

canola council of canada
2006-2007
annual review



canola
council



innovative..
resilient..
creating superior value and a healthier world
15 million tonnes of market demand and production by 2015



canola
council

who we are

the Canola Council of Canada is a national trade association representing producers, input suppliers, processors and marketers of canola and its products.

The organization's mission is to foster a regulatory, policy and business climate based upon innovation, resilience, and creation of superior value for a healthier world; allowing the industry to grow 15 million tonnes of market demand and production by 2015.

The Council is governed by a Board of Directors representing all sectors of the Canadian canola industry. The staff of the Council reports to the President who reports to the Board.

A voluntary industry levy paid directly to the Council by Canadian canola processors and exporters provides the Council with its core funding to develop programs that benefit the industry and attract other funding. The Council's average yearly budget is approximately \$9 million. Other funding sources are program grants received from corporate and grower organization members for specific activities - the largest sources being the canola grower check-offs in each of the Prairie provinces; government programs, both federal and provincial; and funds raised by Council program areas--examples include the Council's annual convention and the sale of publications.

NYC Chef Michael Lomonaco is a big fan of canola oil and our official tasters declared that his ginger crusted salmon sautéed in canola oil was a culinary highlight of the 2006 CCC convention!



chairman's message



by any measure it has been a terrific year for the canola industry and for the Council.

Not only have we seen canola values rise, but we have managed to do this in a year in which we achieved solid canola production volumes. Most impressively, we now know that long-term demand for our product is set to grow, principally as a result of rising North American demand for high stability and regular canola but also because of biodiesel demand.

It is important to note, however, that we are in a time of unprecedented change for our industry. At home, we will see a significant increase in crushing capacity; our export sector is undergoing structural change; and the regulatory environment supporting renewable fuels and therefore demand and commodity price is shifting rapidly.

And where there is dramatic and rapid change, there are both great opportunities and major difficulties.

More crush capacity may result in excess oil supply over the short-term and will result in higher meal volumes. Corporate consolidation brings changes in the day-to-day business environment to which we will all need to react. EU and US biofuels policy will increase or reduce demand for canola oil and meal. Canola is being sold into a brand new market segment - energy, and we must build our core competence and infrastructure to support it or risk losing our chance to build a sustainable industry.

There are some who might dwell on negative consequences of change and fear moving forward as a result. My own personal belief is that understanding that there will be downsides and working to mitigate them is just as critical to our future success as capitalizing on the upside. Fortunately, our industry has had the foresight to recognize that working independently and cooperatively through the Council, we can do both.

In this report, we've included a list of Council priorities for 2007. As you read through it, you will see that effort will be placed on meal; on the development of a domestic biodiesel infrastructure; on continuing to promote canola oil as a differentiated product; on preserving and improving market access and on canola production.

These are all important initiatives needed to help us navigate through this period of change. When combined with the extraordinary individual efforts of the people, associations and companies in the canola industry, we are sure to limit whatever downsides come our way...as they will...so that we can continue to "Grow Great" as an industry.

Sincerely,

A handwritten signature in black ink that reads "Herb Schafer". The signature is fluid and cursive, with a long horizontal stroke at the end.

Herb Schafer
Chairman

president's message

Barbara Isman
President



Recently, I was waiting in line at the airport when someone from the agriculture industry came up to me and started talking about what a “lucky” year it was for canola. On the plane I started thinking about luck...and what it has or doesn’t have to do with our industry.

On one hand, yes, we’re lucky. This year, prices, production and demand are all strong; between high stability canola and biodiesel we’re in the news constantly; and once we get past the possible mismatch of production exceeding demand in this coming year, things look pretty good. On the other hand, is it really luck at all?

Ralph Waldo Emerson is quoted as saying that shallow men believe in luck but that strong men believe in cause and effect. When it comes to the canola industry and where we are today, I think he may have had it exactly right. I believe we’re in the fortunate position we are today because of cause and effect; not luck...and the “cause and effect” happens to be the individual decisions made by the people who are at the convention today and who have been part of so many conventions gone by.

If we have herbicide tolerant canola, hybrid canola and high stability canola, it is because of a handful of people, standing up at corporate board tables seeking resources for their projects and because we decided as a group that we would find a way to accept innovation without destroying markets. If we have crush capacity increases underway, it is because farmers produced enough canola to justify the investment and Canadian managers chose to ask. If we have an FDA health claim, it is because the board of the USCA came up with the idea and Council asked the crushers to fund it and they said yes. If we have a domestic biodiesel policy, it is because we collectively made it happen. If Martha Stewart talks about canola on her show, it is because the growers’ organizations chose to invest millions of dollars with the Council to undertake promotion.

This is why we’ve succeeded. It isn’t luck. Our industry exists and thrives based upon literally hundreds of correct decisions...made by a relatively few people, most of whom I can actually name. It is a remarkable example of cause and effect, and I’m honoured to be witness to it. May it last forever.

Sincerely,

A handwritten signature in black ink, appearing to be the initials 'BI' followed by a long, horizontal flourish.

Barbara Isman
President

canola council highlights



The new 'Canola oil inside' logo. Watch for it on food packages and restaurant menus!

Canola oil receives FDA health claim

On the basis of a petition by the U.S. Canola Association, supported by the Canola Council of Canada, the U.S. Food and Drug Administration (FDA) authorized a qualified health claim for canola oil on October 6, 2006. The health claim public relations campaign resulted in over 300 million impressions. CanolaInfo will continue to use the health claim as the foundation for promotional activities in North America throughout 2007.

CanolaInfo is North American voice of canola oil

Over the past year, the marketing initiatives for canola oil in North America were amalgamated under one name, CanolaInfo. The funding organizations include: Canola Council of Canada, Alberta Canola Producers Commission, Saskatchewan Canola Development Commission, Manitoba Canola Growers Association and Northern Canola Growers Association. The mission for CanolaInfo is to be the information source for consumers, health professionals, chefs, media, educators - everyone who wants to know more about the world's healthiest oil – canola.



CanolaInfo expands its reach

During the year, CanolaInfo participated in the annual meetings for the American Heart Association, American Dietetic Association, International Association of Culinary Professionals, Foodservice Educators Network International, Institute of Food Technologists, Dietitians of Canada and Cuisine Canada. CanolaInfo program highlights included; hosting the annual Canola Camp; coordinating several radio media tours with celebrity chefs; exhibiting at the Royal Agricultural Winter Fair; and producing numerous resources including *Hola Canola*, our first Spanish language cookbook.

innovation is basis of canola oil success

High stability canola oil has been a major solution for many restaurants and foodservice companies faced with the challenge of eliminating *trans* fat. The 2006 CCC convention in New York provided a unique opportunity for dialogue between NYC health officials, culinary and health professionals and the canola industry. Only eight months later, New York City would announce a ban on *trans* fat in its restaurants, creating a ripple effect across the US and Canada. The Council has worked closely with canola oil suppliers to promote classic and high stability canola oils for good health and functionality.

Council launches Canola Product Research Fund

The CPRF's goal is to increase the value of canola to industry stakeholders through improved utilization of both the oil and meal. The Fund is supported by contributions from the Canola Council, grower groups and a number of life science companies plus anticipated matching funding



from both provincial and federal governments. Three projects addressing issues related to heart disease, pre-diabetes and type 2 diabetes, were identified for funding in 2006.

The Council is also funding several smaller projects, including a new methodology to show the conversion of alpha-linolenic acid to longer chain omega-3 fatty acids in the body, thereby supporting the use of ALA-containing oils over fish oil. As well, the Canola Council, in conjunction with the Flax Council is co-funding a study at the University of Toronto to study the relationship between alpha-linolenic acid levels in the diet and the incidence of prostate cancer (PSA marker). SCDC and the Council are providing joint support for a project at the Prairie Swine Centre aiming to maximize the use of canola products in growing pigs and adult sows. Finally, a small study was funded at the University of Lethbridge which examined the effects of various cooking practices on the fatty acid profile of canola oil.

Canola Quality Review aims to increase oil content

The Canola Quality Review identified increasing oil content as the highest priority quality improvement for canola. QGI Consulting was engaged to undertake a feasibility study to look at a possible "Component Pricing Adjustment" (CPA) whereby premiums and discounts for oil content could be introduced commercially. The first stage report was received in November 2006 and further consultation with the industry is currently underway for consideration at the August 2007 CCC Board of Directors meeting. As well, in February 2007, the WCC/RRC approved changes to the quality criteria for registration of new varieties which would provide for a step-up in oil content by 1.2% over 5 years.

Canola blooms in Manhattan as the 2006 CCC annual meeting introduces NYC food writers, chefs and health advisors to canola oil.

CAFI approves Council's funding request

The federal government approved 100% of our Canadian Agriculture and Food International(CAFI) funding request of \$1.2 million. The project area breakdown is: U.S. canola oil promotion – 62%, International canola market development – 25% and General (biodiesel studies, canola quality review, WTO) – 13%.

international market development

A Spanish language “Hola Canola” cookbook was developed in conjunction with the American Heart Association for the Mexican market to help Mexican oil companies market canola oil as heart healthy oil. Meetings and seminars were also conducted in South Korea, Taiwan and Bangladesh to promote the health and functionality benefits of canola oil. Canola meal value was also promoted in Pakistan and China. Notably, the dairy cattle feeding trials in Beijing were completed. These trials confirmed the increase in milk production commonly observed in previous studies.

A new initiative in “Canola Cooperation” was initiated between Canada, the United States and Australia, to discuss common issues in canola branding, international trade and research.

government outreach program active in 2006

A group of Canola Council directors, representing each segment of the canola sector and affectionately referred to as our “Swat Teams”, visited Ottawa in April and November. These biannual “Swat Team” visits are aimed at maintaining and strengthening relationships with high level decision makers in the Government of Canada on issues of importance to canola, which for 2006 included biodiesel, international trade, and health and nutrition (e.g., *trans* fat). In 2006, we estimate that representatives of the canola industry met with over 50 Members of Parliament individually,

MLAs took a break in Regina this past fall for a taste of the canola industry.



and a much larger number through the many informal meetings, presentations to various Parliamentary Standing Committees, regional caucus meetings, receptions and other events on Parliament Hill. At the provincial level this year, Council representatives met with Ministers from across the prairies, British Columbia and Ontario. In addition, Canola Canada's hugely successful second annual Provincial Government Outreach Reception was held in November in Regina where the canola industry gathered to talk to 40 of Saskatchewan's 58 MLAs! All in all, canola's profile with both federal and provincial governments soared in 2006.

growing great 2015

This past year, the Board of Directors devoted considerable time to the development of a new strategy to guide the industry and provide focus to Council efforts. The new growing great 2015 strategy is an ambitious plan to grow production and market demand to 15 million tonnes. It identifies specific opportunities for market growth as well as production improvements. Accompanying the strategy is a new mission statement and logo which have been developed to speak to the industry's values. A detailed copy of Canola...growing great 2015 can be found on the Council's website at www.canola-council.org.

*Canolainfo's annual
Canola Camp draws
participants from
the entire North
American continent.*



biodiesel - powered by canola

In February 2006, the Board of the Council made the decision to encourage the development of a domestic biodiesel industry and since then the organization has been aggressively engaged in policy development and advocacy.

In December of 2006, we were successful in achieving two elements of required policy: a separate mandate for renewables in diesel and access to capital for grower equity participation. What remains is the issue of tax parity with the U.S., which will hopefully be addressed in the budget scheduled for March 19, 2007.

Although there are many details yet to be worked out over the course of 2007, and the structure of the tax package is not yet known, the industry and all of its organizations did a remarkable job in moving biodiesel onto the national renewable fuels agenda.

Over 450 people attended the July conference - Biodiesel - Powered by Canola - in Calgary, July 2006.



With the support of prairie canola growers, a full-page ad in the National Post this fall explained the environmental and economic benefits of canola-based biodiesel.



Canola Council chairman Herb Schafer and Board member, CCGA president Brian Tischler speak with Alberta agriculture minister Doug Horner. Saskatchewan's deputy premier Clay Serby also took part in the conference.

Council agronomists reach out

In 2006, Canola Council agronomists reached over 17,000 growers and industry agronomists through presentations, workshops, crop walks, trade shows and inquiries. Throughout the growing season, the Canol@Watch report was distributed to over 700 industry agronomists and was forwarded to over 7,000 others involved in the canola industry. Bertha armyworm management, impact of heat stress on flowering canola and harvest management in hot temperatures were the major issues addressed.

Canola Export Ready was launched to provide information program to growers on which farm practises could impact canola trade. Information was widely distributed throughout the production and handling system on proper pesticide practices and seeding only registered varieties.

Innovation through biotechnology

The Canola Council facilitates the development of innovation through biotechnology while protecting canola markets. In 2006, the Council worked with the International Grain Trade Coalition to ensure that the Biosafety Protocol will not impact canola trade. In addition, the Canola Council updated the "Canola Industry Policy on Market Access for Transgenic Canola" which requires approvals in the following markets prior to registration of transgenic canola: Canada, U.S., Mexico, Japan, China, South Korea and the European Union. The full policy can be found on the CCC website.

Canola agronomic research program

Canola agronomic research is funded by the Alberta Canola Producers Commission, the Saskatchewan Canola Development Commission and the Manitoba Canola Growers Association. These research projects have provided valuable information for growers and the industry – examples include factors that impact seed vigour, seed vigour testing methods, new blackleg strains and natural enemies of cabbage seed pod weevil. Project summaries can be found on the CCC website.

Council agronomists teamed up with equipment dealers to run hands-on workshops to help growers maximize efficiency.



Council's senior agronomist, Northern Saskatchewan, Jim Bessel sweeps a canola field for diamondback moths



agronomic research projects

2006 Canola Agronomic Research Program Projects

1. **Canola production research phase II**
– George Clayton (Lacombe Research Station)
2. **Improving integrated crop management by conserving natural enemies of insect pests**
– Lloyd Dosdall (University of Alberta)
3. **Coordinated monitoring, forecasting and risk warning for insect pests of field crops in Canada**
– Owen Olfert (AAFC Saskatoon)
4. **Prediction of canola field establishment by seed vigour assays**
– Wayne Buckley (AAFC Brandon)
5. **Optimizing the production of *Brassica juncea* canola in comparison with other soil climatic zones** – Yantai Gan (AAFC Swift Current)
6. **Effect of late season flea beetle feeding on canola yields**
– Julie Soroka (AAFC Saskatoon)
7. **Factors influencing seed vigour, seed deterioration and agronomic performance of canola**
– Bob Elliott (AAFC Saskatoon)
8. **Optimizing canola production: pest implications of intensive canola rotations**
– Randy Kutcher (AAFC Melfort)
9. **Evaluation of clubroot control with rotation, fungicides and soil amendments**
– Stephen Strelkov (University of Alberta)
10. **Isolation, identification and understanding PG3 and other new strains of blackleg**
– Dilantha Fernando (University of Manitoba)
11. **Flea beetle and drought resistance in canola**
– Margaret Gruber (AAFC Saskatoon)
12. **Optimizing canola production through biological control of virulent strains of blackleg pathogen and insect pests of canola** – Dilantha Fernando (University of Manitoba)
13. **Increasing yield and profit by straight-cutting canola**
– Paul Watson (Alberta Research Council)
14. **Marker assisted breeding for fusarium wilt resistance in *Brassica napus***
– Ralph Lange (Alberta Research Council)

15. **Assessing the impact of swede midge on canola production in the Prairies and Ontario**
– Rebecca Hallett (University of Guelph)
16. **Investigating canola intercrops for improved integrated crop management**
– Lloyd Dosdall (University of Alberta)
17. **The development of a semiochemical monitoring and detection system for the diamondback moth on canola** – Maya Evenden (University of Alberta)
18. **Determination of pathogenic variability of *L. maculans* in western Canada and resistance in Canadian *B. napus* cultivars** – Randy Kutcher (AAFC Melfort)
19. **Impact of timing, rate and application technology on biological control of sclerotinia stem rot caused by *S. sclerotiorum*** – Debra McLaren (AAFC Brandon)
20. **The effect of crop rotation on populations of canola seedling pathogens**
– Sheau-Fang Hwang (Alberta Research Council)
21. **Sclerotinia stem rot field nursery for evaluation of resistance and fungicide efficiency**
– Ralph Lange (Alberta Research Council)
22. **Determining the optimum plant density in canola**
– Steve Shirtliffe (University of Saskatchewan)



Bertha armyworms were a major canola insect pest in 2006. Council agronomists set traps to assess infestation levels.



canola council priorities 2007

With the new Canola...growing great 2015 strategy in place, 2007 will be a year of work plan preparation for the Council. Long-term plans will be developed for each of the Council's program areas and then annual work plans will be prepared with the objective of taking the organization and the industry closer to its long-term goals.

Creating awareness about growing great 2015 will be another priority for the coming year. Because the strategy's success is dependent upon the actions of many individuals, companies, regulators and policy-makers, it is critically important we promote widespread understanding of our objectives. As well, with so many new market opportunities, many current and potential canola customers are seeking a better understanding of our long-term productive capacity. Growing great 2015 will be an invaluable tool in providing assurance to our customers of our commitment to serving their needs.

Council will also undertake a number of specific initiatives this year:

- Development of an effective mechanism to address ongoing biodiesel policy and infrastructure needs.

- Assurance that support for the U.S. biodiesel industry which is being proposed through the via U.S. Farm Bill, does not result in reduced market access for canola and canola oil.

- Development and execution of a canola biodiesel branding strategy.

- Promotion of the new "Made with Canola Oil" logo in the food product sector.

- Completion of and an industry decision on the introduction of component pricing adjustments.

- Creation of a meal improvement and utilization strategy.

- Resolution to the EU GM seed moratorium.

- Establishment of the Canola Seed Consultative Group, a sub-committee of the National Forum on Seed.

- Development of a new non-food/feed use commercialization policy that preserves the interests of the food industry while encouraging innovation.
- Development of a long-term strategy to create new geographic market opportunities including India, South Korea and Egypt.
- Website and database revisions.
- Preparation of enhanced "Export Ready" communications with growers with particular focus on malathion residues and discontinued GM canola varieties.
- Commencement of three major clinical studies on canola's human nutrition attributes.
- Market acceptance in Japan for *B. juncea*.

In addition, the Council and its partners, ACPC, SCDC, MCGA and NCGA will continue the highly successful North American Canola Promotion Program, undertaking more than \$2 million in education, promotion and advertising activities under the banner of CanolaInfo.org.

*Agronomists tour
canola trials at
the University of
Manitoba's Carman
Research Station,
July 2006.*



2006/2007 board of directors CANOLA COUNCIL OF CANADA



Back row, left to right:
 Brian Tischler, Patrick Van Osch, Barb Isman (staff), Brian Conn, Herb Schafer, Dave Parsons, Stewart Gilroy, Richard Wansbutter, Lach Coburn, Ken Stone, Jim Caughlin, Garth Hodges, Doug Hooper.

Front row, left to right:
 Ernie Sirski, Brent Fenton, Dave Dzisiak, Adrian Man.
 Missing: Dave Charne.

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Matthew Stanford

Agronomist, Chinook

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Julie Kenyon

Lloydminster, Saskatchewan

Dorothy Long

Lloydminster, Saskatchewan

Leah Mann

Lloydminster, Saskatchewan

Ellen Pruden

Winnipeg, Manitoba



*Cari Mell is the
Council's accounting
liaison for funding from
Canadian Agriculture
and Food International
- guiding transactions
for \$1.2 million dollars
in 2006-07.*

Canola Product Research Fund – Scientific Advisory Committee

Chair:
Lisa Campbell
 Canola Council of Canada

Members:
Dr. Harold Aukema
 University of Manitoba

Dr. Carla Taylor
 University of Manitoba

Dr. Peter Jones
 Richardson Centre for Functional Foods and Nutraceuticals

Dr. Brent Flickinger
 Archer Daniels Midland

Purpose:
 The Scientific Advisory Committee is comprised of industry and academic scientists with expertise relevant in the areas of the research being funded. The committee reviews Canola Product Research Fund research projects, provides insight on future research direction, and provides peer reviews on all applications received by the CPRF.

Grower Communications Advisory Team (GCAT)

Chair:
Kelvin Meadows
 Saskatchewan Canola Development Commission

Members:
Barbara Isman
 Canola Council of Canada

Bill Ross
 Manitoba Canola Growers Association

Ward Toma
 Alberta Canola Producers Commission

Joan Heath
 Saskatchewan Canola Development Commission

Jason Anderson
 Canola Council of Canada

David Vanthuyne
 Canola Council of Canada

Laurie Hayes
 Saskatchewan Canola Development Commission

Ernie Sirski
 Manitoba Canola Growers Association

Kevin Bender
 Alberta Canola Producers Commission

Ellen Pruden
 Manitoba Canola Growers Association

Trish Jordan
 Monsanto Canada

Kelly Funke
 Canola Council of Canada

Stan Audette
 Dow AgroSciences

Tim Wiens
 Saskatchewan Canola Development Commission

Diane Wreford
 Canola Council of Canada

Purpose:
 The Canola Communications Advisory Team makes communications policy decisions based upon four broad principles.

- Take every opportunity to reinforce the value of growers' investment
- Support cost-effective communication to growers
- Educate and inform growers re the latest and potentially profit-making agronomic, marketing and regulatory issues impacting the canola industry
- Provide information growers need and trust.



Crop Production Issues Team (CPIT)

Chair:
Jim Caughlin
 Saskatchewan Canola Development Commission

Members:
Wilf Harder
 Manitoba Canola Growers Association

Bill Ross
 Manitoba Canola Growers Association

Clarence Assenheimer
 Alberta Canola Producers Commission

Ward Toma
 Alberta Canola Producers Commission

Laurie Hayes
 Manitoba Canola Growers Association

Murray Hartman
 Alberta Agriculture, Food and Rural development

Bill Greuel
 Saskatchewan Agriculture and Food

Arvel Lawson
 Manitoba Agriculture, Food and Rural Initiatives

JoAnne Buth
 Canola Council of Canada

Chris Anderson
 Canola Council of Canada

Jackie Heck
 Canola Council of Canada

John Mayko
 Canola Council of Canada

Doug Moisey
 Canola Council of Canada

Matthew Stanford
 Canola Council of Canada

David Vanthuyne
 Canola Council of Canada

Jim Bessel
 Canola Council of Canada

Derwyn Hammond
 Canola Council of Canada

Purpose:
 The Crop Production program at the Canola Council of Canada is dedicated to improving canola production, quality and profitability for growers. The Canola Production Issues Team provides advice to the Canola Advantage Program on production issues, solutions, extension priorities, tools for information dissemination and research needs through consultation with growers, government and industry.

Canola Utilization Committee

Chair:

Adrian Man
James Richardson
International

Members:

Robert Hunter
Canola Council of Canada

Lisa Campbell

Canola Council of Canada

Diane Wreford

Canola Council of Canada

Dave Hickling

Canola Council of Canada

Lach Coburn

Cargill Limited

Jason Charles

Cargill Limited

Bill Ross

Manitoba Canola Growers
Association

Tim Schlueter

Monsanto Canada

Rob Teffaine

Associated Proteins

Simone Demers Collins

Alberta Canola Producers
Commission

Angela Dansby

U.S. Canola Association

Paul Brisebois

James Richardson
International

Dale Gryba

Manitoba Canola Growers
Association

Sheri Coleman

Northern Canola Growers

Barry Coleman

Northern Canola Growers

Paul Koltek

Mitsui & Co.

Lawrence Yakielashek

Toepfer International

Brennan Craig

Toepfer International

Linda Malcolmson

Canadian International Grains
Institute

Rex Newkirk

Canadian International Grains
Institute

Dean McQueen

Saskatchewan Wheat Pool

Arvel Lawson

Manitoba Agriculture, Food
and Rural Revitalization

Kelvin Meadows

Saskatchewan Canola
Development Commission

Ellen Pruden

Manitoba Canola Growers
Association

Woody Galloway

Bunge Canada

Charles Turcotte

Alberta Canola Producers
Commission

Ward Toma

Alberta Canola Producers
Commission

Ernie Doerksen

Canadian Canola Growers
Association

Penny Mah

Alberta Economic
Development

Paul Brisebois

James Richardson
International

Simone Demers Collins

Alberta Canola Producers
Commissions

Glen Pownall

Agricore United

Robert Hunter

Canola Council of Canada

Paul Koltek

Mitsui & Co. (Canada) Ltd.

Sheldon Bender

Archer Daniels Midland

Richard Wansbutter

Saskatchewan Wheat Pool

Brian Conn

Louis Dreyfus Commodities

Laurie Hayes

Saskatchewan Canola
Development
Commission

Dan Smith

Monsanto Canada

Bill Ross

Manitoba Canola Growers
Association

Bob Morgan

POS Pilot Plant

Bernard Badani

AAFC

Dave Charne

Pioneer Hybrid

Bob Broeska

COPA

Purpose:

The Utilization Committee is made up of Canola Council of Canada members who have an interest in market development and canola promotion activities for canola. The committee determines market development objectives and priorities and provides input on specific activities.

North American Canola Oil Promotion Management Committee

Chair:

Dave Hickling
Canola Council of Canada

Members:

Robert Hunter
Canola Council of Canada

Barry Coleman

Northern Canola Growers
Association

Bill Ross

Manitoba Canola Growers
Association

Laurie Hayes

Saskatchewan Canola
Development Commission

Ward Toma

Alberta Canola Producers
Commission

Purpose:

The NACOPP Management Committee is made up of the managers of the canola producer organizations that provide core funding to the program. The committee provides oversight guidance on the management and budget of the program to the AVP, Canola Utilization.

NACOPP Funders Committee

Chair:

Dave Hickling
Canola Council of Canada

Members:

Barry Coleman
Northern Canola Growers
Association

Dale Gryba

Manitoba Canola Growers
Association

Kelvin Meadows

Saskatchewan Canola
Development Commission

Charles Turcotte

Alberta Canola Development
Commission

Purpose:

The NACOPP Funders Committee is made up of Directors of the Canola Producer organizations that are funding the NACOPP program. The primary function of the committee is to provide approval of the program and budget to meet the fiduciary responsibility of the respective organizations.



CanolaInfo has developed a palette to guide appreciation of the special flavour nuances of canola oils.



{...Wants & Needs...}

You want to create a new recipe. You want it to be tempting, simple to prepare and delicious. And you want it to be as healthy as possible.* You need an idea. And you need canola oil. The rest is up to your creativity and the infinite possibilities of canola oil's versatility and culinary attributes. Canola oil satisfies both your wants and your needs. Try it in your kitchen today!



canolainfo.org

GOOD FOR EVERY BODY!™



fyi@canolainfo.org www.canolainfo.org 1.866.479.0853

*The US FDA has authorized a qualified health claim for canola oil based on its ability to reduce the risk of coronary heart disease due to its unsaturated fat content. "Limited and not conclusive scientific evidence suggests that eating about 1½ tablespoons (19 grams) of canola oil daily may reduce the risk of coronary heart disease due to the unsaturated fat content in canola oil. To achieve this possible benefit, canola oil is to replace a similar amount of saturated fat and not increase the total number of calories you eat in a day." FDA Qualified Health Claim October /06