

CANOLA COUNCIL OF CANADA: ON A MISSION

Innovative. Resilient. Determined to create superior value and a healthier world.

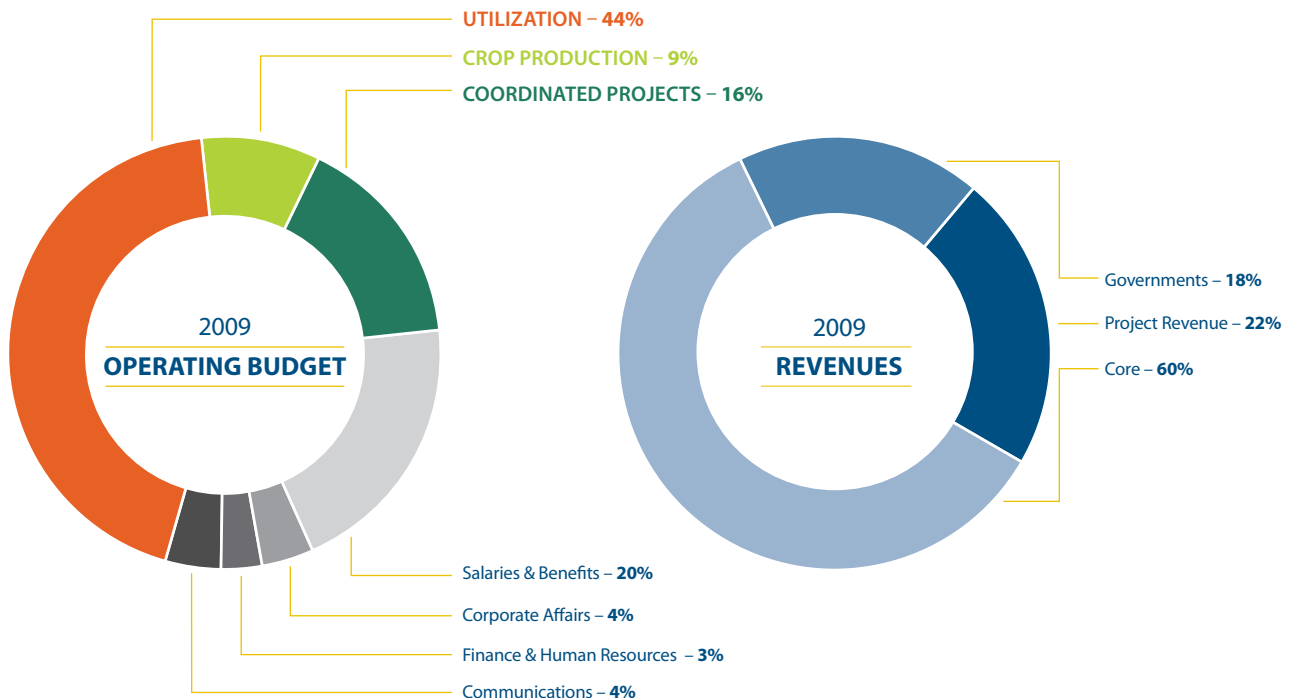
WHO WE ARE

The Canola Council of Canada's mission is to enhance the Canadian canola industry's ability to profitably produce and supply seed, oil and meal products that offer superior value to customers throughout the world.

The Canola Council of Canada (CCC) is the only fully vertically integrated industry association in Canada where seed and input companies, growers, exporters, and crushers all sit at the same table to develop a common platform for growth.

Core funding for the CCC comes from a volunteer levy paid by the canola growers, crushers and exporters, and life science companies.

Canola industry expansion is directed by a vertically integrated partnership through the Canola Council of Canada.





GROWING GREAT 2015

Growing Great 2015 is an industry-wide vision for the future of the canola industry. The goal is 15 million tonnes of sustained market demand and production by 2015. Our strategic objectives are:

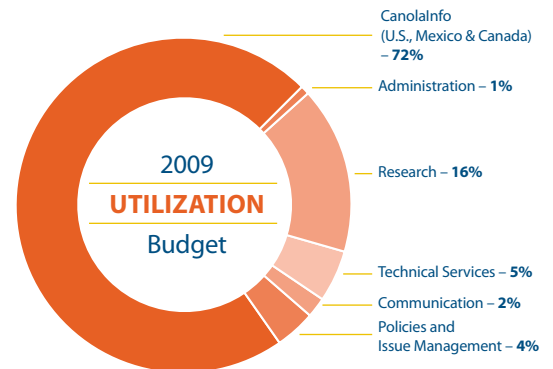
- > Increasing consumption and value of canola seed, oil and meal
- > Improving quality of canola oil, meal and seed
- > Securing global market access for canola and its products
- > Increasing sustainable production of canola to meet demand
- > Improving understanding of the canola industry and the Canola Council of Canada

We will achieve these goals through a shared understanding by all members of the value chain of our industry's strengths, of the obstacles facing us and of the opportunities for growth.

THE UTILIZATION TEAM

The CCC carries out initiatives aimed at increasing the consumption and value of canola seed, oil and meal; improving energy content in meal and oil content in seed; and improving export market access.

- > Assists exporters/importers in increasing exports of Canadian canola in the U.S., Japan, Mexico, China, India and other markets
- > Vigorously promotes canola as the healthiest culinary oil in the world to increase demand, using support such as the Qualified Health Claim from the U.S. Food and Drug Administration
- > Directs CanolaInfo in the U.S., Mexico and Canada by building strategic third-party partnerships in order to promote the health benefits of canola oil to food product developers, health and culinary professionals, and consumers
- > Directs industry initiatives to increase canola meal energy and inclusion rates in hog and poultry feeds, increase canola meal understanding and use in dairy cattle feeds, and support canola meal research in the U.S. and China (important export customers)
- > Leads the initiative to leverage government-funded programs and industry investment in order to maximize canola research into canola oil, canola meal energy and increase oil content
- > Coordinates the Canola Product Research Fund which conducts vital clinical research on the beneficial effects of canola on human health – research necessary to capture more of the healthy oils market category
- > Co-sponsors with Syngenta and NSERC canola oil research at the University of Manitoba
- > Works with industry and exporters to improve market access, such as tariff reduction in China and gaining Canola Juncea acceptance in Japan
- > Promotes changes to varietal standards at the Western Canada Canola/Rapeseed Recommending Committee (WCC/RRC) in order to increase oil content and maintain saturated fat content below 7%

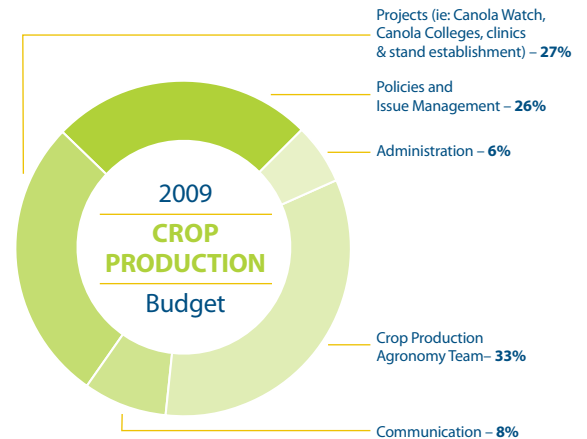




THE CROP PRODUCTION TEAM

The CCC's team of agronomy specialists is focused on grower profitability. In order for the industry to achieve its 2015 production and quality targets, the CCC implements an extensive crop production program.

- > Consults with 20,000 prairie canola growers annually through individual contacts, meetings, and trade shows
- > Coordinates the Export Ready communications program to ensure growers are delivering the highest quality product for Canada's export markets
- > Helps growers maximize their profitability through awareness campaigns such as Seed Smart, which utilizes extension activities, and various print and electronic mediums
- > Advises growers and the industry about best practices in canola production management through an annual media release program, the e-newsletter Canola Watch, and other outreach activities such as Canola Colleges where industry agronomists can earn Certified Crop Advisor credits
- > Coordinates frontline issue management on breaking issues such as insect infestations, clubroot, frost, hail, heat, and storage management
- > Oversees the Prairie Canola Variety Trials – a service highly valued by growers – which includes an annual publication and the Performance Online Database – with comprehensive, up-to-date canola variety information
- > Coordinates the 5-year, \$6.2 million (grower cash-in-kind) Prairie Canola Agronomic Research Program, which involves research into the most critical agronomic issues facing canola growers, from weed and disease control to crop management
- > Coordinates the Canola Agronomic Research Program, which annually funds more than \$400,000 of grower dollars on research on issues ranging from clubroot sanitation to genetic improvements for flea beetle control



THE CORPORATE AFFAIRS TEAM

The Corporate Affairs Team brings the canola industry's priorities and concerns to the attention of Canadian government decision-makers at the federal and provincial levels, as well as working in export markets to reduce barriers.

- > Works to access the European market through gaining approvals of genetically modified canola
- > Participates in international trade discussions as part of the Canadian Agriculture Free Trade Alliance, developing proactive proposals of rules by Canada in canola's favor, such as tariff de-escalation
- > Lobbies for bilateral canola trade opportunities in conjunction with federal officials
- > Works toward tariff parity with soybeans in the Chinese market
- > Ensures the canola industry perspective is considered in the current WTO round
- > Leads management of biotechnology issues such as unapproved varieties and development of a global system to address low level presence
- > Influences government decision-making processes on science, regulatory and health policies
- > Supports the Canadian Renewable Fuel Association in advocating for biofuel policies friendly to Canada's canola industry



THE COMMUNICATIONS TEAM

- > Produces four times annually Canola Digest, a CAMA award-winning magazine for 55,000 canola growers
- > Develops, publishes and distributes the CCC annual report as well as other information pieces that explain the economic impact of the canola industry at home and abroad, and the role of the Canola Council in working with industry toward 2015 targets
- > Supports the Crop Production Team in its annual information program targeted to canola growers, including Canola Watch, news releases and news bulletins
- > Supports Corporate Affairs with a periodic e-newsletter to politicians
- > Supports Utilization through CanolaInfo, targeting the U.S., Mexico and Canada
- > Works with media to develop public understanding of the Canola Council's priorities and activities
- > Coordinates the annual convention which brings together leaders from every aspect of the industry to share the latest information
- > Prepares bi-weekly e-news updates about the industry via Canola Ink to more than 1,300 stakeholders
- > Maintains canolacouncil.org and canolabiodiesel.org websites

FINANCE AND HUMAN RESOURCES

This team is responsible for the overall management of the Canola Council's financial information system, human resource functions, information technology, office administration, and accounting and investment activities. This includes coordinating the yearly operating budget, the year-end audit, and employee payroll and benefits, as well as managing the IT system and the financial aspects of the WCC/RRC. The team ensures that the criteria of various funding sources for the CCC activities are met, and that the accounting procedures meet the highest standards. For example, in 2008/9 the team processed claims for 44 activities under the Canadian Agriculture and Food International program totaling \$2.34 million.

COORDINATED PROJECTS

- > Prairie Canola Agronomic Research Program (PCARP)
- > Canola Agronomic Research Program (CARP)
- > Canola Digest - on behalf of the Grower Communication Advisory Team
- > Prairie Canola Variety Trials (PCVT)
- > Performance Online Database (POD)

