ALBERTA CANOLA



BE ADDRESS



# **CANOLA**DIGEST

## One and done

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#### September 2023

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#### Alberta Canola Grower Engagement Meetings

November 21 - High River November 23 - Wainwright December 12 - Fairview December 14 - Westlock December 19 - Web broadcast **albertacanola.com/events** 

#### Saskatchewan Learn to Lead

November 22-24 - Saskatoon Deadline to apply is September 22 saskcanola.com/leadership Canola Week, including Canola Discovery Forum December 5-7 – *Calgary* canolacouncil.org/event/ canola-week-2023

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#### THE EDITOR'S DESK





BY JAY WHETTER

ed Bilyea says the "worst case scenario" to manage emissions would be government restrictions that reduce agriculture productivity in Canada. Global demand for vegetable oil, for example, is not going down, so if Canada produces less "this would shift production to more damaging parts of the world," says the chair of the Canadian Agri-food Policy Institute.

When it comes to agriculture emissions, Canada ranks fairly well in OECD comparisons. In its Agriculture Policy and Monitoring Evaluation 2022, OECD shows greenhouse gas (GHG) emissions for 54 leading economies, including the EU bloc. For GHG emissions per hectare of agricultural land, Canada is among the best at 0.87 tonnes of CO<sup>2</sup> equivalent per hectare. (See the graph.) Australia, notably, is second best with only 0.18 tonnes per hectare. Australia has 400 million hectares of agriculture land, most of it outback cattle ranches with low stocking rates. Canada has around 70 million. While Australian edges Canada in total GHG emissions, its perhectare emissions are very low.

This underlines a problem with GHG emission statistics. The message changes depending on how you present the numbers. "When emissions measurement is by value, Canada doesn't look as good," Bilyea says, and he's right. For GHG emissions per US\$ of agriculture production, Canada is middle of the pack.

South Korea's numbers are particularly vulnerable to the twist factor. The country produces less than half the total GHG emissions that Canada does, but it has only 1.7 million hectares of agricultural land. Korea is by far the worst for emissions per hectare but fourth best for emissions per US\$ of production. Korea is either awful or fantastic depending on which number you choose. Canada is great or good.

"Over the past couple of decades, Canada doubled output production and barely moved the dial on carbon emission," Bilyea says. "Virtually no one is giving us credit for this." The OECD is. Its 2022 report includes a section on Canada, which says Canada's GHG emissions, after peaking in 2005, have stabilized. However, it adds, "this trend

was mostly driven by a drop in emissions from livestock production, resulting from a reduced beef cattle population, largely offset by an increase in crop production, due to greater use of inorganic nitrogen fertilizers." The message:

— Ted Bilyea

"Over the past couple

of decades, Canada

barely moved the dial

on carbon emission."

doubled output

production and

Canada is doing well, but it can improve on nitrogen emissions.

This is true globally. "For many crops, the largest source of emissions is nitrous oxide related to the use of synthetic or organic fertilizers," reads the opening section of the OECD report. It specified advances in precision agriculture and the use of nitrification and urease inhibitors to reduce emissions while maintaining or increasing productivity. The OECD then made this important statement: "Increasing agricultural productivity and yields is key to reducing the need for additional land to meet food demand." Practices to improve nitrogen efficiency are defined in 4R practices, and adoption of basic 4R practices is fairly widespread in Canada. Advanced 4R, including enhanced efficiency fertilizer and variable rate, which could further reduce emissions and increase productivity, is coming along. The Canola 4R Advantage program provides incentives to adopt these practices (See page 18 in this issue).

Earlier this summer I tagged along on Manitoba Canola Growers' Research Camp, which took agriculture researchers on a bus tour to visit six farmers across

> the province. These farmers are doing exactly what Canadian agriculture needs to improve productivity, reduce emissions and demonstrate to the world that Canadian farmers care. On the tour I met farmers integrating livestock

to provide organic fertilizer and include perennial forages in the crop rotation, using spring-only nitrogen banding to reduce losses, planting shelterbelts between fields and permanent grass in high erosion areas, and using technology to protect yield and reduce pesticide rates.

The world needs to encourage farmers like this who will produce more from the same land base, waste less and do their part for the planet.

Say Whether

## **Farmer representation in four Alberta Canola regions**

#### October 31<sup>st</sup> Deadline

Nominations for regionally elected farmer directors are now open in Alberta Canola's regions 2, 5, 8 and 11.

Ensuring farmer representation from all 12 regions of Alberta Canola is crucial for board discussions. When making decisions concerning government policy, regulation, research funding and other matters that directly influence the long-term success of canola farmers in Alberta, it is imperative to incorporate the viewpoints of canola growers from every region.

Incoming director terms will start following the annual general meeting in January 2024.

To learn more about the regions, the roles of directors, and the nomination process please visit **albertacanola.com/nominations** or contact the Alberta Canola office at 780-454-0844.

#### Who can become a director?

Anyone who has paid a service charge on canola to Alberta Canola since August 1, 2021 is an eligible producer and can stand as a director. Eligible producers can be individuals or represent a corporation, partnership or organization. To be nominated, eligible producers must grow canola within the defined region but do not have to reside within it.

Nominations for the position of director must be filed with the Alberta Canola office on or before October 31, 2023 at 4:00 p.m.



For more details on Alberta Canola's regions, the roles of directors or to obtain a nomination package,

visit albertacanola.com/nominations or contact Alberta Canola's Executive Director Karla Bergstrom at 780-454-0844.

## Don't miss out!

#### 2023 Alberta Canola Grower Engagement Meetings

Alberta Canola is hosting a series of Grower Engagement Meetings across Alberta. We work for farmers, and we need to hear from farmers.

Grower Engagement Meetings allow canola growers from across Alberta to hear from, interact with and provide direct feedback throughout the day to the Alberta Canola directors, staff and partners attending.

Visit **albertacanola.com/events** for details on each of the 2023 Grower Engagement Meetings and to register.

#### November 21 - High River

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November 23 - Wainright

December 12 - Fairview

December 14 - Westlock

December 19 - Web Broadcast



## What's your sustainability score? Farm Sustainability Readiness Tool

Consumers and international grain buyers are increasingly concerned about the origin and production methods of their food. Farmers need to be prepared with clear answers. While sustainability may be seen as a trendy term, Canadian farmers have been practicing its core aspects for decades. However, these stories have yet to be shared. This presents an opportunity not only to share your story but also to lead the world in defining sustainability.

Sustainability goes beyond environmental stewardship; it must also encompass financial viability and social responsibility. However, tracking all these aspects systematically can be challenging. While some standards highlight beneficial practices, it can be difficult to determine which ones to follow. That's where sustainability readiness comes in - the customized action plan provides clear directions to address these concerns.

**Farmsustainability.ca** simplifies the multitude of practices under various standards into one interactive questionnaire. The model calculates a sustainability score that can be tracked over time as you make changes to your on-farm practices. It also provides valuable tips and links to resources that deepen your understanding of these practices. Using this tool is a first step in sharing your story. It's a self-assessment designed to help farmers identify areas of strength and areas that need improvement. It is commonly used before engaging in thirdparty assessment programs like the environmental farm plan.

Farm Sustainability Readiness Tool was developed by Alberta Canola, Alberta Grains, and Alberta Pulse Growers in conjunction with Alberta Agriculture and Forestry.

## WHAT DOES ON FARM SUSTAINABILITY MEAN?

#### FREE PERSONALIZED ACTION PLANS

Increase your readiness and take action by assessing your performance and comparing your results with the requirements of internationally recognized sustainability programs.

## FARMSUSTAINABILITY.CA



## SaskCanola

## Should SaskCanola and SaskFlax Amalgamate?



Reminder: Farmers invited to provide feedback to both Commissions through online survey

The Saskatchewan Canola Development Commission (SaskCanola) and Saskatchewan Flax Development Commission (SaskFlax) are considering amalgamation, which would see SaskCanola assume the mandate of SaskFlax for flax seed and straw, including research, advocacy, market development investments, and accompanying communications.

As of January 2023, SaskCanola has been providing operational support to the SaskFlax Board. Resolutions were passed at both Commissions' Annual General Meetings (AGMs) calling for the two organizations to explore options for potential amalgamation.

The next step towards full amalgamation of the two Commissions is to gather feedback from canola and flax growers. All Saskatchewan canola and flax growers were sent a notice in the mail the first week of July Have your say in the proposed amalgamation

encouraging them to participate in an online consultation survey (use QR code above or visit **saskcanola.com**); which will remain open to gather input until November 17, 2023.

A consultation document providing background, rationale and process surrounding the potential amalgamation of SaskCanola and SaskFlax has been prepared for producers to review in conjunction with providing their feedback through the online survey.

> Survey results will be shared and official voting on the proposed amalgamation will take place during both Commissions' AGMs in January 2024 (visit **SaskCrops.com** for registration info). *Both Commissions are producer-led*

organizations and have similar mandates directed by the Agri-Food Act. SaskCanola is supported by 17,000 levy-paying Saskatchewan canola producers. SaskFlax is supported by 3,000 levy-paying Saskatchewan flax producers.

"Both of our respective Boards have discussed our potential amalgamation and what the future could look like in terms of synergies," said Keith Fournier, SaskCanola Chair, "but now we want to know whether growers support this prospect and what concerns they have so that we can properly address them."

Sask**Canola** 

- Keith Fournier, SaskCanola Chair

#### Stay in the Know:

## Apply to Attend our Upcoming Workshop: Learn to Lead

November 22-24, 2023 - Saskatoon

#### Have you considered joining a Board? Want to build your leadership capacity?

Learn to Lead, hosted by SaskCanola and sponsored by supporting commissions in Saskatchewan, is a personal and professional development program that aims to build leadership capacity among farmers and create future leaders for the agriculture industry.

**Curriculum:** A broad range of sessions provide participants with a strong foundational base for building leadership skills. Topics covered in the program include governance, decisionmaking, media relations, communication and leadership style.

**How to Apply:** Learn to Lead is open to all interested Saskatchewan registered producers (levy payers) from all crop commodities who are actively contributing to their farm livelihood directly or indirectly in supporting roles. Interested participants are invited to apply by September 22, 2023. Applicants who are selected receive complimentary registration valued at \$2,500.

## Farmers can't manage the unknown...

SaskCanola's disease testing program helps identify pests so farmers can manage the spread and maximize yields

SaskCanola

Call (306) 975-0262 or visit saskcanola.com for more info on our FREE canola disease testing program









## **Bold leaders wanted to serve Manitoba Canola Growers**

Are you interested in becoming involved with a farmer funded, farmer focused organization? We are seeking nominations of MCGA members to run for our Board of Directors in the 2023-24 election.

Our vision is bold action for canola farmers. Join a Board of Directors that is committed to driving success for Manitoba canola farmers through research, market development, advocacy and outreach.

Four seats will be up for election, including two open seats as Clayton Harder and Jack Froese will term out in 2024 following three terms of dedicated service to the association.

We welcome diverse perspectives, backgrounds, farm sizes and geographies on our board, and we encourage anyone who is eligible to consider seeking a nomination.

#### Who is eligible to run for election?

Anyone who is a member of the Manitoba Canola Growers Association who is 18 years of age or older and is a resident of Manitoba.

#### What is the deadline for nominations?

The nomination period opens November 15, 2023 and closes at 4:30 pm CST on November 30, 2023.

The vote by preferential ballot will take place online and by paper ballot. The successful candidates will be confirmed at our annual general meeting in February, 2024.



#### For more information

about eligibility, benefits of becoming a director, director job description details or to download a nomination package, visit **canolagrowers.com**.



A director's perspective: Pam Bailey, Vice President

I joined the MCGA board of directors in 2018, and I've learned so much. As a younger farmer I wasn't sure if I'd taken enough leadership courses or had enough governance training, but it's not required as there are endless learning opportunities. These include conferences, different training and educational workshops relevant to my business and farm, as well as networking with other farmers and people in the agriculture industry, to name a few.

For me, the greatest value of becoming a director with MCGA is knowing that what we do as directors is helping farmers – in their fields, in their business and in their lives.

If you're a farmer looking to gain experience or make a difference, if you're eager to witness a change in commodity leadership, or if you're part of a farm and curious about how policy works and impacts on your farm, please consider putting your name forward for election.

Commodity groups are great contributors to the agricultural industry. As farmers, we know our operations best, including what is holding us back and where we are excelling. Our input is critical for the future of our industry.



## \$1,000 scholarships

### awarded to five outstanding students

#### Congratulations to this year's winners! We wish you the best of luck as you pursue your chosen careers.

Each year, Manitoba Canola Growers is pleased to award five \$1,000 scholarships to students who are graduating from grade 12, are from a farm that is a member of the Manitoba Canola Growers Association and plan to attend post-secondary education in any field within two years of graduating.

Students submit their applications, and an independent panel judges the applications based on academic standing, their personal canola connection, references, essay submission, and school and community involvement.

This year we received a record number of applications and our judges commented on the high quality of the submissions.



Alexis (Lexi) McLean Oak River, MB

Lexi is enrolled in the Faculty of Agriculture (majoring in plant biotechnology) at University of Manitoba.



Elle Labossiere Dunrea, MB

Elle is enrolled in the Faculty of Science at Brandon University.



Rudy Bond Kenton, MB

Rudy will continue her education at Olds College of Agriculture and Technology.



Simon Krahn Rivers, MB

Simon is enrolled in the Faculty of Science at Brandon University.



Zoe Pritchard Carmen, MB

Zoe is enrolled in the Faculty of Science at University of Manitoba.

## Where are they now?

#### Cole Thomas 2017 recipient

Cole grew up on a farm in western Manitoba. He studied English literature at the University of



Manitoba and graduated in spring 2021.

"Receiving the MCGA scholarship in high school was a huge deal. I was concerned about how I was going to pay for university and, in general, nervous about school. This scholarship went a long way towards getting me through that first year."

Cole has recently started his own business and is working part-time for the U of M in the crop science department for the summer.

"Thank you, Manitoba Canola Growers, for your ongoing commitment helping kids in the ag community transition to post-secondary education."

#### Carrie Livingston

2017 recipient Carrie was raised on a farm at Starbuck, Manitoba. She double majored



in marketing and human resource management at the University of Manitoba Asper School of Business and graduated in 2022.

"Receiving the MCGA high school scholarship meant a lot to me. I have always felt a connection to farming and to have the support from the agriculture community made my connection grow stronger. I always wanted to return back to agriculture, even if it wasn't in the traditional farming way."

Carrie had her full circle moment last year when she joined MCGA as communications coordinator.

#### 2nd Annual Canola Research Camp

Over the span of two days, MCGA took researchers across the province to visit six different farms and an aerial application company. Researchers got the chance to see different on-farm practices and talk with farmers about production across Manitoba.

Canola-specific topics discussed included seeding methods, fertilizer management, flea beetles, canola diseases, and harvest methods and optimization. Whole-farm topics included managing field variability, croplivestock integration, crop rotations, soil health, farm management and transition planning. Researchers and farmers also discussed how to share research results in a way that enables farmers to adopt new and improved production practices.

Thank you to all our farmers, researchers and agriculture community that helped along the way. See page 34 for Jay Whetter's article about Research Camp.



Corn is about to get a lot shorter, which will improve efficiency and climate resilience. The canola industry has its own goals to make canola plants more tolerant of drought and heat.

"We see short corn as not just a

niche product. It could become

the new normal for corn."

Wendy Srnic

#### BY JAY WHETTER

t the World Agri-Tech Innovation Summit in California in March, top representatives from at least two corn seed companies – Corteva and Bayer – mentioned their plans to launch short stature hybrids – shaving about three feet off the giant grass.

Breeders are working on hybrids five to seven feet tall with the same leaf area but less length between stem nodes than the standard 10-footers. This will "de-risk standability – the biggest issue in corn breeding," says Wendy Srnic, vice president with Corteva Agriscience's research and development team. Keeping corn from falling over has limited breeding for higher yield. "We see short corn as not just a niche product. It could become the new normal for corn."

Corteva has been working on short stature corn for a long time, beginning at both of its heritage companies, Dow Agrosciences and Pioneer Hi-Bred.

Bayer started its short corn program in 2007 and

calls it a "game changer." Denise Bouvrette is Bayer's North American strategy and launch lead for its Preceon short corn system. With increasing challenges around weather, specifically the "severity and frequency of storms," farmers are experiencing more downed crop, Bouvrette says. Corn with a lower centre of gravity and stronger stalk resistance will reduce risk and hopefully increase profitability.

The Bayer program has two pathways – traditional breeding to develop corn with brachytic 2 gene, a native trait, and a biotech version co-developed with BASF. The native trait relies on the hormone auxin to tighten internode spacing below the ear. The biotech trait relies on the hormone gibberellic acid for shorter internode spacing top to bottom. "The biotech trait results in more consistent spacing," Bouvrette says.

Bayer will have a small commercial introduction of its traditional-bred short corn in the U.S. in 2024 and estimates the biotech version will launch late this decade. Corteva estimates a mid-decade launch.

> Besides standability, short corn also allows for season-long access to the crop with ground-applied equipment. "You can drive across the crop with a standard height sprayer and can see where you're

driving," Bouvrette says. "Booms aren't snapping and bending stalks." This will make it possible, or at least easier, to apply a nitrogen side-dress and fungicides later in the season.

#### Υ

With increasing challenges around severe storms, farmers are experiencing more downed corn. Short corn is three feet shorter but has the same leaf area and yield potential of normal tall corn. With a lower centre of gravity and stronger stalk resistance, short corn will have greater stability in these storms. It should also stay standing and yield more when given higher levels of fertilizer. Photo: Bayer

Kevin Kosola led a collaborative study to compare experimental short hybrids to tall corn hybrids in Illinois and Indiana from 2017 to 2019. Kosola and coauthors published the results in Field Crops Research in 2023, noting that while total nitrogen uptake at maturity was not different between short-stature hybrids and their tall counterparts, the plants partitioned that nitrogen in different ways. Short corn had less nitrogen in the stalk than tall corn. At flowering specifically, short corn had more nitrogen in its leaves than tall corn did and short corn averaged 18 per cent more dry matter and nitrogen accumulation in its ears. Harvest index - pounds of grain divided by total pounds of above-ground biomass (grain plus stover) - was slightly better for the short corn. These features could potentially be exploited in breeding programs for higher yield, the Kosola paper concludes.

Bayer and Corteva are making that bet. "It has taken time to produce hybrids with all the right features, including keeping ear height at 24 inches so farmer can still harvest it with standard equipment," Bouvrette says. "The level of development was like creating a new crop from scratch."

This is part of a continuous improvement in corn design. "In the 1950s, corn was taller for longer, droopier leaves and the recommendation was for more spacing between plants," Srnic says. Through constant incremental changes... "Now, density is up because breeders have selected for plants that thrive in higher density. Leaves are upright and broader, like solar panels that optimize exposure to the sun."

Short corn maintains that leaf area, and puts more nitrogen into the leaf and ear, and less into stems. The result should be a more efficient and more climate resilient crop.

#### How do we do the same for canola?

A hotter and drier climate on the Canadian Prairies is not favourable to a cool season crop like canola. A canola plant that uses water more efficiently, that pollinates and produces seed under higher heat and that converts sunlight into higher yield would help the crop adapt to these conditions. Advanced solutions will come through gene editing and transgenics. Priorities for climate adaptation of canola plants are water use efficiency, heat-tolerant pollination and reproduction, and enhanced photosynthesis.

#### Water use efficiency

We don't want canola to suck up every available drop of water from the soil because it doesn't set up well for the following crop. Instead, we want the plant to be more efficient at turning the resources it has into yield.

#### **Osmotic adjustment**

Drought-resilient plants have an ability to adjust the amount of water they store in their cells. In dry conditions, cells within these plants will increase salt molecules in their cells to draw in water and store it.



#### ↑

Agriculture and Agri-Food Canada researchers are using a diverse population of 2,500 Brassica napus canola lines to identify genetic differences. They then isolate the genes responsible for these differences. This pre-breeding work will identify traits that could improve the climate-resilience of canola. This photograph, taken June 16, 2023, shows differences in early-season biomass accumulation and flowering time. All plots were seeded May 5. Photo: Sally Vail, AAFC Saskatoon

This "osmotic adjustment" reduces the water lost through evapotranspiration, allowing plants to survive longer during a drought. *Brassica juncea* and *Brassica rapa* have this feature. *Brassica napus*, the common canola species, does not. "Napus blows through water like no tomorrow," says Rob Gulden, plant science researcher and professor at the University of Manitoba. Breeding napus with the osmotic adjustment of its brassica cousins could make for hybrids somewhat more resilient in drought-prone areas of the Prairies.

#### **Rooting efficiency**

Isobel Parkin, research scientist with Agriculture and Agri-Food Canada (AAFC) in Saskatoon, has a new project to screen diverse brassica germplasm for suitable variations in root architecture. It will then put the most suitable traits into *Brassica napus* trial lines for more advanced breeding and analysis. One objective is to assess root traits for improved water use efficiency, with the goal to increase yields while reducing further use of limited resources, namely water, and fertilizer inputs.

Drought tolerance is regulated by a complex network of several molecular, physiological and structural factors. These genes, however, can be grouped. "Looking further down the road, a superfamily of genes has been identified that may be key to unlocking disturbance of water stress on leaves, stems and roots, thereby preventing yield loss," says Curtis Rempel, vice president, crop production and innovation, with the Canola Council of Canada. "This gene superfamily may also play a role in increasing rooting depth, which would also impact nitrogen use efficiency and sequester more carbon deep in the soil."

#### **Heat-tolerant reproduction**

Heat stress during flowering disrupts the pollination, or fertilization, process within canola flowers. Pods and seeds don't form and yield drops. AAFC studies show yield drop starts with temperatures over 29.5°C at flowering. However, not all canola cultivars are the same. Researchers Chad Koscielny, then at the University of Manitoba, and Malcolm Morrison at AAFC, in separate studies, showed notable differences in heat stress tolerance among canola cultivars. Koscielny, North American canola breeding lead at Corteva Agriscience, says Corteva, which owns the Pioneer Hi-Bred and Brevant brands, continues to work on heat stress in its canola breeding program. Researchers around the world are also looking into this. "There has yet to be any simple solutions discovered," Koscielny says. In Australia, Sheng Chen at the University of Western Australia leads a project to identify heat tolerance genes in canola. GRDC funds the project and, as written in a GRDC article, Chen has identified 334 candidate genes related to heat tolerance. The article quotes Chen saying individual genes seem to have minor effects on their own and will need to be combined to show any significant advancement.

#### **Enhanced photosynthesis**

Improving the efficiency of photosynthesis at the biochemical level is a global effort. Rempel says one pathway for canola, a C3 plant, is to use transgenics to make it a C4 plant. Corn is a C4 plant. These labels describe the number of carbons in the molecules produced through the photosynthetic process, and C4 plants are considered more efficient at converting sunlight. "When canola is under heat or moisture stress, photosynthetic rates drop dramatically, as does pollen viability," Rempel says. This reduces number of pods, number and size of seeds per pod and oil content per seed. "A longer term approach to improving drought tolerance and increasing overall yields is to change the photosynthetic capacity of canola," Rempel says. "This means changing canola from a C3 plant to a C4 plant, the equivalent of rapidly changing millions of years of evolution." Moricandia arvensis, a plant species originating in the Mediterranean, has been classified as a rare C3-C4 intermediate species, which Rempel says could be the bridge to transfer C4 photosynthesis to Brassica species.

Kevin Rozwadowski, research scientist at AAFC Saskatoon, is taking a different approach to photosynthesis. He has a new gene-editing project to improve photosynthesis efficiency through canola architecture adjustment. He is looking at two specific areas. One, to make the flowering area more compact to increase sunlight penetration to the leaves during flowering. Two, to change leaf area and angle of presentation so leaves intercept more sunlight. "Can we make these changes and improve yields? That is what we're trying to find out," Rozwadowski says.

These are not just public research efforts. Jeff Mansiere is North American canola breeding manager for BASF, Canada's largest canola seed company. He says environmental stress tolerance is "definitely on our radar," adding "canola performance under heat and drought stress is a big pressure point on the Prairies."

He says the public work to scan the range of Brassica crops to identify target genes is useful. "For example,

Bayer's Preceon short corn on the right, with standard-height corn on the left. Photo: Bayer

Ψ

"A longer term approach to improving drought tolerance and increasing overall yields is to change the photosynthetic capacity of canola. This means changing canola from a C3 plant to a C4 plant, the equivalent of rapidly changing millions of years of evolution."

Curtis Rempel

public canola research has identified five genes related to drought stress response. BASF can then look through its canola material to see if it has lines that contain those genes. If not, then it could turn to public geneticists for source material," Mansiere says.

Climate-related targets for BASF include genes associated with early maturity and flowering timing to avoid peak heat. Mansiere also expects some structural change to the canola plant. The company is looking at short stature canola, particularly for European winter hybrids, and investigating traits to regulate stomata control, which would reduce the flow-through of water and make canola more water efficient.

The challenge from a commercial seed perspective, Mansiere says, "is if we develop a line with drought tolerance but that line doesn't perform in good growing conditions, what good is it to the grower?"

These are complex traits. Genetic tools make it easier to identify the genes and move them into commercial lines, but we're talking dozens, maybe hundreds, of genes. As breeders work to make canola more tolerant to heat stress and water shortages, advances in the short term are likely to show small incremental improvements, not major changes to the plant plumbing and architecture. "But the plant-morphing revolution is on the way thanks to new breeding technologies," Rempel says.

-Jay Whetter is the editor of Canola Digest.



# IN THE HANDS OF A PHO

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# Make your combine the ideal residue manager

Canola establishment benefits from a uniform spread of crop residue. The fewer steps required to spread residue uniformly, the greater the profitability of canola. Here's how the combine alone can do the job.



ot every combine is created equal when it comes to residue spread. If uniform spreading is an important farm objective, make this a "must have" feature for your next combine purchase. Adam Gurr did.

With a farm system based on no-till and controlledtraffic farming "residue management is huge for us," says the farmer from Rapid City, Manitoba. "With controlled traffic farming, if you don't spread residue the full header width, it affects concentration of nutrients, seed placement and uniform emergence."

BY JAY WHETTER

Gurr has his sprayer, seeding tool and combine in 40-foot increments to keep all wheels running on the same tracks. That means a 40-foot combine header. That width might sound like a challenge for uniform residue management in a no-till system, but Gurr buys combines with that challenge in mind. In 2022, he bought a Lexion 8700 with 40.5' header (to provide a little extra width to limit misses) and a ProChop chopper. The combine has sensors at the back end that automatically adjust

#### 1

John Deere combine spreads the full width of this 50-foot header. the power spreader to achieve uniform and full-width distribution on slopes or in a crosswind. Gurr says the chopper has "no problem with the 40-foot header width."

His other combine is a Lexion 760 with TurboChop chopper. "It does a good job at 40 feet in a normal wind," Gurr says.

This two-machine combination is a step change improvement in residue management for the farm. "I don't feel like we need to harrow anymore," Gurr says. The older combine he sold to get the 8700 wasn't as good, so they usually heavy harrowed each field.

Jason Casselman hopes for big improvements on his farm this harvest. The Canola Council of Canada agronomy specialist also has a small farm near Grande Prairie, Alberta, and he acquired a new quarter over the winter. The previous owner's combines left strips of heavy chaff. "Long straw went through the chopper and was spread, but chaff and smaller material seemed to be dropping on the ground and being laid down in a bit of a windrow," Casselman says.

For canola seeding this spring, Casselman found these



chaff windrows particularly challenging in higher-yielding parts of the field where residue was heaviest. Openers on Casselman's seeding tool – a Lemken disc drill – didn't penetrate through the heavy chaff. Plants from canola that went 1/4" to 1/2" into the soil all looked good, he says, while seeds trapped in the residue germinated much later, after a rain, and only some of them took root. Canola crop staging was highly variable, with large plants beside tiny plants. Casselman admits he could have done a better job of seeding, getting out to check on seed placement in those heavy residue areas. "But the better step, ultimately, would be proper residue spread with the combine," he says.

A combine that can achieve a uniform layer of residue could eliminate the need for any further field operations to manage residue. If displeased with the results during routine harvest assessments, here are a few relatively small changes that could improve the width and uniformity of residue spread:

• Vanes or powered tailboard. Change the angle of vanes or, for combines with this feature, speed up or



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CCC agronomy specialist Jason Casselman bought a new quarter of land with major residue issues. Windrows of thick chaff created a very difficult situation for uniform canola crop establishment this spring. slow down the disks on the power tailboard.

- **Chopper knives.** Sharpen or flip chopper knives and blades, and replace knives as needed.
- **Chopper speed.** Higher speeds may be necessary in heavy stubble or with wide headers. Chopper speed is crop dependent; adjustments are often necessary to suit the particular crop.
- **Chaff spreader.** Adjust as needed to get chaff spread as wide and thin as possible. For many combine models, choppers spread both straw and chaff.
- **Combining conditions.** Straw conditions will influence chopping and spreading. Tough straw can lead to a residue situation that is extremely difficult to remedy.
- **Cut height.** Taller stubble means less material through the combine, which leaves less to spread over the soil surface. Ideally, find a cut height that is tall enough to improve residue spreader performance but not too tall as to affect residue flow through the seeding tool.

On height, the recommendation has been to cut stubble at a height equal to or less than the seeding tool's row spacing. If row spacing is 12" (30cm), cut stubble at 12" or less. Gurr cuts wheat at 8" to 12" and canola at 18" or more. The seed row width on his drill is 12". Gurr had followed the old no-till recommendation to match stubble height to row spacing, but "that is not as important anymore," he says, because they now use accurate guidance to seed between the stubble rows. This greatly reduces the risk of stubble bunching up in the seeding tool, he says.





#### For more on residue management,

including research citations on stubble height, harrowing and tillage, please read "Manage residue with the combine alone" in the Harvest section at **canolawatch.org/fundamentals**.

<sup>-</sup>Jay Whetter is the editor of Canola Digest



The Raven RCM (Rate Control Module) kit can be installed on some older air carts making them capable of variable rate seeding. Photo credit: Raven Technologies.

# Upgrade old drills with VR and section control

#### BY SCOTT GARVEY

Canola growers who want to try variable rate and section control but don't want to buy a whole new drill can retrofit instead. This could be a good fall and winter project.

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hen walking the aisles at any farm machinery show these days it's apparent the technology being built into today's

machines is impressive. And those high-tech, digital features are now driving sales of new equipment, according to brand executives.

David Altrogge, a grower near Humboldt, Saskatchewan, says he "really wanted to move to" variable rate (VR) fertilizer application but the cost of a new VR capable drill was just too high for his operation. And he would also need a larger tractor capable of handling the horsepower demands of a new, larger VR-equipped model. "I'd be looking at an investment of about three quarters of a million dollars," he says.

Altrogge farms 2,300 acres and "most of the equipment we get is five to 10 years old," he says. "Smaller farmers want to get into that technology. We want to grow as good a crop as the big farmers do. But in order to get there, that's the dilemma we're facing. The companies are just making the equipment too big to get the technology."

However, upgrading an older drill is now a viable alternative. Altrogge managed to find a firm, MY Precision Ag Ltd., that could add VR to an older drill for him. "There are more and more people wanting to upgrade tanks to get the newer technology," says Matthew Yanick, owner of MY Precision Ag, which is based in Rocanville, Saskatchewan. "They don't need the newer tank specifically or a bigger tank. They just want to be able to do what the new tanks can do."

Yanick's main focus right now is using Raven RCM (Rate Control Module) kits to convert old air carts to do full variable rate. The Raven RCM kit is fully ISOBUS-compatible so can run with multiple different displays.

"If you have say a John Deere, Case monitor or Trimble ISO, you can run the control through that, so you have less monitors in the cab as well," Yanick says. "That's what lots of guys like. They can have one monitor in the cab to do everything, and get rid of their old switch boxes and extra monitors They then have full functionality to do variable rate control for all the bins on their cart as well as drill control."

Although the Raven RCM is a generic kit that that can be retrofitted onto different models of carts, Yanick says there are often some things that need to changed to make it work.

"You can't just take the kit out of the box, plug it in and go," he says. "You have to change some connections. We've been working to have all the connections and parts ready, so when the kit shows up we can change a few things and be ready to go a lot quicker."

The Raven kit will work on a number of different models. "Basically anything that has an electric actuator can be used to change the rate," he adds. "There are hydraulic options as well for certain carts."

The cost for the upgrade varies, depending on features. Yanick says if the tractor is already equipped with an ISO monitor, drill conversion can run around \$20,000 to \$25,000.

Altrogge also found a company in Arborg, Manitoba, Romafa Metal Works, that manufacturers new metering boxes for John Deere, Flexi-Coil and Morris drills. This allows for the installation of sectional control. He thinks sectional control combined with VR will save on inputs and help him better manage his fields.

"We have a lot of hills and valleys on our land. I'd end up getting a more even crop, which was one of my goals," he says. "When it comes to spraying fungicide, if you have a nice even crop it's easier to make the decision (when to spray). At harvest time the crop all ripens at the same time. It just makes for easier farming."

And as farmers face mounting pressure to reduce greenhouse gas (GHG) emissions, particularly from fertilizer inputs, retrofitted older, affordable equipment could help smaller growers do just that.

"When they look at reducing GHG emissions from agriculture, the first thing they look at is fertilizer," Altrogge says. "But you get a lot of small farmers that aren't capable of reducing their carbon footprint because the equipment is not out there for them to move to that new technology.

"Years ago with the environmental farm program they were encouraging everyone to move to direct seeding, and there were some incentives to help with capital costs and re-do your air drill. "There are more and more people wanting to upgrade tanks to get the newer technology. They don't need the newer tank specifically or a bigger tank. They just want to be able to do what the new tanks can do."

Matthew Yanick, owner of MY Precision Ag

It would be great if there were some government incentives for farmers to change their air drills so they could have sectional control and even VR."

Yanick also sees retrofitting VR as a way to improve demand for, and the value of, older carts.

"In my opinion if dealers take older stuff on trade, this is an avenue to be able to sell them and add more value to them," he says. "As the younger generation takes over farms, they see the value of technology more and more and they want to be able to do VR, full mapping and have all that data. So you need something like this to tie all those features into it. With an old system with an on-off clutch, there's no mapping, no nothing." 🙁

-Scott Garvey is a freelance writer specializing in agriculture machinery. He lives in Winnipeg, Manitoba.





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# Payments *increase* for Canola 4R Advantage

Canola 4R Advantage, funded through Agriculture and Agri-Food Canada's On-Farm Climate Action Fund (OFCAF), offers financial support to growers as they initiate or advance 4R Nutrient Stewardship on their farms.

armers will improve the return on investment for fertilizer when following 4R practices – Right source of fertilizer used at the Right rate, at the Right time and in the Right place. These practices are also environmentally beneficial as they reduce nutrient loss to the air and

water. With clear wins for farm economics and the overall environment, 4R has strong support from farmers, the government and the Canola Council of Canada (CCC). The CCC has a goal to see 4R nutrient stewardship practices used on 90 per cent of canola acres.

The Canola 4R Advantage program provides financial incentive to farmers initiating or advancing best management practices (BMPs) in four areas: soil testing, field zone mapping, preferred application (spring instead of fall, for example) and enhanced efficiency fertilizers.

Year two of Canola 4R Advantage will cover expenses invoiced and paid by growers between April 1, 2023 and March 31, 2024. In year two, the program is expanding opportunities in several ways:

- More dollars per BMP: Growers can now seek up to \$20,000 in assistance for each of the four eligible BMPs. It was \$6,000 per BMP in year one. Please note that year two applications for the preferred application BMP will be paused until 2024, when seasonal price differentials for nitrogen fertilizer can be determined.
- More BMPs per farm: Each farm can seek support for all BMPs covered by the program, versus a maximum of two BMPs in year one.

- Added eligibility for 4R plan development: The program can reimburse a portion of the consulting fees paid for a 4R designated agronomist to develop a growers' 4R Nutrient Stewardship Plan.
- Funding continued adoption of new practices: Growers can seek funding to continue BMPs that were started since February 7, 2022.

Canola 4R Advantage is one of 13 programs being delivered by Canadian agricultural organizations with funding from Agriculture and Agri-Food Canada's On-Farm Climate Action Fund (OFCAF). Other program details established by Agriculture and Agri-Food Canada will remain in place, including the 85 per cent reimbursement cap for eligible expenses and a maximum \$75,000 limit in total funding received by a farm business across all OFCAF programs over the two-year OFCAF program lifetime.

#### For complete program details,

visit **canolacouncil.org/4r-advantage**. The site includes the new, user-friendly digital portal where growers can check the status of their participation through all stages of the process, from applying to submitting claims.



### A voice of experience

Kara Annand owns Ag Grow Consulting with locations across Saskatchewan. Annand. an agronomist with the 4R designation, has signed up 15 to 20 growers herself to receive money through Canola 4R Advantage. Her agronomy team, as of mid July. had signed up over 30 in total. "It was a no brainer to help our growers get this funding," Annand says. "We were doing the work anyway, so this gave the growers a chance to get recognized and get financial support for their 4R practices." Most of Ag Grow's applications were for soil testing and field zone mapping. Annand says the application process has been streamlined for the new program year, making it easier for designated agronomists and farmers to file the paperwork.

The CCC has short videos on year two program enhancements and the application process. Find them at **canolacouncil.org/4r-advantage** or use the QR code for a direct link.



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**INSECTICIDE SEED TREATMENT** 







# How to identify *verticillium stripe*

The canola disease verticillium stripe is found across the Prairies and is already at yield-damaging levels in Manitoba and eastern Saskatchewan. This article provides tips to accurate diagnosis this fall.

**You see a yield-reducing level of stem disease in your canola this fall.** What is it? Blackleg, sclerotinia stem rot and verticillium stripe are the big three possibilities, and they share similar symptoms. Distinguishing among symptoms to make a correct diagnosis is an important step in future management decisions.

The following describes the symptoms of verticillium stripe and how to distinguish verticillium stripe from blackleg and sclerotinia stem rot.

#### Stem striping

**Verticillium stripe:** When the crop is full height but still green, canola plants infected with verticillium stripe will often have a two-toned stem – half healthy and green and half discoloured and drying down. This is where the "stripe" name comes from. Leaves can show similar symptoms – healthy on one side, diseased on the other.

**Blackleg and sclerotinia stem rot:** You will not see stem or leaf striping with blackleg or sclerotinia stem rot. Sclerotinia will cause stem discolouration, but it will not stripe half the stem.

#### Stem cross section discolouration

**Verticillium stripe:** Verticillium infects roots and enters the plant's vascular system. Verticillium hyphae and conidia fill up the vascular system, giving the stem cross section a greyish colour. This darkening can extend well up the stem.

**Blackleg:** Blackleg also causes stem cross section discolouration. With blackleg, stem tissue infection tends to be darker and cause distinct wedge shapes of black.

→ With verticillium stripe infection, stem cross sections will fill with microsclerotia and turn grey. Colour darkens as microsclerotia build up.

→ Verticillium darkening can extend well up the stem.Photo: Yixiao Wang

→ Blackleg stem discolouration is confined to the crown (the few inches around ground level). Stem tissue infection tends to be darker and cause distinct wedge shapes of black. Photo: Yixiao Wang















← Blackleg lesions at the crown may produce numerous small, black round pycnidia on the crown surface.

← Blackleg pycnidia (right side) and verticillium microsclerotia on the same plant. Photo: Yixiao Wang



Verticillium is lighter grey and more general throughout the cross section. Blackleg discolouration is also confined to the crown area at the base of the stem.

#### **Black specks**

**Verticillium stripe:** As verticillium infection advances, microsclerotia will start to form on the underside of peeling stem skin. These can be found all the way up the stem.

**Blackleg**: Verticillium specks may seem similar to blackleg pycnidia, but they're much smaller – more like powdery pepper. In some cases, blackleg pycnidia will have a purple-pinkish ooze of pycnidiospores around them. ← Verticillium stripe can cause stems to peel and shred, somewhat similar to sclerotinia stem rot. Under the outer layer of peeled skin, verticillium stripe will have tiny specks of microsclerotia. Blackleg pycnidia are also confined to a lesion no more than a couple centimetres in size. If you see pink and specks confined to a lesion, it's blackleg.

#### Stem peeling and weakening

**Verticillium stripe:** Peeling stem skin is a symptom of verticillium stripe. Under that peeled outer layer will be the microsclerotia, often taking the shape of faint black vertical striping. Severely diseased stems may break off and can be confused with lodging.

Sclerotinia stem rot: Sclerotinia infection will also cause weakened brittle stems, but sclerotinia will not have the stripy, speckly microsclerotia. Sclerotinia stem rot will cause the entire stem tissue to shred, not just the outer layer. Inside the stem, sclerotinia will form sclerotia bodies – the canola-seed-sized resting bodies. Verticillium stripe does not produce sclerotia bodies.

#### Lab tests

For a final confirmation, PSI Labs, Discovery Seed Labs and 20/20 Seed Labs will test plant tissue for the verticillium pathogens. Members of SaskCanola and Manitoba Canola Growers can qualify for free disease testing. Saskatchewan growers, go to **saskcanola.com/disease-testing-programs** for instructions, including sampling protocols. Manitoba growers, go to **canolagrowers.com/in-the-lab/psi-lab/** to get sampling instructions and a code for free tests.

#### Management

The ideal time to scout for verticillium stripe is at harvest when symptoms are most obvious. No fungicide or soil amendment is known to be effective on verticillium stripe, so accurate identification is all about future management.

Verticillium microsclerotia are soil-borne, so steps to keep soil in place could provide some reduction in spread. Two- or three-year breaks between canola crops are good disease management in general, but verticillium microsclerotia can remain viable for many years. Plant tolerance or resistance is likely to provide the best solution, and plant breeders are looking into this trait.

Blackleg and sclerotinia stem rot, if those are the diseases present, are more manageable through genetic resistance, crop rotation and fungicides.  $\approx$ 

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For more on verticillium stripe identification and management, read the verticillium stripe chapter at canolaencyclopedia.ca



"Verticillium stripe identification" at canolawatch.org/fundamentals.



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### Rotate crops, rotate herbicides, rotate traits – canola can do it all

When selecting hybrids for your operation, it's important to consider the yield potential, herbicide tolerance and agronomics of the hybrids as part of a multi-year management strategy. Consider local trial data when selecting the right variety for your farm and always use registered tank mixes with additional active ingredients, when possible, to reduce selection pressure for herbicide resistance on your fields.

Canola hybrids utilizing glufosinate (LibertyLink® or LL), glyphosate (Roundup Ready® or RR) and Clearfield® (CL) herbicide tolerance systems can be an agronomic fit depending on your operation and the weeds present in your fields. Choosing the correct herbicide and agronomic traits in your canola hybrid is very important in maximizing the effectiveness of canola as a rotational crop.

Glyphosate-tolerant canola, especially the TruFlex<sup>™</sup> canola hybrids, are a great tool for growers who traditionally have significant late flushing weeds or grassy weed populations. TruFlex canola hybrids can have glyphosate applied through a wider window of crop growth, from cotyledon up to first flower and are registered for higher rates of glyphosate for tough-to-kill weeds (dandelions, buckwheat).

For fields with significant grassy weed and wild oat pressure, glyphosate-tolerant varieties are an excellent agronomic fit. For farmers looking to rotate genetics but not herbicides, Proven® Seed also has its own Optimum® GLY hybrid.

Varieties tolerant to glufosinate are a rotation favourite across Western Canada, especially in areas where the previous or subsequent crops tend to be Roundup Ready. For optimal control, glufosinate should be sprayed during the warmer part of the day with increased water volumes. Glufosinate is a herbicide that works by contact and adequate coverage is important. Spraying at below-recommended water volumes can limit coverage and could require a follow-up application to control missed weeds, reducing yield and an added cost for an extra pass.

Clearfield-tolerant hybrids are often used as a rotational break for fields with significant volunteer RR or LL canola populations. These hybrids also may fit into various non-GMO oil contract premiums that can be priced into your operation.

#### Proven Seed has a fit - everywhere

Backed by a Canadian breeding program and over 125 local canola field trials, Proven Seed's canola lineup is complete and extensive from both a herbicide system standpoint as well as an agronomic trait position. These varieties can be an excellent fit on any acre.

#### TruFlex canola for the tricky acre

TruFlex canola provides enhanced flexibility in spray rates and timing to deliver next-level weed control. Built on Roundup Ready technology, it offers the flexibility to manage more weed species to help exceed yield expectations. Proven Seed has a solid offering of TruFlex hybrids all bred and selected from the Western Canadian breeding program. PV 781 TCM is the newest to the lineup with superior yield potential, clubroot protection and harvest management attributes that make it suitable for straight cutting.

#### LibertyLink hybrids for the herbicide rotation

Proven Seed has your acres covered with LibertyLink options. All 2023 hybrids come with industry-leading clubroot protection and select hybrids in the assortment provide harvest management options for harvest timing flexibility. For farmers who want to save their glyphosate application for pre-seed or post-harvest or have recently rotated out of a glyphosate-tolerant crop, Proven Seed's LibertyLink hybrids are great options. Proven Seed's PV 661 LCM is a leading option in the LibertyLink market with multigenic clubroot and harvest management.

#### Clearfield canola opens up possibilities

Specialty oil contracts are a great way to enhance the profitability of an acre, especially when the yield potential is outstanding. Proven Seed has the top-performing Clearfield canola on the prairies – PV 280 CLC, Proven Seed's first Clearfield hybrid with multigenic clubroot resistance. Couple that with the herbicide tolerance to manage acres that need a rotation from glyphosate or glufosinate, Proven Seed's Clearfield option is a great decision for profitability and rotation management.

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## The best crop rotation

#### Canola Equivalent Crop Species Used Based on **Yield Ranking of Various** Rotation Local Growing Conditions Crop Rotations\* Treatment Year1 Year2 Year3 Year4 Lethbridge Swift Current The CEY at Lethbridge was 785 kg ha<sup>+</sup> (14 bu ac'). The CEY at Swift Current was 1,361 kg ha<sup>+</sup> (24 bu ac') Control Fallow Durum Malt Barley 0 0 Durum Intensified 0 ۵ Lontil Chickpog Durum Durum Diversified 0 Lontil Canola Peq Durum Feed Barley Flex Market Driv Wheat Canola Wheat Malt Barley Canary Seed High Risk Durun aba B Corn Faba Barley Pe Boan Soil Health Poo Durum

#### Canola Equivalent Yield Ranking\*

= good CEY

= statistically lower CEY

= statistically lowest CEY

the two Southern Prairie sites, 2018-2021. See more at the 'Resilient rotations' factsheets

The yield and yield stability in

\*CEY ranking is calculated by location

while the "market driven rotation" (which varied by province) and the "high risk rotation" (flax-soybeandurum-canola) had the least stable yields.

- Southern Prairies (Lethbridge, AB and Swift Current, SK sites): The "intensified rotation" and "diversified rotation" (lentil-durum-chickpea-durum) consistently had the highest nitrogen use efficiency in this region, which is likely attributed to pulse crops in two of four years.
- Red River Valley (Carman, MB site): The "high risk rotation" (corn-dry bean-canola-sunflower) followed by the "market driven rotation" (corn-corn-oat-canola) had better precipitation use efficiency due to the high corn yields in these rotations.

—Taryn Dickson is resource manager for Crop Production & Innovation with the Canola Council of Canada. Taryn also manages the Canola Research Hub. Read all of the "Resilient Rotations" factsheets here:



#### **Research camping**

Thanks to all the farmers who took the time and effort to host MCGA Research campers (including me) at their farms, share about their operations and answer our questions! There was such a diversity in the farm operations and field environments between locations. Similar to researchers, each farmer was passionate about a unique priority or subject area (ex. soil health, equipment efficiency, cost of production) and had an impressive ability to problem solve and managed multiple concurrent activities.

#### YIELD AND YIELD STABILITY BY CROP ROTATION IN SOUTHERN PRAIRIES, 2018-2021

TARYN	DICKSON

...will depend on the region and the farm goals. A five-year study evaluated region-specific crop rotations for nitrogen fertilizer use efficiency, precipitation use efficiency, yield and net revenues.

**In Kui Lui's five-year** 'Optimizing systems productivity, resilience and sustainability in the major Canadian ecozones' project, six region-specific crop rotations were evaluated for nitrogen fertilizer use efficiency, precipitation use efficiency, yield and net revenues at seven locations that spanned the Northern Prairies, Southern Prairies and the Red River Valley.

Results suggest that while no single cropping system is suitable for all of Western Canada, a rotation with more than two crop species, including pulse crops (which often increased the nutrient use efficiency), tended to be more favourable. Learn more in the "What is the best crop rotation for the Prairie provinces?" blog on the Canola Research Hub.

#### Key findings for each region

 Northern Prairies (Beaverlodge and Lacombe, AB and Scott and Melfort, SK sites): The "intensified rotation" (canola-wheat-canola-wheat) had the most stable yield,



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# A strong bench



#### BY JAY WHETTER

Farmers are experts at a lot of jobs, but not all jobs. Canola Digest asks its six 2023-24 farmer panelists about experts they happily pay to round out the farm's line up. And if the panelist could add one more expert to fill an empty spot on the bench, what would that person do?



## John Bergen

#### Carman, Manitoba

ohn Bergen hires an independent mechanic every winter to give the

tractors, sprayer and combine a complete inspection and make any repairs required. "He moves his trailer and tools into our shop," Bergen says. "It takes a good three weeks."

Bergen likes having the same set of eyes on his machinery every year. The challenge, Bergen says, is that electronics and diagnostics on newer equipment make it harder for old school mechanics. "So I don't know how much longer we can keep this going," he says.

The next expert on Bergen's list is his marketing advisor. He uses Grain Shark, which gives him timely text updates on his four crops: canola, corn, soybeans and oats. Grain Shark provides daily opening and closing prices, and market trends and highlights in condensed text form. Recommendations to sell are based on charts and technicals, not on a farm's individual cash flow or storage needs. However, the advisor will answer specific questions. "If I'm short on bin space, he will give me suggestions on which crop is best to sell or store based upon a commodity's upside and current pricing," Bergen says.

If Bergen were to add one more expert it would be an independent agronomist he can hire on an as-needed basis. "I have lots of independent agronomists around who are really good, but they want all of our acres all year long," Bergen says. Bergen would rather pay an independent agronomist \$250 per hour and sit down for four hours to hammer through fertilizer recommendations, for example. Or if Bergen sees a problem in a field, he and the agronomist could spend three hours sorting it out. "I don't feel I always need full service," Bergen says. "I would expect to pay that higher per hour rate for ad hoc." On Cheryl Westman's expert wish list: Grain market specialist.

"We had a good one, but he left to go work at an elevator. We really miss him."

On John Bergen's expert wish list: Independent agronomist on an as-needed basis.

"I have lots of independent agronomists around who are really good, but they want all of our acres all year long."



## Cheryl Westman

Vermilion, Alberta

C heryl Westman hires a Decisive Farming agronomist to set seed

and fertilizer rates unique to each seed lot and field. "Our agronomist used to teach at Lakeland College and she is very smart," Westman says.

Another essential expert is their accountant, who stays on top of the books and advises on government programming. "There's so much to good bookkeeping, and we don't have the time to stay on top of it," Westman says. Her husband, she says, is "super strong with numbers and math, but this is over his head." The Westmans connect with their accountant often, even weekly, with questions about business decisions. The accountant knows what the farm needs, which is how, for example, the accountant knew the Westmans could make use of a recent government program to support grain drying upgrades. "The accountant flagged this for us, and we redid our grain dryer based on the money available."

If the Westmans could hire an expert to take over one job on the farm, it would be a grain market specialist. "We had a good one, but he left to go work at an elevator," Westman says. "We really miss him." The Westmans met with him a couple times a year to work on marketing strategy, and he sent regular texts and emails when sell opportunities came along that matched their strategy. "We liked having that personal relationship," she says. "We tried sticking with the company after he left, but we weren't getting the same level of service." So they gave it up. Now Westman's husband does the marketing, and he wishes they had a trusted advisor to help them.



## Margaret **Rigetti**

#### Langbank, Saskatchewan

argaret Rigetti operates a large grain farm with her brother

and cousin. They use a lot of outside expertise, including agronomists, a marketing analyst and advisors on insurance, accounting and law. "At this moment, we don't need anyone else. We have most areas covered," Rigetti says.

Each farm partner has an area of expertise. Rigetti is the marketer and the financial manager. "Part of my role is to help our farm move through the governance issues that come up as our family farm grows and changes."

The farm is currently restructuring to sort out estate planning. With growing families, it was time to think about how to restructure the farm for a smooth transition. The process started with an advisor who was "pretty helpful to get the conversation started" and now includes lawyers and accountants. "It has taken three years to get this work done and another generation of succession will be coming right on its heels," Rigetti says. "The business and succession is continually evolving."

For general farm planning, the three partners have regular yearly discussions with their accountant to put everything on the table. "With a multi-family business structure, having good transparency in financial reporting is important," Rigetti says.

They also work with Terry Betker of Backswath Management to analyze the business and provide ongoing reporting. Backswath takes a longer term view to track the business over time. Rigetti also belongs to one of Backswath's farmer peer groups. "With the peer group, we've been able to learn from the expertise and experiences of other farmers," Rigetti says.

On Margaret Rigetti's expert with list: Nobody.

"At this moment, we don't need anyone else."

On Evan

marketing

expert. He

would like

predict

Michel's expert

wish list: Grain

someone who

can accurately

unexpected

spikes so he

of the highs.

could hit more





ight now, the farm's most important expert is the accountant. For the past five or six years, the family farm has been

transitioning ownership from Michel's parents to Michel himself. His mother is a chartered accountant and is the farm's regular accountant, but farm transfer requires a specified level of expertise.

"There are so many different ways to roll a farm to the next generation. If you don't work on that every day, you won't be familiar with all of the insights," Michel says.

Evan started a partnership with his parents in 2014. Since then, he has bought corporate shares from his parents, and is now working toward a complete take over. "It involves different landowners, different assets with a lot of value, and we have to keep all sides happy," he says. "It takes a lot of planning to make it as fair as possible." Evan has a brother and a sister who are not farming. In fact, his brother works for IG Wealth Management, which is expanding into succession planning for farms. "My brother is giving his perspectives as well," Michel says. "Fortunately my family is very understanding."

If Michel could hire an expert to take over one other job on the farm, it would be a grain marketing expert. Michel follows information from a couple of grain marketers, but he still likes to make his own decisions. 'Last week, canola went up a buck for no obvious reason, then fell back off," he says. "It doesn't seem to matter how much information you have, markets will go up and down unpredictably." He would like someone who can accurately predict those unexpected spikes so he could hit more of the highs. He realizes that is a tall order.





## Jeff Frost

#### Olds, Alberta

J eff Frost runs a grain farm with his father. The first expert that comes to mind for Frost is the agronomist. Frost's father hired the

agronomist 20 years ago to put together variable-rate prescriptions, and the relationship continues.

"He operates a one-man show, so we have the same person checking our fields over and over year after year," Frost says. "That consistency is incredibly important."

The agronomist helps with crop planning, soil testing, in-crop scouting and management recommendations. This year, the agronomist discovered cutworms in the area that needed spraying, so he checked the Frost farm closely. "Dad hadn't seen them in 30 years," Frost says. "We didn't need to spray our fields, but it is a comfort having that an extra set of eyes."

The Frosts pay the agronomist a fixed amount per acre per year, half in spring, half in the fall. "He is 100 per cent on his own schedule. We've been working with the guy for this long, we know he's always out there looking. He's a professional. We don't have to micromanage." When asked about an expert to take over one other job, Frost answers "a succession specialist" – like a general contractor for succession. The family has a lawyer and an accountant to help with succession planning and farm transition. "But there are so many different variables and moving pieces. I would like to pay someone to make it all happen with the least amount of tax and best results for the family," Frost says. "The dollars are so large when it comes to farm transition and it can make for touchy conversations. It feels like going down a dark tunnel."

On Jeff Frost's expert wish list: Succession specialist.

"The dollars are so large when it comes to farm transition and it can make for touchy conversations. It feels like going down a dark tunnel."

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## Andrea & Sheldon Guthrie

#### Reston, Manitoba

Andrea Guthrie has an agribusiness degree and worked in the agriculture industry before putting her focus on family, farm and their seed business. Her husband, Sheldon, worked as an agronomist in Alberta and Manitoba before returning to the farm. While they are both experts in these fields, they do use outside experts for accounting, legal, marketing and weather services to help with farm business decisions.

The Guthries subscribe to Drew Lerner's World Weather. Odds of rainfall and estimated accumulation are important forecasts. "We make decisions on what fields to seed and when based on potential impacts of weather events such as rainfall and temperature," Andrea says. "We make fungicide decisions based on the current environment, crop quality, rain received and the potential forecast to best understand our disease risk." Sheldon likes to see the big picture. "How big is the system? Where is it going? Where is the heaviest precipitation?" Up until mid-July 2023, when the Guthries did this interview, total growing season rainfall at their farm was only 60mm. "We're probably the driest pocket in the area," Sheldon says.

If Andrea could hire another expert, it would be for jobs she doesn't have time for. "We try to ensure we make time for family in July as you only get so many summers with your kids," Andrea says. "During the busy season when we are in the field in all capacities, we rely on our village – which includes family, friends, babysitters and after school recreation programs. They say it take a village to raise a child and we truly believe this."

-Jay Whetter is the editor of Canola Digest.

On Andrea Guthrie's expert wish list: Someone to do the jobs she doesn't have time for.

"During the busy season when we are in the field in all capacities, we rely on our village - which includes family, friends, babysitters and after school recreation programs. They say it take a village to raise a child and we truly believe this."

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## Renewable fuels and extended interswitching

TENESHA LAWSON AND TROY SHERMAN

The Canadian Canola Growers Association and Canola Council of Canada have policy and government leads representing farmers and the industry in Ottawa. Here are advocacy updates on the Clean Fuel Regulations and extended interswitching.

#### **Budget 2023 and extended interswitching**

As part of Budget 2023, the federal government proposed amendments to the Canada Transportation Act to increase the rail interswitching limit from 30km to 160km across the Prairies. This extended interswitching will be in effect on a pilot basis for 18 months.

Extended interswitching gives shippers who are physically located on a single rail line, which is the reality for most grain elevators, the ability to automatically seek competing service from the next closest railway if it is within the 160km radius. The intent of this measure is to give shippers captive to one of Canada's two rail carriers the opportunity to have at least one competitive option.

Canadian canola processors, for example, ship about 2,000 rail cars of canola oil and meal each week to North American market destinations or to port locations for international export. This is expected to grow to 3,000 cars as processing capacity is set to increase by more than 50 per cent in the years ahead.

"Railway transportation is the lifeblood of the industry and critical to the future success as canola processing grows in Canada," says Chris Vervaet, executive director for the Canadian Oilseed Processors Association. "Extended interswitching breeds competition into an otherwise monopolistic marketplace for rail service."

Extended interswitching's most powerful use is in getting better service from the existing rail carrier who would otherwise have less motivation to meet customer needs if the competitive alternative wasn't available. The threat of loss of business, as in any other normally competitive market, aims to change behaviour to provide better quality service. Simply put, it gives the shipper



negotiating leverage in the relationship with their originating carrier – who they are often otherwise captive to in a monopoly-like manner.

The Canola Council of Canada (CCC), Canadian Canola Growers Association (CCGA), and other industry partners were busy engaging with parliamentarians since the budget was tabled in March to ensure decision-makers understood the importance of extended interswitching

#### "Railway transportation is the lifeblood of the industry and critical to the future success as canola processing grows in Canada."

for Canada's grains sector. Given the staunch opposition by the Class 1 railways to extended interswitching, it was imperative that the grains sector mobilize to educate parliamentarians on the benefits of

— Chris Vervaet



the first step towards making these changes permanent. As part of these efforts, CCC and CCGA joined the Flip the Switch campaign to raise awareness about extended interswitching, myth-bust some of the misconceptions around this tool and encourage parliamentarians from all parties to support this part of the Budget. Bill C-47, the Budget Implementation Act, received

extended interswitching and, it is our hope, that this is

Bill C-47, the Budget Implementation Act, received Royal Assent on June 22, 2023, and is expected to be available as of September 30, 2023. To learn more about extended interswitching and the Flip the Switch campaign, you can check out **interswitching.ca**.



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#### **Clean Fuel Regulations**

Canada's new Clean Fuel Regulations (CFR) came into effect on July 1, 2023, the culmination of over six years of policy development. A significant amount of direct advocacy by CCGA and CCC was required to ensure this regulation offers the greatest potential for Canadian canola to be used as a biofuel feedstock.

In the coming years, ideally, the CFR policy creates increased demand for canola as a feedstock of choice for renewable fuel producers as it is a high-quality, readily available, sustainable biofuel feedstock that can play a key role in reducing greenhouse gas emissions and decarbonizing transportation fuel – the goal the CFR is trying to achieve.

"The CFR creates opportunities for canola farmers to be feedstock providers for lower emission transportation fuels," says Roger Chevraux, farmer from Killam, Alberta, and chair of CCGA. "That's a benefit to the environment and a benefit to our farms by creating new, stable domestic demand for our canola and more economic growth and jobs for our rural communities."

With the significant investment announcements of increased canola processing capacity in Western Canada in the last two years, the value chain is positioned to serve this growing biofuel market demand in Canada and the U.S.



"The CFR creates opportunities for canola farmers to be feedstock providers for lower emission transportation fuels."

— Roger Chevraux CCGA and CCC are currently working with Environment and Climate Change Canada and industry stakeholders to clarify detailed compliance requirements for the Land Use and Biodiversity Criteria, which will take effect January 1, 2024, and will apply to crops harvested in the fall of 2024. The CFR will require continual monitoring and active intervention to ensure optimal long-term outcomes for the canola sector.

"Over the years, we've put significant effort into engaging with government, both technically and politically, about the CFR to ensure it provides an opportunity for agriculture to positively contribute to emissions reductions from transportation fuels, with the least amount of regulatory burden on farmers as possible," says Steve Pratte, senior manager, transportation and biofuel policy at CCGA.

- Tenesha Lawson is manager of stakeholder communications for Canadian Canola Growers Association. Troy Sherman is director of government relations for the Canola Council of Canada.



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#### **Dockage clarity in Grain Grading Guide**

As of August 1, 2023, updates to the Canadian Grain Commission's Official Grain Grading Guide provide important new clarity in assessing dockage for canola. Operators use two types of sieves to assess dockage, a round hole and slotted sieve, and choose from a range of sizes to minimize the loss of reasonable sound canola and to remove enough conspicuous admixture (the material that can't be easily cleaned from canola because it's roughly the same size and shape as the seed) to meet grade tolerances.

In response to concerns raised by canola farmers about the inconsistency of the grading process in-country, the Guide now clarifies .028 slotted sieve be used first and then only if the one per cent tolerance for conspicuous admixture is exceeded should a larger size be used. The change clarifies the process, eliminates a degree of subjectivity and allows for a clearer understanding by farmers.





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# *Visit* six Manitoba farms

#### BY JAY WHETTER

Manitoba Canola Growers held its second annual Research Camp in June. Ten canola researchers got on a bus and visited six Manitoba farms over two days.

f you're researching canola, it helps to know the farmers and the farm situations that will ultimately benefit from that research. That is the premise behind Manitoba Canola Growers' Research Camp, held this year in June. The two-day bus tour stopped at six Manitoba farms with an overnight at Clear Lake. I tagged along and made my own notes about messages to researchers for each farm visit.

**Nicolea Dow, Portage la Prairie,** showed how farmers pay attention to fertilizer loss. Dow, who farms with her father and brother, bands fertilizer into the soil at the time of seeding to limit fertilizer loss to the air or water while keeping more of it for the crop.

**Will Gerrard, Minnedosa,** met the researchers at one of his canola fields to show the benefits of crop protection innovation. The canola field was seeded to the same canola hybrid, L340PC, on the same day. However, only part of the field was treated with Buteo Start, a new seed treatment with strong activity on flea beetles. When Gerrard ran out of seed, the next lot had a different seed treatment. After emergence, he did not have to spray to protect the Buteo-treated canola from flea beetles. He did have to spray the other part of the field.

**Jordan Sawchuk, Mountain Road,** described his highly diversified farm. Half the cropped acres are perennial grasses – orchard grass and meadow fescue – for seed and forage, and the other half are annual crops, including canola, wheat, oats and fababeans. The farm has a large herd of beef cattle, which provides manure that Sawchuk uses to boost crop yields and remediate hill tops with low organic matter.

Adam Gurr, Rapid City, described two key sustainability practices – controlled traffic farming and optical spraying. Controlled traffic farming, which keeps heavy machinery to the same specific pathways in each field, reduces compaction to improve moisture infiltration and, ideally, crop productivity. The optical spraying system has nozzles on 10-inch spacing, electronics to control each nozzle and cameras that see weeds and trigger nozzle engagement. This greatly reduces the volume of herbicide required.

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Manitoba farmers Warren (right) and Simon Ellis brought researchers up close to a canola field during Manitoba Canola Growers' Research Camp in June.



Warren Ellis, Wawanesa, showed how farmers care for the land. The farm is adding shelterbelts, grassing ravines and following a diverse crop rotation to care for biodiversity while also maintaining or improving productivity and profitability. The farm also has solar panels to power its seed cleaning plant and the farm house.

Samantha Devloo, Bruxelles, demonstrated the attention to detail required to meet customer expectations. The farm grows 2,000 acres of potatoes each year, split between seed potatoes for other farmers and processing potatoes that go to McCain and Simplot at Portage la Prairie. Potato contracts include strict rules on documentation of farm practices, and on products to use and when to use them. The farm has storage for 60 million pounds of potatoes, which are kept at specific temperatures and monitored constantly for any signs of spoilage. Any storage issues are immediately reported to the processor.

#### **Researcher comments**

Manitoba Canola Growers surveyed the researchers who attended Research Camp, asking what they got out of the event. Here are a few responses:

"I believe that was one of the most informative, thought-provoking and enjoyable tours I have been on for a long, long time."

"The opportunity to meet and interact with professional researchers and successful farmers was truly inspiring. Spending time with individuals who have dedicated their lives to advancing scientific knowledge and agricultural practices was incredible and encouraging."

#### "It provided me with key insights into on-farm and off-farm farmer decisions."

Sonia Wilson, the acting research manager for Manitoba Canola Growers, says the ultimate goal of Research Camp is to "increase the connections and capacity of the research community to provide high quality research projects and results that directly benefit Manitoban Farmers." She says the event focuses on strengthening three types of relationships - farmers with researchers, researchers with other researchers, and researchers with Manitoba Canola Growers Association - so that farmer-based priorities shape research initiatives." 😕

—Jay Whetter is the editor of Canola Digest.



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# Begrainsafe with a "zero entry" policy

Canola grower organizations contribute to the Canadian Agricultural Safety Association's BeGrainSafe program, which promotes grain safety to farmers and trains first responders on life-saving extraction techniques.

#### BY JAY WHETTER

ntering a bin to break up spoiled grain is a leading cause of grain entrapment, and more than half of grain entrapments are fatal, according to data from United States research. A good farm rule is for everyone to stay out of bins and trucks, especially when loading and unloading.

A factsheet called Grain Entrapment, from the University of Saskatchewan's Agricultural Health and Safety Network, includes these United States statistics and makes important statements about the risks of working inside bins. When a bin is unloaded, the funnelling of grain creates a suction that can entrap a person almost instantly. "The pull of the grain can cause an individual to become covered to their knees within three to four seconds or completely engulfed within 20 seconds," the factsheet reads.

The first factsheet tip to avoid entrapment is a "zero entry" policy. Basically, do not enter grain storage or grain transport vehicles when loading or unloading grain.

If absolutely necessary to enter a bin, do not work alone. When a person gets entrapped in grain, the Canadian Agricultural Safety Association (CASA) notes that the odds of them self-rescuing are minimal. The factsheet recommends having another worker, whose job is to observe, present at all times. However, the factsheet makes it quite clear that entering the bin or transport, even with supervision, is still much riskier than zero entry: "Unless the flow of grain can be stopped very quickly...it is unlikely that anyone will be strong enough to pull an engulfed individual out."

The observer would at least be able to call local emergency services, many of which are trained in grain extraction thanks to funding from canola farmer associations. SaskCanola, Alberta Canola, Manitoba Canola Growers and Canadian Canola Growers Association (CCGA) contribute each year to CASA's BeGrainSafe first responder training to improve the odds of survival if someone is trapped.

The heart of the program is a mobile unit used to train first responders for grain entrapment emergencies. In 2022, CASA trained over 600 firefighters from 25 fire departments on how to respond to grain entrapment.

"Farm safety remains a key priority for SaskCanola and for our fellow organizations Alberta Canola, Manitoba Canola Growers and CCGA, with investments in the BeGrainSafe Program to train rural volunteer firefighters to rescue people entrapped in grain," says Tracy Broughton, SaskCanola's executive director.

—Jay Whetter is the editor of Canola Digest.

↑ Canadian Agricultural Safety Association (CASA) trains local first responders how to use specific tools to safely remove someone trapped in grain.



Use the QR code to watch Manitoba farmer Randy Froese describe his close call with entrapment.

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## Make more time for marketing

#### ANDREA GRUBER

Gavin Harrison, a fifth-generation Manitoba farmer, and Bruce Warkentin, a financial advisor from Alberta, explore how a cash advance can benefit farmers' marketing and financial strategies.

**Each fall, Gavin Harrison weighs the benefits** of selling his crops off the combine versus later in the marketing season when volumes drop and prices are potentially higher. With more than 25 years farming, Harrison, a fifth-generation Manitoba farmer, has used many different marketing strategies. One thing that never changes is the need for cash flow to pay bills – a need that often arises well before he starts to market his crops.

About 15 years ago, Harrison started using an Advance Payments Program (APP) cash advance to help with expenses, giving him time to fine-tune his grain marketing plan and more opportunity to sell crops like canola when higher-return marketing opportunities present. He's taken one every year since then and says it's simply a good business decision that saves money and reduces stress.

"I didn't use a cash advance for the first 10 years or so of farming and, looking back, that was probably a mistake," Harrison says. "I think this program is most beneficial to the young farmer who needs help to get some bills paid while trying to grow the farm."

An APP cash advance offers farmers up to \$1 million in financing annually, with the benefits of up to \$350,000 interest-free (in 2023) and no repayments until commodities start being sold. Canadian Canola Growers Association (CCGA) also offers an interest-bearing rate of prime less 0.75 per cent on amounts over \$350,000.

"CCGA has been administering cash advances for almost 40 years. The financing is structured around farmers' needs for working



capital, with the added benefits of saving interest costs," says Dave Gallant, CCGA's director of finance and APP operations.

"An advance also allows you to hold on to your commodities while you choose the best time to sell, potentially generating better returns," Gallant adds. "We serve close to 10,000 grain, livestock and honey farmers in Western Canada every year, but we know there are

### "I didn't use a cash advance for the first 10 years or so of farming and, looking back, that was probably a mistake."

many more out there who could also benefit." Bruce Warkentin is a business advisor with MNP

— Gavin Harrison

in Alberta who frequently advises clients to look into an APP cash advance. He says the recent increase in the interest-free limit to \$350,000 for 2023 has made it an even more valuable tool that any farmer should seriously consider.

"That goes to how much farming has changed over the past 20 years and cost escalation of inputs. Farmers need a lot more liquidity to run their operations because sometimes they only sell commodities once a year and they need the liquidity to pay bills the rest of the year," Warkentin says.

## **STORE YOUR CROP PROPERLY**

TIP#

# KEEP MALATHION of canola bins

Any bin that has been treated with malathion this growing season should not be used for canola storage this fall.

Malathion can linger in bins for months and the residue can be picked up by canola seed, making it unacceptable for export.

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keep it

"With a line of credit or any time you're temporarily borrowing money that you're going to pay off when you sell your inventory, you might as well be using an APP cash advance because you're paying zero per cent interest on a portion and below prime on the rest."

Harrison agrees that the savings are important to his bottom line and says even the interest-bearing portion of an advance offers several points off other comparative rates he's seen recently. He also values not having to worry about cash flow when his crops need his attention.

"An advance just allows you to go about your business getting your crop in the ground and giving it what it needs, and then you can pay it back when you're actually seeing some revenue from selling your grains," he says.

And if you haven't already applied for a cash advance this year, Warkentin tells his clients that any time of year is the right time to apply. "Accessing it in the fall, if you didn't in the spring, is definitely worth it because you don't have to sell off the combine, you can defer it to later in the year when the prices are hopefully stronger. If you haven't gotten one yet, you should get it at some point in 2023."

The Advance Payments Program is a federal loan program administered by CCGA. It offers Canadian farmers marketing flexibility through interest-free and lowinterest cash advances.

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-Andrea Gruber is marketing and communications lead, operations, with Canadian Canola Growers Association.



#### For more information about the APP cash advance available through CCGA,

visit www.ccga.ca or call 1-866-745-2256



#### **Cleanfarms 2023 Unwanted Pesticides & Old Livestock/Equine Medications** Collection

Vancouver Island – October 2 to 4 Fraser Valley – October 10 to 13 Southern Saskatchewan – October 23 to 27

Farmers! Safely dispose of unwanted or obsolete agricultural pesticides and livestock/equine medications - no charge! Take them to the following locations on the dates noted between 9 a.m. and 4 p.m.

ESTON

708 Hwy. 44 W.

306-962-4132

Fri., Oct. 27th

Top Notch Farm

306-722-3200

Thurs., Oct. 26th

**Richardson Pioneer** 

Thurs., Oct. 26th

South West Terminal

Hwy.1, 7 Miles East of

1110 Hwy. 47 N.

306-697-3377

**GULL LAKE** 

Gull Lake

LEADER

Hwy. 21 S.

IMERICK

306-672-4112

Tues., Oct. 24th

G-Mac's Ag Team)

Mon., Oct. 23rd

1100 Railway Ave.

Limerick Co-op

306-263-2033

MAPLE CREEK

305 1st Ave. N.

306-662-2420

Wed., Oct. 25th

**Richardson Pioneer** 

Simplot (former

306-628-3886

FILLMORE

Supply Inc.

GRENFELL

Hwy. 33

#### Vancouver Island

CUMBERLAND Mon., Oct. 2nd Comox Valley Waste Management 3699 Bevan Rd. 250-336-8083

DUNCAN Tues., Oct. 3rd **Bings Creek Recycling** Centre 3900 Drinkwater Rd. 250-746-2540

VICTORIA Wed., Oct. 4th Hartland Landfill 1 Hartland Ave. 250-360-3410

#### **Fraser Valley**

DELTA Tues., Oct. 10th Evergro, Division of Nutrien Solutions

7430 Hopcott Rd 604-940-0290

#### LANGLEY

Wed., Oct. 11th Professional Ag Distribution Inc. #1, 6285 - 205 St. 604-768-5602

#### ABBOTSFORD

Thurs., Oct. 12th Terralink 464 Riverside Rd. 604-864-9044 Fri., Oct. 13th Evergro, Division of Nutrien Solutions 1454 Riverside Rd., Unit B 604-850-9500

> 1.00

SCAN ME



BALCARRES Wed., Oct. 25th Synergy AG 200 Hwy. 10 306-331-5706

BALGONIE Tues., Oct. 24th Nutrien Ag Solutions 228 Old Hwy. 306-771-2032

#### CENTRAL BUTTE Tues., Oct. 24th Hawks Agro South Hwy. SK-19 306-796-4787

CORONACH Tues., Oct. 24th **Richardson Pioneer** 130 Railway Ave. 306-267-2100

DAVIDSON Mon., Oct. 23rd **Richardson Pioneer** Hwy. 11 S. 306-567-4778

#### **ESTEVAN**

Wed., Oct. 25th **Richardson Pioneer** Intersection of Bienfait Municipal Rd. & Sister Roddy Rd., Hwy. 39 W. 306-634-2342

 Next Cleanfarms collection in these areas in 2026 To view collection site maps or for collection dates elsewhere: cleanfarms.ca/materials/unwanted-pesticides-animal-meds/

#### **MOOSE JAW** Mon., Oct. 23rd Emerge Ag Solutions

Thurs., Oct. 26th Parrish & Heimbecker 1-501 High St. W. 306-693-2977

MOOSOMIN

Fri., Oct. 27th Parrish & Heimbecker 1 mile west of Hwy. 1 639-877-9010

RAYMORE

Mon., Oct. 23rd Cargill CNR Right of Way Flevator Rd 306-746-2055

**SHAUNAVON** 

Fri., Oct. 27th Southwest Terminal Ltd. 815 Hwy. 37 306-297-4045

SWIFT CURRENT

Wed., Oct. 25th Pioneer Co-op Agronomy Center 2284 South Service Rd. W. 306-778-8705

WEYBURN

Thurs., Oct. 26th Parrish & Heimbecker 1 mile east of Hwy. 39 S. 306-842-7436

#### Partner





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## Say hello to "Canadian Canola"



Provincial canola grower organizations fulfill their mandate to promote canola within Canada with a new National Canola Marketing Program centred around the loveable, everyday character, "Canadian Canola."

**Hello Canola!** A new brand campaign introducing Canadians to a lovable character, Canadian Canola, has been launched by Alberta Canola, SaskCanola and Manitoba Canola Growers, through their joint National Canola Marketing Program.

The grower organizations hired FleishmanHillard HighRoad a strategic communications and public relations agency, to develop the strategy and creative elements for the campaign, which aims to educate Canadians about canola with a message that highlights more than just food.

Canola Eat Well, though still an important message, is to be replaced with the broad-focused Hello Canola campaign that promotes the many uses for canola. From the popcorn you eat at the movies, to the moisturizer you use daily, and even in biofuels being used across the world.

"Canola is highly versatile and has a lot of uses. We want this campaign to reflect that and go beyond just recipes," says Jennifer Dyck, market development director with Manitoba Canola Growers.

The three Prairies-based grower organizations share in funding and coordinating the campaign. The organizations realized a few years ago that Canadian canola oil promotion needed a refresh, and carefully started planning the new campaign.

"Any good plan takes time," says Dyck. "To help educate Canadians on the previously under-recognized role canola plays in our everyday lives, we wanted to take our time to develop the strategy and build the base right."

Hello Canola uses bold colours and personifies canola – to help Canadians connect more closely with a crop that provides so much to Canadians, from products we use every day, to its environmental impact and its contribution to the Canadian economy.

#### "Canola is highly versatile and has a lot of uses. We want this campaign to reflect that and go beyond just recipes."

Jennifer Dyck

The campaign aims to bring people across the country closer to canola, instilling pride and increasing knowledge and appreciation for the uniquely Canadian crop.

The full Hello Canola campaign will roll out in October with a new website and fun online videos supported by paid media integrations, influencer marketing and earned media relations. However, a soft launch for the campaign began in August with a social media activation that introduced the Canadian Canola character while celebrating the many reasons as to why "every day is canola day."

#### **Q&A with Canadian Canola**

### Hello Canola. Please tell me a little something about you?

Well, I was born and raised right here in Canada and now I'm grown on over 20 million acres! You could say I'm more Canadian than a Mountie and right up there with maple syrup as the quintessential Canadian plant product. I'm the Zamboni-driving, Schitt's Creek watching, toque-wearing, beaver on skates of the global farming industry.

#### Where can people find you now?

You can find me at your dinner table every night, I'm worth a big chunk of the economy, have helped create a couple hundred thousand jobs, and I'm in demand all over the world for all sorts of stuff. Like your pet food. Like lipstick. Renewable biodiesel. Oh, hey, ever had Doritos? I'm not bragging, but you're welcome.

#### What's next for you?

I've become a bit of an international celebrity, but I'm excited to spend some more time with my fellow Canadians! I've got some exciting things coming up, just keep an eye out on Instagram.

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(i) @Hello\_Canola and hellocanola.ca

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