

The collaboration continues as the two men search with remarkable speed, for new chemical combinations in the oilseed. Altered balances of desired fatty acids, elimination of unwanted chemical groups, and precise combinations of constituents for specific-use oils are the meritable results of the marriage of the analytical laboratory and the growth chamber.

Dr. Hougen is widely renowned for his expertise in gas chromatography and development of analytical techniques. He has been with the department of plant science at the University of Manitoba since 1958. Dr. Hougen credits the chemists at the National Research Council of Canada Prairie Regional Research Laboratory for providing the impetus that has led him to his present high status in his specialty. He was employed at the Laboratory just prior to joining the staff of the University of Manitoba.

Dr. Stefansson has been in the rapeseed-canola breeding field since the mid 50's. He was the first rapeseed breeder to select for both oil and protein content - two negatively linked characteristics. He shares the spotlight with Dr. Keith Downey in recognizing that erucic acid could be eliminated from rapeseed oil and in proceeding to do something about it. His double low or "canola" varieties occupied 3.4 million acres or 41% of the rapeseed-canola acreage last year.

#### "CANOLA" STATUS

"Canola is a fact of life", RAC vice-president Jack Smythe told the Association's Board of Directors some weeks ago in speaking to a resolution requesting that the RAC move quickly toward a change of name.

"International and domestic markets accept the word 'canola' and are demanding the products of our 'canola' varieties," he said. He urged the RAC to show aggressive leadership in telling the world that Canada has a significantly altered, vastly superior oilseed for sale.

As part of that leadership responsibility the Board of Directors responded by approving the resolution:

"That the Rapeseed Association of Canada change its name to the Canola Council of Canada subject to acquiring the legal trademark, and then pursue with necessary by-law changes with the knowledge and approval of the voting membership of the RAC."

The fact that this resolution was overwhelmingly approved simply represents an important further step in a rather long procedure involving legal counsel, the trademark office, and federal regulatory bodies. It is safe to say the industry is well ahead in the "canola" switch along with a few, but not all, key sections of government.

The present status of "canola" is as follows :

- The trademark application is at the final stage prior to official approval after months of easing from one desk to another in the trademark granting procedure. Legal trademark acceptance of the name "canola" will provide the RAC with full rights to the use and ownership of the term. All requirements should be fulfilled before the annual convention.
- Specifications and regulations in reference to canola oil for retail use are being written up by a sub-committee of the RAC. These will fall under the Food and Drug Act and establish the parameters of quality for the oil. Strangely enough this procedure does not involve revoking some old rapeseed oil standards as nothing had been written up on rapeseed before. Thus the exercise is most important since a definition of canola oil will give the product significant recognition and status under the Act. Once the definitions and specifications have been approved for "canola" oil, the RAC will relinquish the trademark on "canola" as it applies to oil.