

VEGETABLE OILS IN FOOD -- JANUARY TO SEPTEMBER, 1978

Canadian production of deodorized oils used in margarine, shortening and salad oils totalled 536,412,000 pounds for the nine months ending September 30, 1978.

| | <u>Margarine</u> <u>Oil</u> | <u>Shortening</u> <u>Oil</u> | <u>Salad</u> <u>Oil</u> | <u>Total Production</u> <u>Deodorized Oil</u> | <u>% of</u> <u>Total</u> |
|----------------------------------|--------------------------------|---------------------------------|----------------------------|--|-----------------------------|
|in thousands of pounds..... | | | | | |
| Rapeseed | 67,263-315 | 54,640-2875 | 93,539-56.00 | 215,442 | 40.1 |
| Soybean | 83,263-46.0 | 73,932-38.9 | 27,269-16.30 | 184,464 | 34.3 |
| Palm | x | x | - | 27,421 | 5.1 |
| Corn | x | x | x | 39,200 | 7.4 |
| Coconut | x | x | x | 25,181 | 4.7 |
| Sunflower | x | 3,775 | x | 22,692 | 4.2 |
| Peanut | 8 | x | x | 10,229 | 2.0 |
| Others | - | - | - | - | 2.2 |
| TOTAL | <u>179,443</u> | <u>189,956</u> | <u>167,012</u> | <u>536,412</u> | <u>100.0</u> |
| | 29.000 | 60.000 | 46.000 | 135.000 | |

x confidential

CANOLA

As mentioned in a previous Digest, the Western Canadian Crushers Association have registered the name "Canola" as a certified mark and designated name for the seed, oil, meal, protein concentrate, protein flour and hulls from double low rapeseed. The reasoning behind this move is that the products being produced today are almost as if they were produced from a new crop. There is little similarity to the earlier rapeseed products. The meal is higher protein and the oil produced is superior to previous rapeseed oil.

The crushers feel it is a step forward in marketing because the new products will be marketed under the name Canola.

As noted in the Statistics Canada figures on vegetable oil in food, rapeseed accounted for 40.1% of Canadian consumption in the first nine months of 1978. The figure of 34.3% for soybean oil means that rapeseed and soybeans account for 75% of our vegetable oil supplies. Since Canada produces only 3/4 of our soybean requirements, increasing the rapeseed share reduces our dependence on imported soybeans.

Rapeseed oil consumption of 50% appears to be a reasonable goal. One of the aims of the Annual Convention in Montreal in March is to take a step in that direction by informing our Eastern cousins about the improved rapeseed oil.

Rapeseed breeders are convinced that further reductions in linolenic and increases in linoleic acid can be made, making it possible to produce an oil similar to some of the highly prized oils such as corn oil.

Although that is down the road, there are no apparent constraints in achieving the 50% goal with the presently available oil.