

## Backgrounder

### The Next Chapter for Canadian Canola

The Canola Council of Canada (CCC) has launched, *Canola Forward: A Strategic Framework for 2025 – 2030*, a refreshed strategic direction that builds on the organization's strong track record supporting the evolving needs of the country's canola industry. Developed through consultation with members and stakeholders, the framework positions the CCC to lead in a changing global environment by focusing on high-impact areas where the Council can deliver the greatest value to its members.

**Vision:** *Energize a healthier world*

**Mission:** *Facilitate market access and strategic development and enable industry innovation to grow the value and profitability of Canadian canola.*

### Strategic Focus

The refreshed framework sharpens the CCC's work around three core priorities that align with member and market needs:

#### 1. Sustainable and Reliable Supply

- The CCC will continue to champion science-based innovation to support resilient production and ensure the industry is well-positioned to meet growing domestic and international demand.

#### 2. Stable Markets for Value Optimization

- From food to feed to fuel uses, the CCC will work to amplify the value of Canadian canola seed, oil and meal products while advancing access to key markets.

#### 3. Member Service Excellence

- A focused delivery model with streamlined operations and coordination with industry partners, to deliver value for members.

### Why Now

Canada's canola industry is facing increased complexity and volatility from trade and market uncertainty, as well as cost and other competitiveness pressures. At the same time, there is significant opportunity for Canadian canola to play a growing role in global food and feed systems, as well as biofuels and other forms of plant-based innovation. The CCC's renewed strategic framework ensures the organization is well-positioned to help the sector navigate today's challenges while capturing opportunities ahead. This evolution reflects a forward-looking, opportunity-driven approach and reinforces the CCC's role as a trusted voice for the entire canola value chain.

### What's Next

Work to implement the framework is already underway to focus the CCC's work on advancing market access, science-based innovation, a future-focused agronomy function, and strategic market growth that includes canola's role in the global biofuels market.