complements the various research and demonstration trials that CCC has held in China to demonstrate how Canadian canola meal fits into the livestock and aquaculture rations of Chinese producers.

Plans are in the works to visit the delegates on an annual basis. “We’ll continue to provide these experts with the newest research findings on canola meal,” Dyck says. This will include research funded through the Canola Agri-Science Cluster, with funding provided by Agriculture and Agri-Food Canada, the Canola Council of Canada, Alberta Canola, SaskCanola and the Manitoba Canola Growers. “The visits will also serve as a resource for the CCC on market changes, acceptance and use of Canadian canola meal.” 🌻

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

Randy Heuchert, who farms 20km south of Saskatoon near Clavet, hosted the Chinese delegation of meal researchers. Heuchert is in the back row, centre, with the blue patterned shirt. Lixia Tian, professor of aquaculture nutrition at Sun Yan-Sen University, is in pink on the left. Brittany Dyck, Canola Council of Canada (CCC) canola meal manager, is on the far right.





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Manitoba Canola Growers initiated a project to cold-press canola from various parts of the province, discovering rich regional flavours. Six farmers have kept it going.

PRAIRIE MAGIC IN A BOTTLE

BY SANDI KNIGHT

Six Manitoba canola growers are bottling and marketing cold-pressed canola oils with flavour characteristics unique to their own farms. Described as ‘Prairie magic in a bottle’, the oils are a locally-grown alternative to imported extra-virgin olive oils.

Bruce Dalgarno, who farms at Newdale, Man., admits the past year and a half since the growers joined forces to form CanFarm Foods Ltd. has been anything but easy, but he and the other farmers are extremely proud of the work they have done.

“When you tell people the canola from your farm is in that bottle, you can see their surprise,” says Keenan Wiebe, another partner. “They don’t get to meet the farmer behind the product that often.”

Cold-pressed canola oil comes from mechanically pressing and grinding the seed at a slow speed with temperatures not exceeding 60°C. While the process means less oil is extracted, the end product is extremely unique.

The terroir – a combination of geography, geology and climate – gives each region’s oil distinct differences in colour, flavour and even nutritional profile. Described as earthy, grassy and nutty, these distinct vintages are perfect for adding flavour to bread dips, salad dressings and marinades or drizzling over a variety of foods as a finishing oil.

As a premium, specialty product, a 250ml bottle retails at \$10 – about 20 times the price of conventional canola oil. CanFarm Foods produces three cold-pressed oils – Northern Lights, Heartland and Big Prairie Sky – from the Interlake, Pembina Valley and Parkland regions of Manitoba.

The concept of this value-added oil began with Ellen Pruden, education and promotions manager with the Manitoba Canola Growers Association (MCGA). She noticed slight taste differences in conventional canola oil, was aware of terroir in other foods and beverages and knew there was a growing consumer interest in cold-pressed oils.

As developing new markets is one of MCGA’s goals, the organization launched a research project in 2014. The Manitoba Agri-Health Research Network (MAHRN) studied virgin, cold-pressed canola oil, meal and co-products from processing. Growing Forward II provided \$396,000 funding and MCGA contributed \$10,000.

The research confirmed terroir did exist in canola. The Food Development Centre in Portage la Prairie provided guidance in getting the product ready for retail and food service testing. Consumers, chefs and culinary professionals approved. The stage was set to fill a niche market.

“When you tell people the canola from your farm is in that bottle, you can see their surprise. They don’t get to meet the farmer behind the product that often.”

—Keenan Wiebe



MCGA put out a call for members interested in the commercialization of these new oils. Seventeen farmers initially expressed interest, but in the end it was Brian Chorney and son-in-law Kyle Norquay from Selkirk, Bruce Dalgarno from Newdale, David Reykdal and daughter Rebecca from Winnipeg Beach and Keenan Wiebe from Starbuck who incorporated CanFarm Foods in July 2017. Each stakeholder contributed \$10,000 to get the company off the ground.

Dalgarno acknowledges getting the oil from farm gate to market has been slow and frustrating. The paperwork and legalities were easy. The challenges included sourcing reasonably priced packaging to improve margins, obtaining accurate nutritional analysis, development of new labels, marketing, shipping costs, working with facilities to crush and bottle the oil, and maintaining consistency in the amount of oil per bushel crushed.

Yet despite obstacles and set-backs, the partners are anxious to move ahead. Economic benefits will depend on how the company fares. But those involved speak more passionately about the opportunity to connect directly with consumers and share their farm story.

"I believe our long-term sustainability goals and the way we work our land means a lot to people who are concerned about where their food comes from," Chorney says.

"I think as a farmer we need to be more involved," Dalgarno adds. "The consumer is looking for info on how their food is produced. It is all about education, and it goes both ways. We can also try to understand what the consumer wants and is looking for."

Sales to date have been mostly consumer-driven through retail outlets in Winnipeg and rural Manitoba. A few chefs are using the product, including Kyle Lew of Chew Restaurant in Winnipeg.

"We've used it for a ton of different dishes in the past few years," Lew says. "In a similar fashion to wine, the different types really reflect the terroir that they are grown in. I don't really have a favourite (flavour). The oil itself is my favourite."

Erin MacGregor, self-proclaimed food fanatic, registered dietitian and home economist from Toronto, is also a fan. "I've used them exclusively for drizzling over salads and cooked veggies for fresh grassy flavour."

Online sales have seen the product shipped to Toronto, Vancouver and even New York.

CanFarm Foods produces three cold-pressed oils – Northern Lights, Heartland and Big Prairie Sky – from the Interlake, Pembina Valley and Parkland regions of Manitoba. A 250ml bottle retails for around \$10.



Media coverage in the Toronto Star, Chatelaine, Canadian Living and Manitoba Co-operator has been beneficial. Last fall, Dalgarno took Big Prairie Sky oil to the Great Manitoba Food Fight, a competition featuring Manitoba entrepreneurs who have developed, but not fully commercialized, new and innovative food or alcoholic beverage products. While it didn't win, he says the experience was phenomenal with valuable connections made in the food industry.

The local, authentic food movement is strong and growing – and with it, the potential for increased sales. As an example, CanFarm's oils were purchased by a company this spring for a customer-giveaway. Made-In-Manitoba gift baskets and food box subscription services offer alternatives to direct retail sales.

Small-scale food processing may be challenging, but determination and resourcefulness is nothing new to farmers. CanFarm's unique local oils give its partners a good opportunity to connect with their customers. "Usually, the seed would get hauled away as a bulk commodity and we would never get to be part of the equation," said Reykdal. "I'm interested in making that connection – directly from the farm to the plate." 🌻

—Sandi Knight is a farm-based freelance writer from Macdonald, Man.

"We've used it for a ton of different dishes in the past few years. In a similar fashion to wine, the different types really reflect the terroir that they are grown in."

—Kyle Lew



Find out more about CanFarm Foods and its canola oils at xvcanolaoil.com.



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*Source: 2015-2017 Monsanto Field Data across Western Canada, n=282.

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Who wants clubroot? Nobody. But is it the end of the world when it does arrive? No. The International Clubroot Workshop in Edmonton highlighted effective management steps and ongoing research to improve the on-farm approach to this widespread brassica disease.



GLOBAL CONCERN, LOCAL ACTION: INTERNATIONAL CLUBROOT WORKSHOP

BY JAY WHETTER

Agronomist Chelsie Will was stunned to find clubroot in her territory in east central Saskatchewan this past summer. It was shocking given how far away the field was from any known clubroot hotspot. When Will went to tell the farmer, Dale Peterson, about her discovery, the first thing he saw was the serious look on her face. “She’s normally so easy going but was really shook up when she came into the shop,” Peterson says. “Then she told me she found clubroot in my field.”

Will and Peterson took immediate action; they registered for the International Clubroot Workshop, which was August 7-9 in Edmonton, hoping to learn as much as they could about the disease. A memorable take-home from the event, Will says, was finding out that clubroot is a serious but manageable disease in brassica-growing regions around the world.

“After the conference, we were a lot more comfortable talking about our clubroot situation,” Will says. So two days after the workshop ended, Peterson hosted an impromptu clubroot training session in his field, using word of mouth to share the invite. Eighty people came.

CLUBROOT-RESISTANT SEED IS JUST ONE STEP IN LONG-TERM MANAGEMENT

Clubroot was found in canola in Canada for the first time in 2003 and within six years seed companies released the first clubroot-resistant (CR) canola varieties for the Canadian market. But by 2013, patches of severe clubroot were showing up in fields planted to CR varieties and as of 2018, 104 fields are confirmed to have clubroot pathotypes that overcome the most common CR varieties on the market in Canada.

“After the conference, we were a lot more comfortable talking about our clubroot situation.”

—Chelsie Will

Left: Nicole Fox, Master's student in plant pathology at the University of Alberta, demonstrated her lime research plots during the International Clubroot Workshop. She says adding hydrated lime to soil shows "very promising results" to help manage clubroot.



Genetic resistance can be very effective and is the easiest tool for farmers to use, but these resistance traits need help from a multi-pronged approach to keep clubroot spore counts low in farm fields. High spore levels increase disease levels. High spore levels also increase the risk that virulent pathotypes will reach economically-damaging levels. By keeping spore counts low in the field, farmers can protect the effective lifespan of CR genes.

FIVE STEPS TO KEEP SPORE COUNTS LOW

1. DELAY ARRIVAL OF CLUBROOT TO A FIELD

Attendees at the International Clubroot Workshop heard this message often: "It is easier to manage clubroot disease when you don't have it." Clubroot is a soil-borne disease and heavily-infested areas can have millions of spores per gram of soil. Preventing the introduction of clubroot is about preventing soil movement onto and around the farm.

Knock dirt off equipment. Rough cleaning of equipment removes 90-95 per cent of soil and spores. Washing with compressed air or a pressure washer brings that up to 99 per cent. Mist-on disinfectant, such as a two-per-cent bleach solution, can take that to 99.9 per cent. Based on a recent study by Michael Harding with Alberta Agriculture, the most effective, cheapest and most readily available cleaning solution is bleach. There is no close second.

"The spread of clubroot in Western Canada has been rapid for a soil-borne disease."

—Stephen Strelkov

"The big eye opener for me was that my field with clubroot was a good looking field of canola."

—Dale Peterson

Think biosecurity. When buying used equipment or hiring custom operators, check that the machinery is clean before it arrives on the farm. If not clean, what is the risk that hitchhiking soil has clubroot? Farmers can demand the same inspection of machinery digging pipelines or installing oil and gas infrastructure on their land.

Reduce erosion. Wind and water erosion of soil will move clubroot spores, and reduced tillage will reduce erosion of infested soil.

Keep tools, boots and tires clean. While this may represent very small amounts of soil movement, people such as agronomists and crop inspectors who move from field to field will want to take measures to reduce the risk that they're moving the spores. Park on the road or wash the vehicle before moving to the next farm. Use booties or a bleach-bath for boots.

Entry and exits. Field entry points where machinery unfolds and starts working are often the first and most heavily infested areas. Consider planting a small square of permanent grass at field entry points, providing a non-host-crop area for soil to drop. Another idea is to have a separate field exit, also grassed, so machinery leaves an infested field from an area likely to have less clubroot.

2. SCOUT EARLY AND OFTEN

Clubroot is now found across the canola-growing region of Canada, and though it arrived later in Western Canada than most of brassica-crop growing areas of the world, it seems to thrive here. "The spread of clubroot in Western Canada has been rapid for a soil-borne disease," says Stephen Strelkov, clubroot researcher at the University of Alberta.

Dig up plants and look for galls in all canola fields. Go to clubroot.ca to see what small galls look like. If uncertain, send plants away for DNA tests. Because the goal is early detection, include random searches in fields that may be showing no signs of disease. "The big eye opener for me was that my field with clubroot was a good looking field of canola," Peterson says. But the infested area turned out to be much larger than he or Will expected.

Random searches for galls in high-risk areas of a field will improve the chance of finding patches that are small enough to manage. High-risk areas include field entrances but also low moist areas where soil runoff can deposit spores and where infection is most likely (due to the moisture).



Low pH areas can also be higher risk, but we don't have a scale to quantify how risk varies by pH. We know from lab analysis that clubroot galls do not grow well with pH of 7.3 or higher, and there is some indication that lower pH means continually higher risk because clubroot seems to thrive in acidic soils. But higher pH does not mean immunity, as Chelsie Will discovered. "For most of my area a pH of 7.3 would be considered low – and yet we have clubroot showing up," she says.

3. CONTAIN CLUBROOT PATCHES

Clubroot patches identified early enough and small enough can be managed in various ways to reduce the clubroot spore load in those patches and prevent clubroot from spreading beyond that patch. Patch management techniques include:

Rogue. If the patch is small enough, pull up all the plants that have galls. Then cut off the galls and burn them. This is an immediate and effective way to destroy those galls.

Lime. Increasing soil pH in areas with clubroot can reduce clubroot severity. Brassica vegetable growers around the world have been using lime for decades for this purpose. The increase in pH has the added bonus of increasing availability of other key nutrients. The Canola Encyclopedia lists the factors that can limit plant growth on acid soils: toxicity of hydrogen ions, aluminum, iron, or manganese; deficiency of calcium, magnesium, potassium, phosphorus, boron, nitrogen or molybdenum; reduced organic matter breakdown and nutrient cycling by microflora; and reduced uptake by plant roots and inhibition of root growth.

New research projects will give farmers and agronomists more detail on best lime sources, appropriate application rates and timing, and possible limitations of lime to bring very low pH soils up to a low-risk level. On this last point, lime might not be able to push past a soil's "buffer pH" unless applied rates are very high. As it is, it can take a few tonnes of lime per acre to move soil up just one pH point.

Above: Flixweed, shepherd's purse, stinkweed, mustard and volunteer canola all host clubroot and can produce very large galls. These weeds will contribute to spore build-up and, unless they're controlled early in all crops, can reduce the benefit of crop rotation as a management tool for infested fields.

Nicole Fox, Master's student in plant pathology at the University of Alberta, leads one of the lime research projects. "Low pH, clubroot-infested soil treated with hydrated lime significantly reduced the number and size of galls on the susceptible canola roots," Fox says, adding, "Liming can reduce the selection pressure on the current resistant cultivars planted, as well as decreasing the amount of spores reproducing in susceptible volunteer canola and even crucifer weed species present in the field throughout the crop rotations. However, types of lime, application style and timing will still need more research."

Targeting small early-identified patches is preferred because trucking the required rates can be expensive. When considering a lime source, look for a high concentration of calcium carbonate (CaCO_3) or hydrated lime (Ca(OH)_2) per tonne and consider purity of the source. Large-grit lime could take years to be fully effective but it is much easier to handle and apply. Powdered lime acts fast but is hard to handle and spread in large volumes. On application style, lime is often roto-tilled into the soil in research plots, but this tillage will add to the spread of clubroot. Farmers need reduced-tillage or surface-applied liming techniques that work.

Reduce tillage. Because a single gall produces millions of spores and the decomposing gall will release the spores into the surrounding soil, tillage will disperse the spores to a larger area than if the soil is left undisturbed. Dan Orchard, Canola Council of Canada agronomy specialist in central Alberta, says many of the heavily infested fields in his area "have been exposed to aggressive tillage".

Grass. Seed the patch to a non-host grass such as ryegrass that can fill in quickly and tie up the soil to prevent wind and water erosion. While the patch is in place, farmers will need to control host weeds, which include volunteer canola, flixweed, shepherd's purse, stinkweed and mustard. Leave the patch until soil surveys indicate spore levels are very low or zero.

Right: The International Clubroot Workshop tour included a stop at a clubroot field-test site.





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Below: Katsunori Hatakeyama, associate professor at Iwate University in Japan, says most Chinese cabbage varieties grown in Japan have clubroot resistance but the trait is starting to break down.



Fumigation (or solarization). Mary Ruth McDonald, clubroot researcher at the University of Guelph, has had success reducing clubroot spore counts in small patches by fumigating the soil (with Vapam) and then covering the patch with film. Interestingly, the film covering may actually work on its own, McDonald observed. The film captures heat, creating a hot zone that seems to kill clubroot resting spores.

Fungicide. At the International Clubroot Workshop, Japanese researcher Kenji Wakayama explained how farmers in his country use fungicide to manage clubroot, but Wakayama says it would not be economical in large fields. Sheau-Fang Hwang, clubroot researcher with Alberta Agriculture, led some work looking at fungicides applied in the soil and as a seed treatment. Hwang's study concluded that seed treatments "will not work" on existing infestations and the only soil-applied product that actually reduced clubroot required rates too high to be safe and too expensive to be practical. Plus the product is no longer available in Canada.

For any patch management technique to be effective, patches need to be small and clubroot has to be identified very early. By the time plants are showing symptoms, the whole field could be infested to the point where patch management no longer works.

Above: Sheau-Fang Hwang, a research plant pathologist with Alberta Agriculture, talked to International Clubroot Workshop attendees during a tour of Alberta Agriculture's Crop Development Centre. Hwang studied fungicides to treat clubroot. She concluded that seed treatments "will not work" on existing infestations and soil application required rates too high to be safe and too expensive to be practical.

survive that two-year break are shown to be fairly hardy, possibly surviving for many years beyond that. Mary Ruth McDonald observed that in her studies. Ernst found the same. Ernst adds that if the break is only one year, resting spore numbers never drop enough to provide any reduction in risk.

Crop rotation has mixed applications around the world. In Europe, clubroot has forced a longer rotation between oilseed rape (OSR) crops. Fiona Burnett, plant pathologist and professor at Scotland's Rural College, has U.K. data showing that OSR grown on clubroot-infested fields in a one-in-three rotation has 63 per cent of the yield potential of OSR grown on a non-clubroot-infested field. This result improves to 65 per cent for a one-in-four rotation, 74 per cent for one in five and 80 per cent for one in eight. "We tend to recommend a one-in-five rotation as the difference between three and four years is so small," Burnett says. Across Europe, crop rotation of at least one year in three and usually longer is recommended for large-acre brassica crops.

For small plots of brassica vegetables, which are high-margin, intensively managed and often core foods for the local culture, rotation is a last resort. Instead, farmers walk their vegetable fields many times per year and have learned to spot early symptoms of clubroot. Individual plants are often pulled and the galls destroyed. Small patches are also given large amounts of lime or are fumigated or both to manage the disease. These measures would not be economical on large fields.

4. ROTATE CROPS. ONE IN THREE, MINIMUM

Evidence from three rotation studies done in Canada (two at Normandin, Quebec, one in Alberta) suggests that two years between host crops is the minimum rotation to manage clubroot spores in a field. Thomas Ernst, who did the Alberta study and now works with Corteva, observed an eight- to 20-fold drop in resting spore concentrations with a two-year break after growing clubroot-resistant canola. However, the spores that



Many of the International Clubroot Workshop presentations are posted at clubroot.ca.

5. GROW CR VARIETIES AS SOON AS CLUBROOT IS IN THE AREA

The Canadian recommendation is for farmers to use clubroot-resistant (CR) varieties as soon as clubroot arrives in the area. The CR trait will prevent most infection, which will help to keep spore counts low in fields

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Credit: Gregory Sekulic

Fiona Burnett, plant pathologist and professor at Scotland's Rural College, presented the United Kingdom perspective at the International Clubroot Workshop. She says the recommendation for U.K. fields with clubroot is a one-in-five rotation.

that already have lower counts. With fewer resting spores in the soil, the risk of building up virulent pathotypes is reduced.

When spore counts reach high levels, clubroot is more easily moved from field to field, clubroot will cause yield loss in susceptible canola (even with a four-year rotation) and clubroot will overcome CR traits. "This has been demonstrated scientifically and practically. Every field where resistance has failed had high spore loads," says Clint Jurke, Canola Council of Canada agronomy director.

Two of the biggest clubroot research efforts around the world are (1) to find new effective resistance genes and (2) to identify all clubroot pathotypes that can attack brassica crops. In time, these efforts could lead to a system where farmers can identify clubroot pathotypes in a field and then choose a variety with resistance to those pathotypes. But while genetics show a lot of promise, relying on genetics alone is not enough. "We do not recommend growers use CR varieties in isolation. Rotation and weed control are the other tools required to reduce spore buildup," Jurke says.

Stephen Fox, canola breeder with DL Seeds, noted at the International Clubroot Workshop that it takes a lot of effort to insert a new gene into a high-performing commercial variety that also has all the other traits growers want.

"What do farmers want breeders to focus on? Tackling CR or boosting yield?" Fox asks. "If growers don't protect the CR traits we have, then our focus as breeders will shift to CR, which could mean other areas – like advancing yield – may stall."

During a panel presentation near the end of the International Clubroot Workshop, six leading clubroot researchers from around the world were on stage taking questions. One question was: What's the one thing you'd tell farmers to do to manage clubroot? One recommended to keep clubroot away for as long as possible. One recommended to scout now to catch it early. The other four answered: "Longer rotations".

WHAT WILL DALE PETERSON DO?

Peterson ordered his clubroot-resistant canola seed for 2019 even before he had harvested the 2018 crop. He will also start a transition to a three-year rotation. "When I got home from the clubroot workshop in Edmonton, I figured I was going to a three-year rotation no matter what," he says, but then he ran the numbers and realized this quick transition would be a tough economic blow. He and most farmers in the area are in a canola-wheat rotation and stretching rotations is not easy. "Economically, we can't go back to the one in four or one in six rotations we used when we first started growing canola," Peterson says.

He's thankful for the breeders who brought CR varieties to market so quickly, making it possible to keep growing canola at all after the arrival of clubroot. "I give a big thank you to those scientists who tackled this 15 years ago," he says. 🌻

—Jay Whetter is the editor of *Canola Digest*.

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Farmers and agronomists can go to clubroot.ca to find a list of labs that analyze soil and plants for clubroot DNA.



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Canola stored tough or damp is at higher risk for spoilage. 'Tough' is moisture between 10 and 12.5 per cent. 'Damp' is anything above that. With cool temperatures this time of year, natural air blown through the aeration system will not do much if any drying. Heat must be added. Talk to your fan company about systems they have to add heat to fans and whether electricity or gas power is right for you.

Joy Agnew, a grain storage researcher with Prairie Agricultural Machinery Institute

(PAMI) in Humboldt, Sask., has these recommendations to improve results and reduce risk when using supplemental heat:

Heat air to at least 10°C. Air warmer than 10°C will dry grain faster, but in cold conditions, don't heat incoming air above 20°C. This minimizes the risk of condensation and freezing at the edge of the bin, Agnew says.

Use a fan that provides airflow of at least 0.5 cubic feet per minute (cfm) per bushel. While airflow of 0.1 to 0.2 cfm/bu. is adequate to cool a bin of canola, more airflow is needed with heated air.

Under-fill the bin to improve airflow.

The greater the depth of canola in the bin, the more fan capacity you will need to move air through it effectively. Insufficient air flow can result in a high moisture zone near the top of the bin that can initiate spoilage. PAMI research found with very large bins (25,000) filled full of

canola, the fan could not physically push air through the grain mass at all. Grain had to be removed.

Ventilate the bin. Proper ventilation at the top of the bin to allow for escape of the warm moist air is very important, especially for large bins and especially when adding supplemental heat since the moisture removal rate is so much higher when heat is added.

Turn the bulk frequently. Remove at least one third out the bottom and auger it back on top. This evens out any areas where airflow might have been inadequate and gives you a chance to check the grain.

Monitor regularly. This is good advice for all canola. Be extra careful with canola that goes into the bin warm and tough this week.

For more details, read "Tips for drying tough or damp canola" and "Storage: Fan limitations in large bins" at canolawatch.org.

HOW MUCH FERTILIZER DOES CANOLA NEED?

November could be a good time to do soil tests if the ground isn't frozen. With fall soil test results in hand, farmers and agronomists can check the raw numbers and do their own fertilizer-rate calculations. The following describes the macronutrient requirements for canola.

Nitrogen. The Canadian Fertilizer Institute factsheet, "Nutrient Uptake and Removal by Field Crops," produced in 2001, says nitrogen uptake for a 35 bu./ac. canola crop is 100-123 lb./ac. of actual N. That works out to 2.9 to 3.5 pounds of available N per bushel of seed yield. In a study published in 2005, Rigas Karamanos found that with higher yields (say 50 bu./ac. or more), nitrogen uptake for hybrids was as low as 2.1 lb./bu. He says an appropriate updated range for nitrogen uptake is 2 to 3 pounds of available N per bushel of seed yield. Not all of that will have to be applied as fertilizer. Some will come from soil reserves. Soil tests will indicate soil reserves, but available carryover nitrogen can be difficult to predict. Often about half the soil test N is immobilized and not available to this year's crop. And some will come from mineralization of soil organic matter (OM), but the amount varies widely based on soil type, soil OM levels and moisture. In general, OM can generate 6 to 30 pounds of available nitrogen per acre for each percentage point of OM.

Phosphorus. Canola takes up 1.25 to 1.5 lb./ac. of phosphate (P_2O_5). A 50 bu./ac. canola crop would therefore need 62.5 to 75 lb./ac. of available phosphate. If soil tests show available P levels at less than 10 parts per million (20 lb./ac.), this is considered "low" and growers may want to use a rate higher than crop removal to build soil reserves. At a soil test of 10-20 ppm, rates that match removal are recommended. For a 50 bu./ac.

canola crop, the "removal" rate would be over 40 lb./ac. of phosphate (80 lb./ac. of MAP, for example). Of that, a safe seed-placed rate of 20 lb./ac. of phosphate will ensure that canola has access to phosphate fertilizer and the benefit of early pop up, which is especially important when seeding into cool soils with low P levels, into soils with pH outside the sweet spot of 6.5-7, and in short-season areas. The rest can go with the nitrogen blend placed outside the seed row, ideally in a band.

Sulphur. Canola needs 0.5 to 0.8 pounds of sulphur (S) per bushel of yield, making it a high S-using crop. A 50 bu./ac. canola crop needs 30 to 40 lb./ac. of available S. A fair estimation of soil reserves is not always possible with a soil test because S is often highly variable across a field. If soil is low in S, fertilize according to soil test recommendations. If soil is moderate or high in S, farmers may want to include some S in the fertilizer blend – say 10-15 lb./ac. – to offset the high amount of S-test variability in a field.

Potassium. Canola plants need 2.3-2.5 pounds of potassium (K_2O) for every bushel of seed yield. A 50 bu./ac. crop can take up 125 lb./ac. of available potassium. Canola is an excellent scavenger of potassium in the soil and because the relatively 'young' Prairie soils continue to produce plant-available potassium through the break-down of clay minerals, canola crops have rarely shown a response to potassium fertilizer. But if soil tests show less than 250 pounds per acre (125 ppm), canola may benefit from an application.

For more on macronutrient and micronutrients needs for canola, as well as application and product guidelines, see the Fertilizer Management chapter of the Canola Encyclopedia at canolaencyclopedia.ca.

COMPARE VARIETIES WITH THE **CANOLA PERFORMANCE TRIALS ONLINE TOOL**

Canola Performance Trials data for 2018 will be loaded soon at canolaperformancetrial.ca. Data from 2017 and earlier is available any time. Here are a few ways to use the online search tool, situated at the bottom of the CPT home page:

- 1. Search by herbicide system.** If you know which herbicide system you want to use, but haven't picked a variety, start with 'Search all varieties' and use the filters to display data from your preferred herbicide tolerance (HT) system. After selecting the HT system of your choice, make any other filter selections you like (ex. small plot or field scale data) and then click the blue 'Search trials' button to view the graphed results.
- 2. Search by yield and maturity.** To look for top-yielding varieties with the shortest maturity, choose your filters (ex. select short, mid or long season zone under 'Zone type'), then click 'Search trials'. Scroll below the graphed results to the 'Trial results data' table. Click 'yield' in the grey bar at the top of the table to sort by yield. Once you have that list, look at the top yielders to see which has the shortest days to maturity. Go back to check other years or refine the search by province or HT system.
- 3. Compare varieties.** If you're concerned about clubroot, click 'Compare varieties' at the top, then choose 'Show me all the data' and pick up to three CR varieties at a time for head to head comparisons.
- 4. Head to head results.** To see how two varieties performed when together in the same location, click 'Compare varieties' at the top then choose 'Head to head comparison'. Choose two varieties then 'Search trials'. Note, this only includes data if the two varieties were grown at the same place and time (same site in the same year). That means fewer data points but a high quality comparison.
- 5. Local results.** To see data from trials closest to your location, run any search and scroll down to see the map. Zoom in on the responsive map and click on the marker closest to your location.

DRIVING AGRONOMY FORWARD

Members of the CCC agronomy team are active on various industry steering committees, providing leadership in advancing canola field management practices. The steering committees have three functions – prioritize research needed, develop key extension messaging and act as an expert group to provide leadership on the issue they represent. Here are the steering committees with CCC agronomy team involvement:

- Canola Performance Trial technical committee – since 2011
- Blackleg Steering Committee – since 2012
- Clubroot Steering Committee – since 2015
- Fertility Steering Committee – since 2018
- Sclerotinia Steering Committee – since 2018
- Lime Steering Committee – since 2018

GET TO KNOW YOUR

CCC AGRONOMY TEAM



TARYN DICKSON
RESOURCE MANAGER

Contact: 204-982-2111 and
dickson@canolacouncil.org
Twitter: @DicksonCCC



WARREN WARD
AGRONOMY SPECIALIST,
SOUTHEAST SASKATCHEWAN

Contact: 306-621-0630 and
wardw@canolacouncil.org
Twitter: @WardCCC
Specialty: Fertility



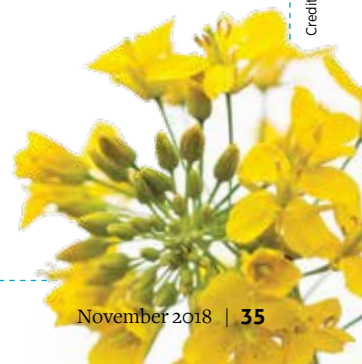
GREGORY SEKULIC
AGRONOMY SPECIALIST,
PEACE REGION

Contact: 780-832-2382 and
sekulicg@canolacouncil.org
Twitter: @SekulicCCC

Specialty: Sustainability, pollinators and beneficials



Find the whole team at
canolawatch.org/contact-us.



Canola Research Hub funded for another 5 years

The Hub at **canolaresearch.ca** has research summaries, videos with researchers and links to tools. The purpose is to share research results to improve production, profitability and sustainability.

BY TARYN DICKSON

The Canola Research Hub project has been approved within the new Canola Cluster with five years of funding under the Canadian Agricultural Partnership (CAP), AgriScience Program from Agriculture and Agri-Food Canada. This project will again be carried out by the Canola Council of Canada with continued strong support from Manitoba Canola Growers, SaskCanola and Alberta Canola, who can use this online tool for extension to canola growers.

The Hub is available to everyone at **canolaresearch.ca**, but it is primarily accessed by canola growers, the canola research community and canola industry members. The accessibility of scientific findings through the Hub's online library is useful to readers and helps researchers maximize the impact of their studies.

If you haven't checked the Hub in a while, here are some new things to look for:

- canolaPALOOZA videos which feature agronomy specialists and industry experts discussing important canola production tips on stand establishment, fertility top dressing, soil compaction, group-2 weed resistance, blackleg management, insect pest management and storage management.
- Links to the new Combine Optimization Tool and a new Combine Optimization Tool webinar
- Additional project summaries in the Hub's Research Summaries library
- Improved search function for the Hub library
- The 2018 Canola Digest: Science Edition will soon be posted on the Hub.

If you aren't sure how to navigate the Hub, click the question mark button near the 'Guided Tour' title for Hub FAQs.

The overall objective for the next five years of the Hub project is to improve the effectiveness of canola agronomic research dissemination to the targeted audiences. This will be accomplished through continuously improved site content, following best practices in search engine optimization and through promotion of the Research Hub website and initiatives.



Taryn Dickson staffs the Canola Research Hub booth at canolaPALOOZA. Dickson is the resource manager for the Canola Council of Canada's crop production and innovation team.

As canola agronomic research projects continue to be completed, their reports and findings will continue to build the Hub's online library. This includes final reports from Growing Forward 2 projects, which wrapped up this past March, and the CCC-administered and grower group-funded Canola Agronomic Research Program (CARP), which approves several projects annually. Summaries from the CAP research projects will also be added into the Hub as they are completed over next several years.

Growers, researchers and any other canola industry members (including post-secondary students) can make use of this free tool. Over the next five years we want to increase the traffic, use and utility of this online tool for as many of those people as possible. There are many more events to promote it at and much more exciting work to be done with Hub in the years to come! 🌻

—Taryn Dickson is the resource manager for the Canola Council of Canada crop production and innovation team.



Find the Canola Research Hub at **canolaresearch.ca**



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Statistics provide a report card on agriculture acres by crop, production, profitability and trade. StatCan in partnership with Agriculture and Agri-Food Canada are developing innovative ways to collect data without contacting farmers. This moves past a survey-first approach to reduce the burden on farm operators.

TALKING STATS

BY BARBARA CHABIH

The business of farming in Canada has evolved significantly over the past few decades and with that has come the demand for operators to be skilled in business management, technology and, more and more, agricultural sciences.

The projected 2.3 billion growth in world population by the year 2050 reflects a 70 per cent increase in food demand. This 'need to feed' will require maximizing efficient use of land and resources, with best practices informed by accurate and thorough information.

To do its part, Statistics Canada (StatCan) is working to integrate data from multiple sources, reducing the current burden on farmers and resulting in more relevant and timely dissemination of this information. Last November, a presentation and panel discussion was held in Winnipeg to highlight the new ways this will be accomplished.

As part StatCan's Talking Stats initiative, Anil Arora, the agency's chief statistician, presented 'Canadian agriculture: evolution and innovation' at the Winnipeg event. Arora provided an overview of Canadian agriculture in a global market, the socioeconomic changes of 21st century farms, innovation in an evolving industry and the opportunities moving forward.

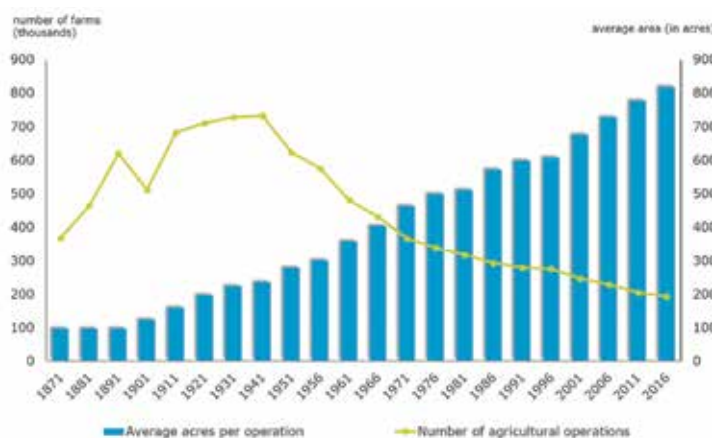
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Strengthening trade relationships is vital to the Canadian economy. When considering all parts of the value chain, the ag sector contributed 4.6 per cent of the gross national product in 2013. By province, this percentage was as high as 13.5 per cent in Saskatchewan and 10.3 per cent in Manitoba. Maintaining this level of production going forward will require informed shifts in production practices.

Fewer farms, but they are larger



Total number of agricultural operations and average area (in acres) per operation, 1871-2016 Census years, Canada. Source: Census of Agriculture

PORTRAIT OF A MODERN FARM

While the number of farmers steadily decreased and farm size steadily increased since 1971 (and before), productivity in Canadian agriculture increased by an average of 2.8 per cent per year in that time.

Farm business structure has also evolved. In the '70s, nearly all farming operations reported as sole proprietorships with only 2.2 per cent reporting as corporations. In 2016, one in four farms were incorporated with 89 per cent of those reporting as family corporations.

Cash receipts have increased alongside farm debt. As the debt ratio has increased, interest relative to income has decreased, making debt comparatively more affordable.

Farmers continue to invest in their business with an overall five-year increase of 31 per cent by 2015 and an annual capital investment per farm of \$133,887. In 2016, the value of equipment and machinery per farm was \$278,405.

The average price range of farmland on the Prairies in 2016 was \$1,210 to \$9,580 per acre. As prices rise, land ownership decreases. Rented land now accounts for over 25 per cent of farm area. Access to new land through renting may be limited, relying on long-term relationships with the older demographic of land owners.

Larger farms have more year-round employees and the overall number of full-time and part-time workers has increased while the number of temporary workers has decreased.



Want to talk stats? StatCan Talking Stats presentations and details about this year's events can be found at: statcan.gc.ca/eng/events/talkingstats.

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DISTINCT BY DESIGN

Canada has recently experienced a significant generational shift, with more seniors than children in the 2016 general population. Comparatively, farmers are even older with 55 per cent of agriculture operators being 55 years and older. On that theme, in 2016 only 8.4 per cent of Canadian farms reported having a written succession plan.

The use of technology is reported by 66.3 per cent of farms as a means to grow more on less land. On smaller farms, the use of technology is more prevalent among operators under 35 years old. On the largest farms, technology use was very high and was equal among the three age groups: under 35, 35-54, and 55 and over.

WHAT 'TECHNOLOGY' ARE THEY USING?

Canadian farmers are innovating in all aspects of their business – product, process, organization and marketing. Surveys have found increased use of GPS, soil sample monitoring, drones and new methods of reaching consumers.

Technology is allowing farmers to manage larger operations. The proportion of farms reporting use of automated steering, GPS technology and GIS mapping significantly increases as their relative cropland acreage increases.

Research in crop genetics and new crop varieties have also expanded the growing area for some crops. For example, earlier-maturing soybeans that tolerate cooler climates have resulted in a steady increase in soybean acres in both Manitoba and Quebec since 1996.

Livestock operations are also getting larger and more productive. Total Canadian milk production in 1981 was 7.3 million kilolitres from 1.8 million cows. By 2016, production was 8.4 million kilolitres from 939,071 cows. That is a 15 per cent increase in production with approximately half the number of dairy cows.

NEW WAYS TO COLLECT DATA

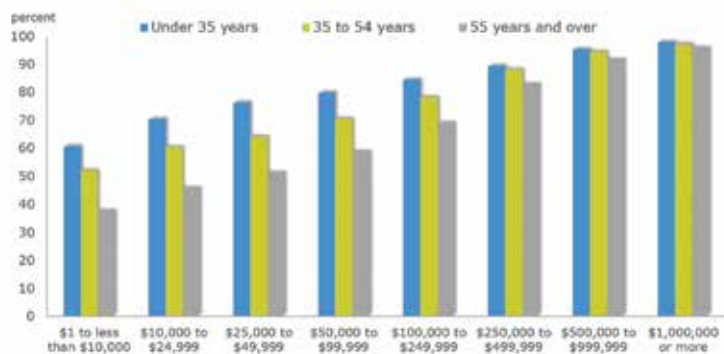
StatCan in partnership with Agriculture and Agri-Food Canada are developing innovative ways to produce and collect data without contacting farmers. This model is based on three data sets: satellite data; agro-climatic data; and historical yield estimates. This moves past a survey-first approach to reduce the burden on farm operators.

Another alternative source of information would be crop insurance data. This provides a high level of accuracy with 70-98 per cent of crops covered, varying by type and province. Agreements are already in place as insurance data has been shared with StatCan since 2015, however this would rely on ongoing agency partnerships.

A TALKING STATS PANEL ON CHALLENGES AND OPPORTUNITIES

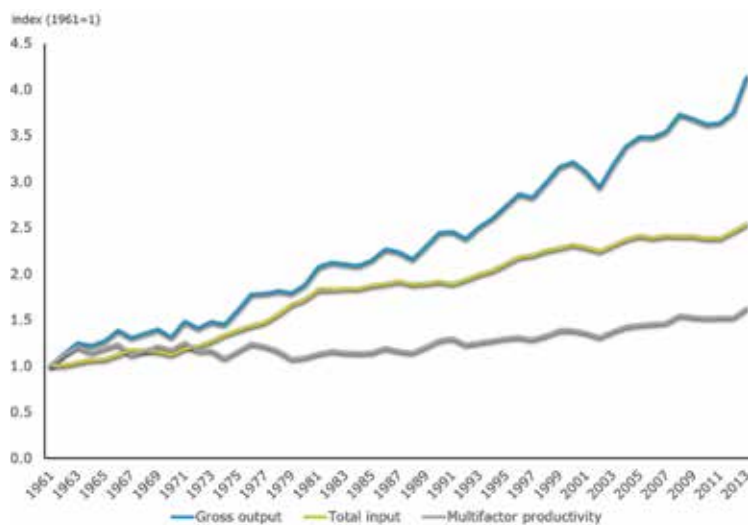
Also at the Winnipeg Talking Stats event, Bruce Burnett with Glacier Farm Media, Derek Brewin with University of Manitoba and Patty Roshier with Manitoba Agriculture participated in a panel to discuss concerns around climate change, demographic shifts, data ownership, public trust and the increased demand for knowledge transfer that lies ahead. They also discussed the potential for new methods of data collection.

On large farms, older farmers are as likely to use technology



Percentage of farm operators reporting the use of technology by age category of farm operator and receipts class of operation, 2016. Source: Census of Agriculture

Trend in output, input and productivity in Canadian agriculture, 1961 to 2013



Source: CANSIM 383-0032

They agreed that there should be a continued commitment to and investment in innovation with increased focus on knowledge transfer and communicating the return on investment for agricultural research. As global demand increases, innovation will have to be properly placed with affordable technologies and will have to become cheaper over time.

One example of future innovation includes nano-satellites, launched in clusters to provide real-time, hi-res imaging which, when combined with crop insurance data, could be an opportunity for yield monitoring at the field level. Another would be crowdsourcing to mitigate gaps in crop insurance data. If viable, these innovations would be helpful to the industry, crop insurance sector, StatCan and end consumers and provide significant opportunities for investment and development.

Movement away from surveying and toward more passive information gathering does raise questions around privacy issues. However, satellite data is used as part of a model and not on its own. Satellite info without the ground-truth data that surveys and crop insurance information provides would be meaningless. Surveys will not end entirely as losing available data would be out of the question. 🌸

—Barbara Chabih is a freelancer with over 20 years of experience in agri-marketing and communications. She lives in Winnipeg.



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Business relationships

Your farm relies on good relationships. These four farmers describe the most important relationships for their farm business and explain the characteristics they look for when choosing who to work with.

BY JAY WHETTER



LESLEY KELLY
WATROUS, SASK.

Lesley Kelly worked with her family partners to identify three pillars – “the three-legged stool” – on which the success of the farm depends. The first pillar is the family unit – Kelly

and her mom, dad, husband and brother – that runs the farm. The second pillar includes all the outside expertise required, including agronomist, equipment dealer, crop input retailers, neighbours, landlords, accountant and strategic coach. The third pillar is consumers.

Identifying these three pillars and the essential people within them came about after a succession planning exercise. During that exercise, the family also assigned specific roles for each member of pillar one. “My skill set is best used in business strategy and marketing, so I took the lead on pillar three,” Kelly says.

Kelly has a blog called High Heels and Canola Fields and she shares stories about the farm through Twitter (@lesleyrackelly), Instagram (@highheelsandcanolafields) and Facebook (@highheelsandcanolafields). “I write about what the guys are doing in the fields and why they do it,” she says. “Any feedback I get from consumers I take back to the farm.”

Describing who makes it inside pillar two, the first word Kelly uses is “trust”. This trust has a lot of value for the farm business, and building two-way trust takes a lot of communication and openness, Kelly says. Beyond trust, the people they deal with must also provide expertise, good service and a fair price.

Canola Digest asked Kelly how she might change her approach as a way to enhance these business relationships (to put herself in another person’s shoes). She says she asks herself every day what she can do to improve. For one thing, she’s learned to deal better with those moments when she’s upset. “The reason I’m upset is often because I didn’t set clear expectations, and that’s on me,” she says. “The person might not even realize they did anything wrong.”

She gives an example. “You expect someone to be at the farm at 10 a.m. to make a delivery and they don’t show up until 11. You need to ask them why they didn’t show up on time. With this communication, you may discover that they had a really good reason for being late,” she says. “Or maybe they didn’t know that showing up at 10 sharp was an expectation.”

“I write about what the guys are doing in the fields and why they do it. Any feedback I get from consumers I take back to the farm.”

—Lesley Kelly



WILL BERGMANN
GLENLEA, MAN.

Will Bergmann has a lot of important business relationships on the production side of the farm, but his focus has been on the consumer side: He wants to know his customers. And he

wants them to know about him and his farm.

“What’s really important to me is the relationship with food. I’m growing food. I want to know how that food is being used in households and restaurants,” Bergmann says.

He believes that a strong connection to his customers through conversations and stories will define how his farm business will look in the future. “We have an opportunity to build relationships with consumers and mold their thoughts on what modern day agriculture looks like,” he says. “It doesn’t take very long for those stories to get passed along, and they can so quickly get to the Parliamentary level.”

What do farmers and their consumers talk about? “We can talk about our food,” Bergmann says. “Everyone has something in common: they need to eat.”

Bergmann has worked with Manitoba Canola Growers in its efforts to expand canola market share in

Ontario. “I give MCGA props for seeing there was room for improvement in market share in Toronto,” he says. “And they did that by connecting farmers like me with chefs and foodie people. We made it personal.”

It was not a hard sell, he says. “I was just being a farmer” – working on those relationships that connect people to the ‘made in Canada’ product that is canola oil.

Bergmann adds that “while city people may not know much about farming, farmers have to realize that we often don’t know much about the cities either. It goes both ways.”

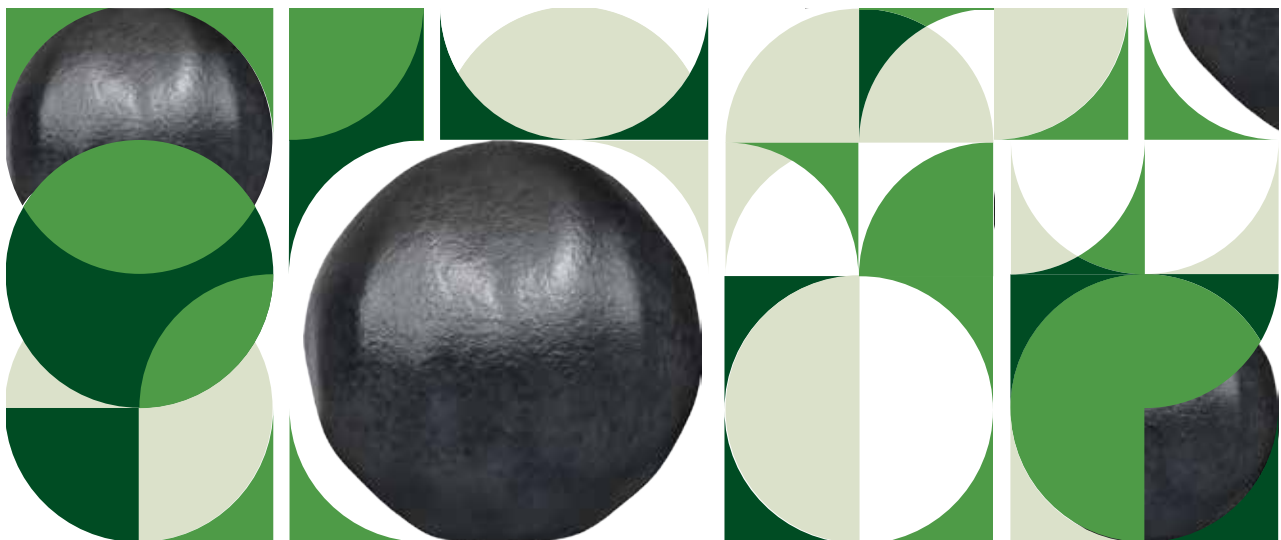
On the farm side, Bergmann would like to see an end to the bickering between organic and conventional agriculture. “Ultimately, we have to realize that it takes all kinds to feed people. We all want to provide safe, nutritious, affordable food for everyone,” he says. “Farmers depend on public trust, and that means being transparent about what we’re doing on the farm and why.”

“We have an opportunity to build relationships with consumers and mold their thoughts on what modern day agriculture looks like. It doesn’t take very long for those stories to get passed along, and they can so quickly get to the Parliamentary level.”

—Will Bergmann



Do you have feedback on the farmer panel? Do you want to participate in a future farmer panel? If yes, please email the editor, Jay Whetter, at whetterj@canolacouncil.org.



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TOM COPPOCK
CASTOR, ALTA.

“Businesses have to show that they’re truly trying to improve. The relationship can’t be one sided.”

—Tom Coppock

Tom Coppock calls himself “loyal to a fault”. He has suppliers, professional advisors and market outlets that he trusts and deals with regularly.

“I don’t shop around with every deal I make,” he says. But at the same time, he expects the same loyalty in return. “If they screw me once, I will never be back.” As a farm business, he also needs top-notch service, so a drop in service will force him to look around. “Businesses have to

show that they’re truly trying to improve. The relationship can’t be one sided,” he says.

His advice for companies trying to get his business: “Put themselves out there. Make face-to-face connections. Be active in the community.” Coppock is part of a group of farmers who get together to check crops through the season and talk marketing in the winter.



Sometimes they have suppliers come to their meetings. He would encourage new businesses to make that connection and come talk to them.

As for what he can do to improve his side of the business relationship, he gives himself the same advice. Get out there. Talk to people with new ideas or services. Make a point of meeting new people at farm shows.

Face-to-face conversations are an important step in building business relationships.



NICK WOURMS
ST. WALBURG, SASK.

The Wourms’ farm is in growth mode and Nick, at age 24, has been given the reins from his parents Ken and Kristi. The farm had been a large cattle ranch up until three years

ago when it transitioned to grain and started converting pastureland to cropland and putting up bins. It took a lot of money and Wourms needed banks that would let them make those moves. He has a “very good and important” relationship with HSBC bank, which “doesn’t limit our growth at all,” and he says the FCC programs for young farmers are “unmatched.”

It helps that he can talk the talk. He has a B.Comm in Finance from the University of Saskatchewan. While at university, he also took tax and accounting classes that he says “helped me a lot in business management.”

Part of his management approach is to challenge retailers to do better. As a result, he has saved \$100,000 or more on annual crop inputs and moved away from strict loyalty to one colour of equipment. His approach with machinery is to figure out the equipment size and features that are best for the operation and then shop around. One feature “best for the operation” was section control on the drill. Due to field dimensions and topography, they end up covering a lot

of area twice – about 12 per cent – due to tight turns and odd shapes. Section control was an important feature to limit over-seeding and over-fertilizing all those overlaps. It saved them \$75,000 this year, Wourms says. The key was the section control feature. Machinery brand was not so important.

What he wants from suppliers is flexibility, trust and transparency. “I want to know how much money they’re making off me,” he says. “Even if we have a personal relationship, business is business and we have to set aside those relationships. I’m fine with them making a margin because that’s how it works, but I’m not going to starve my business to help them.”

Other important relationships for Wourms are with the accountant and agronomists. He needs an accountant who can understand Wourms’ approach to risk and can tap into knowledge within the accounting firm when it comes to more complex farm business tax planning. “When it comes to agronomic products and services, we don’t just go with the business with the lowest cost. We use premium products and want the peace of mind that businesses are working with us and not taking advantage,” he says. “Price is what you pay. Value is what you get.”

And finally, Wourms has his personal relationships. His girlfriend, Shayla Hertz (in the photo with Wourms), who has an ag business degree from the University of Saskatchewan, is moving to the farm. He also has the support of his parents, both of whom have economics degrees and “are not afraid of risk at all.” 🌻

“Even if we have a personal relationship, business is business and we have to set aside those relationships. I’m fine with them making a margin because that’s how it works, but I’m not going to starve my business to help them.”

—Nick Wourms

—Jay Whetter is the editor of *Canola Digest*.



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7 practices to improve farm management

Farm Management Canada has identified seven practices that are common among top farmers. One is to have a written business plan that they follow and review annually. Only 26 per cent of farmers do this, according to an FMC survey.



Credit: iStock.com/DNY59

BY RICHARD KAMCHEN

Farm Management Canada has found seven management practices that differentiate top farm business performers from the rest of the pack. The difference often comes down to action: Top farms do these things. Others don't.

"Farm business management means taking a proactive approach to build the underlying capacity to weather any storm and seize opportunity, positioning the farm for continued success," says Heather Watson, executive director of Farm Management Canada (FMC). "It really boils down to having accurate, reliable data to create a realistic picture of what's possible and a plan to guide you towards success."

FMC together with the Agri-Food Management Institute and Ipsos Agriculture and Animal Health conducted phone interviews with over 600 farmers across Canada and asked them to rate their own adoption of seven different management practices.

THE 7 PRACTICES: SURVEY RESULTS

1. Lifelong learning. FMC's results concluded 49 per cent of farmers were committed to continual lifelong learning. "Whether it's attending a conference, workshops, tuning into webinars,

or reading books, it's important to continue to expand your knowledge base in order to make informed business decisions that respond to an ever-changing industry," says Watson. "Take the time to create a skills development plan as part of the farm business plan. Create a culture of lifelong learning."

2. Accurate financial data. Business decisions made using accurate financial data scored a 59 per cent adoption rate. While many factors influence decision-making on the farm, Watson says having access to accurate financial data is essential.

"And preferably, financial data that lets you analyze financial trends (past) and what-if scenarios (future) for your farm, so you can plan for what may happen going forward."

3. Farm advisory services. Only 32 per cent of respondents replied they sought the help of business advisors/consultants. "There's a saying we use in business: do your best, hire the rest," says Watson. "Farm business advisors play a major role when it comes to business growth and especially farm transition planning, helping facilitate the necessary conversations between generations of farm managers for continued success and prosperity."

LIKE THE SEASONS, BUSINESS PLANNING IS CYCLICAL



1 Assess your business

Take stock of your farm in the context of changes within the agricultural industry and your farming reality.

2 Plan your future

What is your vision? Mission? What are your priorities and goals? How will you get there?

3 Implement your plan

Host a start-up meeting with your family and/or business partners to discuss priority items, timelines, and goals to operationalize the plan. Use your decision-making.

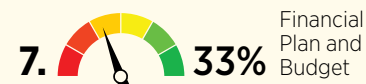
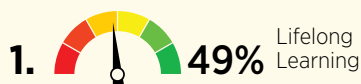
4 Review your plan

Measure your progress towards achieving your business goals over the past year and start to think about next year's goals.



At a glance

7 management practices for top farms and the percentage of farmers that apply them.

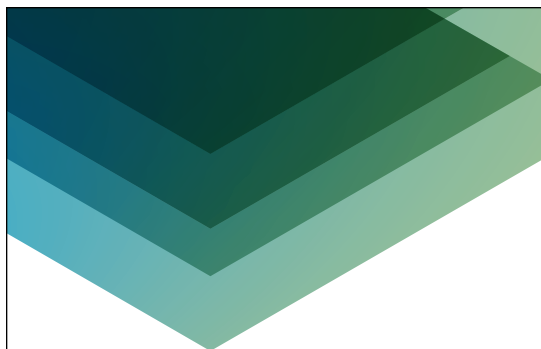


4. Written business plan. The worst score came for farmers creating a written business plan that they follow and review annually with only 26 per cent adopting this practice. “Too often we hear there is a plan, but it is not written down,” Watson says. “We tend to say, ‘If it isn’t written, it’s not real.’ Writing the plan down facilitates important conversations about the future of the farm and everyone’s role within it.”

A plan should start with a vision, mission and value statements, and detail the activities and resources required, including people, money and infrastructure to reach desired goals. The planning process should involve consultation with key stakeholders including family members, business partners, and farm business advisors, Watson says.

She suggests farmers annually review what’s working and what isn’t. “While farming is a business riddled with uncertainty, the plan provides certainty,” says Watson. “By taking the time to outline where you want the business to go, when risk or opportunity arises, the plan provides a reference point to consider the implications of your decision.”

5. Cost of production. Adoption rates for farmers knowing and monitoring their costs of production and what it means for their profits were higher, at 50 per cent. “Your balance sheet and financial statements may tell you how the farm is doing overall, but you may be investing in farm activities that are losing you money,” says Watson. Also helpful can be benchmarking – comparing your costs year to year and to those of similar operations – in order to determine areas of potential improvement.



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6. Risk management plan. Only 32 per cent of respondents admitted assessing risks and having a plan to manage and mitigate risks. “For many farmers, risk management is mistakenly synonymous with and limited to public farm support and insurance programs,” says Watson. Farmers who actively manage their risks proactively identify what is and isn’t in their control, and establish measures that minimize possible threats while maximizing the potential rewards of taking calculated risks, she explains. “With a better understanding of risk, you’re more likely to take the right risks, mitigate the bad, and continue to profit,” Watson says.

7. Financial plan and budget. FMC reported similar low adoption rates – 33 per cent – for farmers using budget and financial plans to monitor their positions and options. “To be profitable, farmers must also be financially resilient. This means thinking about the scenarios that could affect the profitability of the farm and putting a plan in place to

best manage uncertainty,” Watson says. “Cash still reigns supreme when it comes to having the means to weather any storm or seize opportunity.”

BUSINESS MANAGEMENT IS WORTH THE TIME

Farmers might struggle to find the time to do these seven practices, but Watson sees huge potential in making the effort.

“We have done this well so far. Imagine what Canadian farms can achieve by applying these tried and true practices,” she says. “In an ever-changing industry riddled with uncertainty, wouldn’t you want to do everything in your power to come out on top?”

The numbers bear out the financial rewards of higher adoption rates. “Investing in farm business management practices can increase your profitability by up to 525 per cent, taking the farm from a vulnerable to a strong financial position to confront change with confidence, take calculated risks to seize opportunity and thrive.” 🌻

—Richard Kamchen is a freelance agriculture writer based in Winnipeg.

“In an ever-changing industry riddled with uncertainty, wouldn’t you want to do everything in your power to come out on top?”

—Heather Watson



Farmer perspective: Hannah Konschuh

Farmers have always had to be jacks-of-all-trades to keep their operations running, but the skill set required keeps changing with the times.

“We need to be mechanics, human resource managers, technology experts, grain marketers, and skilled business managers,” says Hannah Konschuh, who farms at Cluny, Alta., and is a director with Alberta Wheat Commission. She says results from the FMC survey are vital in targeting the gap in resources for farmers in Canada.

“I think the numerous skill sets required by successful farmers and the subsequent draw on personal resources can explain some of the modest adoption rates seen in this study, generally speaking,” Konschuh says.

The results, however, also tell a positive story.

“There’s an opportunity to target resources for producers that haven’t adopted these practices as part of their regular operating model,” she says.

Of the seven farm business management practices driving farm financial success, the second – using accurate financial data to make business decisions – speaks the most to her and the success of her farm.

Farm operators can’t improve or control what they don’t measure. She points out a connection between making business decisions with accurate financial data and several other practices: knowing and monitoring your cost of production and what it means for your profits; assessing risks and having a plan to manage and mitigate risk; and using a budget and financial plan to monitor financial position and options.

“I can confidently make purchasing decisions on inputs if I know where my costs are sitting, as well as expected net returns per acre,” Konschuh says. “And equipment upgrades are less daunting if I know where my ability to service debt sits.”



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