

CANOLA MEAL

THE PROTEIN FOR TODAY'S LIVESTOCK



THE POWER OF CANOLA MEAL.

Canola meal, a coproduct of the canola-crushing industry, is a protein-packed feed ideal for all livestock species. Setting itself apart from rapeseed, canola is bred specifically for lower levels of erucic acid and low glucosinolates. Because of this, Canadian canola meal is continuously demonstrated as a superior feed ingredient. And while it is a proven way to increase milk production in dairy cows, canola meal also serves as a great protein source for pigs, poultry and fish.

Keep it Coming – Our Strategic Plan for Growth

The Canadian canola industry seeks to ensure growth, demand, stability and success — by achieving 26 million metric tonnes of production by 2025.

Learn more at www.keepitcoming.ca

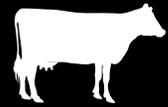
THE PROOF IS IN THE PROTEIN.

36% CANOLA
MEAL
CRUDE
PROTEIN

Minimum guarantee
Range of 36-39% based on yearly variation

Canola meal is an oilseed meal rich in protein, fit for many livestock species. The protein is readily digested, with an excellent amino acid profile, making it a highly efficient protein source.

Feed Source	Crude Protein (as fed)
Soybean meal	48%
Cottonseed meal	41.5%
Rapeseed meal	36.5%
Linseed meal	34%
Distillers' grains	25%
Alfalfa meal	18%



A PROTEIN FOR MORE PRODUCTION.

Dairy producers who utilize canola meal simply can't find a better protein to help increase milk production. When considering decades of research, two recent studies solidified that canola meal supports more milk production when replacing soybean meal and other vegetable proteins in a dairy ration. Canola meal can also be seamlessly integrated into diets formulated with varying forages. Research also shows that combinations of canola meal and DDGS will improve milk production over these protein sources fed alone.

To see the research, jump to
Canolamazing.com



A SMART WAY TO PORK UP

Canola meal is a great protein source suitable for pigs in all stages of production. Thanks to a thorough and up-to-date nutrient profile as well as advancements in diet formulation practices, canola meal is really starting to shine in swine diets. In fact, research confirms that the diet of weaned pigs can be supplemented with up to 20 percent canola meal, instead of soybean meal, with absolutely no loss in growth performance.^{1,2} With low levels of glucosinolates and a high concentration of digestible amino acids, canola meal is a power-packed protein that aids swine in reaching their full potential.

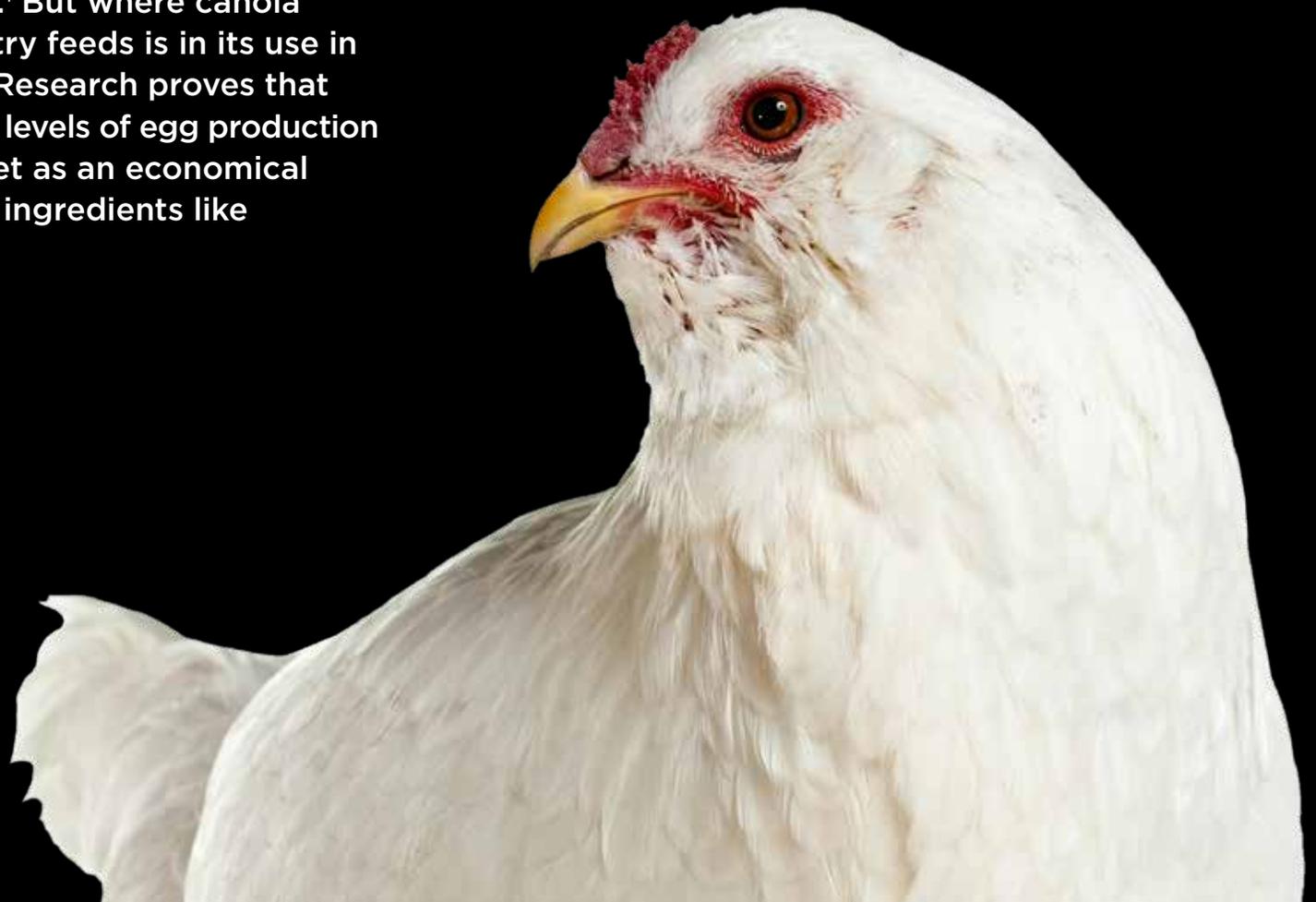


References:

1. Landaro, et al. *Anim. Feed Sci Technol.* 171:240-245, 2012.
2. Sanjayan, et al. *J Anim Sci.* 92(9):3895-3905, 2014.

FEED FOR EVERY FLOCK.

Canola meal is commonly used as an economical alternative for broiler and breeding chickens, ducks and geese. It is also a great fit for growing- and finishing-turkey diets.¹ But where canola meal really shines in poultry feeds is in its use in the diets of laying hens.² Research proves that canola meal supports high levels of egg production and can be used in the diet as an economical alternative to higher-cost ingredients like soybean meal.



References:

1. Zduncyk, et al., *Can. J. Anim. Sci.* 93:353-362, 2013.
2. Khajali and Slominski, *Poult. Sci.* 91:2564-2575, 2012.

SCALING UP AQUACULTURE PRODUCTION.

Canola meal is commonly used in aquaculture diets for species such as catfish, carp, tilapia, bass, perch, seabream, turbot, salmon, trout and shrimp. The protein concentration of canola meal makes it a viable alternative for species that have high requirements for protein. This can replace the large amount of fish meal in their diet currently. Recent research out of Vietnam demonstrates the use of canola meal at high levels in the diet for *Pangasius* catfish and Snakehead fish.^{1,2}

References:

1. Hung, et al., 2014, *in press*.
2. Hung, et al., 2014, *in press*.

SEE IT TO BELIEVE IT.

Canola meal is the perfect protein to replace or augment soybean meal, cottonseed meal, distillers' grains and other protein supplements for all rations and species of livestock. Think of it as an economical protein alternative that can result in improved feed-cost efficiency with reliable performance.

For more information and to download the Canola Meal Feed Industry Guide, visit Canolameal.ca

