



# MOVING FORWARD

FROM ADVERSITY TO OPPORTUNITY





# THE YEAR AT A GLANCE

**In 2022, Canadian canola was able to move beyond the tough challenges of recent years and toward new possibilities.**

- Rebound in yields
- Big expansions planned in domestic processing
- New pathways opening to growing biofuel markets
- Resolution of some key export issues
- Focus on new markets
- Renewed commitment to innovation

	<b>2022 RESULTS</b>	<b>2025 TARGET</b>	<b>3-YR AVERAGE (2019-2021)</b>
<b>Exported Seed</b>	5.7 MMT <sup>1</sup>	12 MMT	9.5 MMT
<b>Domestic Processing</b>	8.8 MMT	14 MMT	9.9 MMT
<b>Acres</b> (seeded area)	21.4 million	22 million	21.4 million
<b>Yield</b>	37.7 bu/acre	52 bu/acre	37 bu/acre
<b>Production</b>	18.2 MMT	26 MMT	17.7 MMT
<b>Oil Content</b> (average of No. 1 Grade)	42.1% <sup>2</sup>	Maintain global competitiveness in oil content (10 yr average = 44.0%)	43.3% <sup>2</sup>
<b>Saturated Fat Content</b>	6.8% <sup>2</sup>	Global leadership position in oil saturated fat content	6.7% <sup>2</sup>
<b>Meal Crude Protein Content</b> (oil-free, 12% moisture basis)	39.8% <sup>1</sup>	Increase protein availability by target species (10 yr average = 38.6%)	39.6% <sup>2</sup>

MMT= Million Metric Tonnes  
All statistics are for 2022 calendar year.

<sup>1</sup> Based on preliminary Canadian Grain Commission data  
<sup>2</sup> Canadian Grain Commission

## STRATEGIC PRIORITIES

We move forward guided by the three strategic priorities of the industry's Keep it Coming 2025 strategic plan:

### SUSTAINABLE, RELIABLE SUPPLY

Meeting growing global demand for Canadian canola while increasing the economic and environmental benefits of every acre

### DIFFERENTIATED VALUE

Demonstrating the quality characteristics of canola seed, oil and meal

### STABLE AND OPEN TRADE

Creating a trade environment that allows the industry to attain maximum value for canola

## OUR 2025 SUSTAINABILITY GOALS

### 18% REDUCTION

in fuel use/bushel

### 40% DECREASE

in land needed to produce 1 tonne of canola

### 5 MILLION TONNE INCREASE

in soil carbon sequestration each year

### 4R NUTRIENT STEWARDSHIP

practices utilized on 90% of canola acres

### SAFEGUARDING 2,000+

species of beneficial insects that call canola fields and surrounding habitat home

# PARTNERSHIP ACROSS THE VALUE CHAIN

## 2022 BOARD OF DIRECTORS

### NOMINATED BY CANOLA GROWER ASSOCIATIONS



**Charlene Bradley**  
SaskCanola



**Charles Fossay**  
Manitoba Canola  
Growers Association



**Bernie McClean**  
Canadian Canola  
Growers Association



**Justin Nanninga**  
Alberta Canola

### NOMINATED BY THE CANADIAN OILSEED PROCESSORS ASSOCIATION



**Michael Irons**  
Archer Daniels  
Midland Company  
*CCC vice chair*



**Ryan Law**  
Bunge



**Tracy Lussier**  
Louis Dreyfus Company



**Jeff Pleskach**  
Cargill Ltd.

### NOMINATED BY THE WESTERN GRAIN ELEVATOR ASSOCIATION



**Jarrett Beatty**  
Parrish & Heimbecker  
*CCC second vice chair*



**Jennifer Marchand**  
Cargill Ltd.  
*CCC chair*



**Tessa Ritter**  
Viterra



**Trevor Veenendaal**  
G3 Canada Limited

### NOMINATED BY LIFE SCIENCE COMPANIES



**David Kelner**  
Bayer Crop Science  
*CCC finance and  
planning chair*



**Garth Hodges**  
BASF



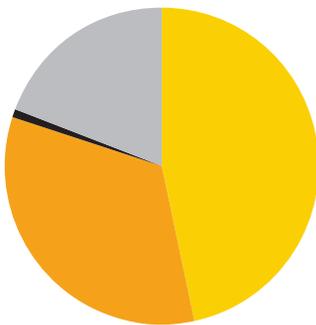
**Ryan McCann**  
Nutrien Ag. Solutions  
Canada Inc.

# OUR 2022 CORE FUNDERS



# OUR 2022 FINANCIAL SNAPSHOT

## WHERE OUR CORE FUNDING COMES FROM<sup>1</sup>



<sup>1</sup>Based on the CCC 2022 budget

## HOW IT'S ALLOCATED

### USE OF CORE FUNDS BY PRIORITY AREA<sup>1</sup>



**Industry leadership** - includes association management, convening the board and membership, communications, government advocacy, and finance and administration

**Sustainable supply** - includes canola production and innovation, and canola research

**Public affairs and competitiveness** - includes market access, trade policy and government advocacy

**Utilization** - includes global canola brand maintenance and targeted promotion to export markets

Detailed financial reports can be viewed on our website:  
[canolacouncil.org/about-us/financial-reports](http://canolacouncil.org/about-us/financial-reports)

PRIORITY

# SUSTAINABLE, RELIABLE SUPPLY

With so many opportunities ahead, our biggest challenge moving forward will be meeting market demand.

In 2022, we planted the seeds of many new possibilities. Together, we'll reap the rewards.



## PROMOTING A TEAM APPROACH TO RESEARCH

A central role of the CCC is to convene and mobilize the full value chain around important challenges and opportunities. In 2022, innovation and research were a key focus.

### REFRESHED INNOVATION STRATEGY

In March, the CCC released an updated Canola Innovation Strategy outlining research and development priorities for the years ahead. It provides an aligned vision, from farm to customer, for near-term innovations that will empower canola to do even more for our economy and environment.



The strategy was developed through in-depth consultations with grower organizations and companies along the value chain. The four key pillars to achieve our objectives are:

- **Performance:** Increasing productivity; meeting current and future customer needs; remaining a top crop for Canadian growers; sequestering more carbon in the soil; reducing greenhouse gas emissions; contributing to biodiversity
- **Precision:** Using current and new field tools and technologies to increase productivity and further reduce canola's environmental footprint
- **Protection:** Protecting the crop from threats to productivity, including pests and climate change factors, while also protecting markets
- **Product:** Ensuring reliable supply to current customers while adapting to changing market demands for food, feed and fuel

## CANOLA WEEK

From December 6 to 8, Canola Week brought value chain members together to focus on one shared goal – the use of research and innovation to move the canola industry forward. This first-ever hybrid version of the conference attracted 190 in-person participants, plus nearly 300 who tuned in virtually.

On December 9, Canola Week was followed by a wrap-up event for the Canola AgriScience Research Cluster of the Canola Agricultural Partnership (CAP). This bonus day of presentations was a great opportunity to highlight some key production and utilization findings from more than \$25 million in canola research conducted over the past four years.

*With more than 50 speakers, Canola Week was a unique opportunity to align research priorities and plans to build on the cutting-edge canola research now underway.*

*The annual Canola Digest Science Edition has become a must-read for growers and agronomists following the latest research findings. In 2022, the Science Edition won a Canadian Agri-Food Marketers Alliance "Best of CAMA" gold award.*



## TIMELY ADVICE AND RESOURCES TO TACKLE THE BIGGEST YIELD ROBBERS

### WINTER WEBINAR SERIES

As growers began planning for the 2022 crop, Canola Watch hosted a series of webinars focused on challenges and opportunities for the growing season ahead. The range of topics spanned cultivar selection, pesticide updates, fertilizer placement in dry conditions and practical tips to maximize plant establishment. These discussions are available for viewing anytime on the CCC YouTube channel.

### FOCUS ON TOP FIVE AGRONOMIC PRIORITIES



In 2022, the CCC delivered targeted information campaigns focused on our most important agronomic opportunities to increase canola yields and profitability. Through e-newsletters, digital ads, social media and media outreach, we called attention to best management practices like soil testing,

flea beetle control and routine plant counts, with links to the wealth of helpful resources on [canolacouncil.org](http://canolacouncil.org). CCC members helped amplify the message by sharing these resources through their own grower networks.

### MORE PROGRESS IN LABELLING

Through CCC-led steering committees, the value chain continued to move forward on labelling improvements that will help growers tailor seed selection and crop inputs to their individual disease concerns.

In 2022, the Clubroot Steering Committee achieved consensus on a plan to label clubroot resistance based on reaction to pathotypes 3A, 3D and 3H. All breeding companies will collaborate with common inoculum and procedures as they work toward an expected launch of new labels at the end of 2024.

The Sclerotinia Stem Rot Steering Committee has also been developing a universal label for all sclerotinia control technologies, whether fungicide, resistance, biological or other method.

These advances are building on past progress in cooperative labelling standards for resistance to blackleg and pod shatter. An evaluation scale for assessing verticillium stripe severity is being considered at the Western Canadian Canola/Rapeseed Recommending Committee for possible use in 2023.

## MOVING FORWARD WITH MORE AGRONOMIC KNOWLEDGE IN 2022

**16 CANOLA RESEARCH HUB BLOGS ADDED TO CANOLARESEARCH.CA** featuring new and influential research helping shape canola best management practices

**132,506 VISITS TO CANOLAWATCH.ORG** for timely agronomic updates

**109,623 VISITS TO CANOLAENCYCLOPEDIA.CA,** the complete guide to growing canola in Canada

## A growing toolkit of CCC resources at [canolacouncil.org](http://canolacouncil.org) to improve yields and profitability

- Agronomy guides
- Canola Calculator tools to optimize seeding, harvest and more
- Canola Encyclopedia, the comprehensive canola growing manual
- Canola Watch e-mail updates
- Webinars and podcasts
- YouTube channel
- Canola Watch exam for Certified Crop Advisors and Certified Crop Science Consultants
- Canola Digest magazine
- Canola Research Hub

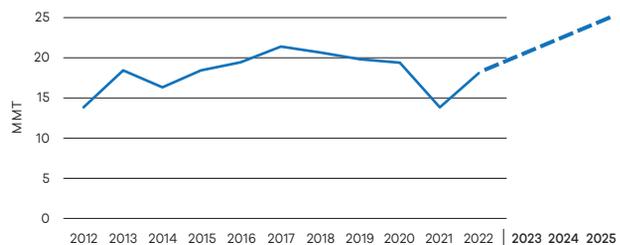


Coming out of the pandemic, most crop tours and field days remained smaller in the summer of 2022. One exception was the always-popular Combine College program hosted by Manitoba Canola Growers, Manitoba Crop Alliance and Manitoba Pulse & Soybean Growers in partnership with the CCC. In July, 100 growers came out to the Combine College in Portage la Prairie, and 75 more attended the event in Dauphin.

## TOP YIELD ROBBERS IN 2022

- |                     |  |
|---------------------|--|
| <b>MANITOBA</b>     | <ul style="list-style-type: none"> <li>• Wet spring</li> <li>• Verticillium stripe</li> <li>• Flea beetles</li> </ul>  |
| <b>SASKATCHEWAN</b> | <ul style="list-style-type: none"> <li>• Drought</li> <li>• Heat blast</li> <li>• Verticillium stripe in east</li> </ul>   |
| <b>ALBERTA</b>      | <ul style="list-style-type: none"> <li>• Spring conditions impacting stand establishment and early growth</li> <li>• Flea beetles</li> <li>• Missing flowers likely due to early environmental stresses</li> </ul> |

## ANNUAL CANOLA PRODUCTION



This year proved once again how resilient our crop has become. After the devastating drought of 2021, canola production returned to normal levels in 2022, despite less-than-ideal conditions in many areas. Moving forward, our challenge is to build on the potential of these genetics as we aim for our target of 26 million metric tonnes (MMT).

## GETTING MORE VALUE FROM NITROGEN FERTILIZER

### CANOLA 4R ADVANTAGE

In 2022, the CCC was selected as one of 12 partners across Canada to deliver the federal government's On-Farm Climate Action Fund (OFCAF). By August, we were ready to launch Canola 4R Advantage, a program providing up to \$12,000 per farm per year when canola growers initiate or advance use of 4R Nutrient Stewardship practices.

Canola 4R Advantage is focused on four best management practices: soil testing, enhanced efficiency fertilizers, preferred application and field zone mapping. All are effective ways to support return on nitrogen investments and were selected with guidance from the CCC-led Fertility Steering Committee.

To participate in Canola 4R Advantage, growers must have a 4R Nutrient Stewardship Plan verified by a 4R designated agronomist. In this way, the program promotes the value

of expert advice and encourages agronomists across the Prairies to earn their 4R designation through Fertilizer Canada.

## MOVING FORWARD WITH 4R NUTRIENT MANAGEMENT IN 2022

**85% OF ELIGIBLE COSTS** covered through Canola 4R Advantage to expand use of 4R practices

**45% MORE AGRONOMISTS** seeking 4R designation through Fertilizer Canada

**54% OF CANOLA ACRES** in Western Canada following basic 4R principles in 2021, up 10% from 2020

## GROWING OPPORTUNITIES AS PROCESSING EXPANDS

In 2022, optimism about future canola demand led to exciting plans for canola processing growth in Western Canada. For farmers, these new and expanded plants mean more opportunity to sell directly into a larger domestic market that will be less vulnerable to global disruptions than our export markets.

We expect this development to create more interest in canola among growers in the brown soil zone of southern Saskatchewan and Alberta. Because this area is more prone to drought and high temperatures, it hasn't been a traditional canola growing area. But with the right knowledge and research investment, canola could become part of a sustainable, profitable crop rotation in this zone.

This new opportunity was a topic of interest at the 2022 Canola Week discussions, and will be a focus of our agronomy specialists in the years ahead.

## MOVING FORWARD WITH DOMESTIC PROCESSING EXPANSIONS IN 2022

**\$2 BILLION** of investment announced since 2021

**50% MORE** capacity in the years ahead

**\$6 BILLION** in economic impact contributed by canola processing in Canada each year

### Canola Processing Facilities in Canada

- ADM (2)
- BUNGE (5)
- CARGILL (2)
- LDC
- RICHARDSON (2)
- VITERRA (2)

### ANNOUNCED NEW PROCESSING INVESTMENTS

- CARGILL
- FCL AND AGT FOODS
- RICHARDSON
- VITERRA



## CONNECTING WITH GROWERS AND AGRONOMISTS

In August, we conducted a survey of 330 agronomy providers from across the Prairies to gauge their views on canola best management practices. They told us that the top agronomic risks for canola growers over the next five years are herbicide-resistant weeds and increased insect pressure. When asked about opportunities to improve agronomic practices, nutrient management and plant establishment were the most common themes. Respondents also showed good alignment with key best practices including targeting plant stands of five to eight plants per square foot, and swath timing once main stems show at least 60 per cent seed colour change.

In a post-growing season survey, we also checked in with 500 canola growers to measure their progress using canola best management practices.

This feedback will help to shape our knowledge transfer programs as we move forward.



PRIORITY

# STABLE, OPEN TRADE

Pandemic restrictions, global tensions and supply chain issues have intensified recent market access concerns. Progress in 2022 helped to forge the path ahead.

## PURSUING POTENTIAL IN THE INDO-PACIFIC

### JOINT ADVOCACY FOR ACTION

To realize the tremendous potential to expand trade in the Indo-Pacific, the CCC joined forces with other value chain organizations to encourage a more strategic, coordinated approach to growing and diversifying exports to the region.

With Cereals Canada and Pulse Canada, we jointly commissioned a report on the market access constraints for agri-food exports into the Indo-Pacific region, as well as the policies and support services designed to address them. This in-depth analysis put forth several recommendations to strengthen government-to-government engagement, regulatory, trade and technical capacity-building and diplomacy. We engaged in extensive outreach which included presentation of this report to the House of Commons Standing Committee on International Trade in June.

We also called on the federal government to provide more investment through the Next Policy Framework for activities that help sustain market access, market development and industry-to-industry advocacy.

### NEW IN-MARKET RESOURCES

Near the end of 2022, we were pleased to see the establishment of a new Indo-Pacific Agriculture and Agri-Food Office as part of the federal government's Indo-Pacific Strategy. New resources to tackle market access issues in a strategic, coordinated manner with industry, can strengthen Canada's position and help the canola sector's growth and competitiveness in the region.

### 4 REASONS TO FOCUS ON THE INDO-PACIFIC

**40%** of Canada's canola seed, oil and meal exports are consumed there today

**40 ECONOMIES** make up the region, including major canola buyers like China and Japan, and important emerging customers such as South Korea, Thailand and Vietnam

**4 BILLION PEOPLE** live there, and the middle class in Asia is expected to double from 2015 levels by 2025

**\$47.19 TRILLION** in economic activity make it the fastest-growing economic region in the world

## RENEWING TRADE RELATIONSHIPS WITH CHINA

### REINSTATED ACCESS FOR CANOLA SEED EXPORTERS

In May 2022, trade relations with China took a positive step forward with removal of restrictions for two Canadian canola seed exporters. Throughout three long years of market disruption, the CCC worked closely with government officials on this issue. We will continue efforts to nurture and maintain a predictable, rules-based trade environment.

## AVOIDING PREVENTABLE BARRIERS TO TRADE

### CANADA'S READY CAMPAIGN

After the severe drought and low returns of 2021, the harvest of 2022 was regarded as the most important in a generation. However, many agriculture industry partners – including the CCC and CCGA – recognized that supply chain issues might stand in the way of delivering 2022 crops to market in the optimum timeframe.

To send a strong message to policymakers and supply chain participants, a coalition of industry partners launched a new campaign outlining a four-point plan to ensure Canadian agricultural products could make it to market. Using the “Canada’s Ready” banner, the campaign emphasized that farmers, processors and exporters were ready to step up and deliver – provided all supply chain participants did their part.

### SUSTAINED OUTREACH AMID DIFFICULTIES

In anticipation of a return to more normal trade, the CCC has continued to help the value chain build positive connections with Chinese canola buyers. Exports of oil and meal were well above long-term averages – an encouraging sign that demand for canola remains strong in this market.

The rallying point was [canadasready.ca](http://canadasready.ca), where supporters were encouraged to add their voice by posting videos and sharing social media infographics.



## MOVING FORWARD TO AVOID MARKET RISK IN 2022

**385 GROWERS, AGRONOMISTS AND OTHER INDUSTRY MEMBERS** tuned into Keep it Clean webinars

**2,012 CERTIFIED CROP ADVISORS** received information on digital tools available at [keepitclean.ca/tools](http://keepitclean.ca/tools), including the pre-harvest glyphosate staging guide, product advisory and spray to swath interval calculator

**90% OF GROWERS** feel it's important for farmers to consider export standards when growing and handling their crops

### KEEP IT CLEAN

2022 marked the sixth year of partnership with Pulse Canada, Cereals Canada and the Prairie Oat Growers Association to present Keep it Clean, an annual information campaign to help growers avoid unacceptable product residues and potential market risk. Every year, [keepitclean.ca](http://keepitclean.ca) provides a complete, one-stop source of information to protect the marketability of Canada's canola, cereal and pulse crops.

Prior to seeding, the campaign focused on management of crop protection products that could create market risk. Near harvest, the focus shifted to pre-harvest intervals (PHIs), pre-harvest glyphosate application timing and scouting for blackleg. Growers, agronomists, agri-retailers and other industry members were provided with timely tips and tools via webinars, e-newsletters, videos, articles, social media, and print and digital ads.



## SEEKING THE RIGHT POLICIES HERE AT HOME

Canola's success is driven by continuous innovation and evolution to meet the ever-changing needs of the global marketplace. To preserve canola's competitiveness, we seek to advocate for domestic policies and regulatory decisions that will help our ability to supply the world with reliable, sustainable, high-value products.

### NITROGEN USE

For decades, Canadian farmers have been leaders in adopting practices that help to reduce greenhouse gas emissions while increasing farm productivity and profitability. Our environmental record is one reason why canola is an ideal feedstock for the low-carbon biofuels market.

To maintain this balance, it's important that Canadian government policymakers recognize the need for a practical approach to reducing nitrous oxide emissions from nitrogen fertilizers. Science has shown there is no one-size-fits-all solution.

There was renewed urgency to share this message in March 2022, as Agriculture and Agri-Food Canada (AAFC) released a discussion paper on fertilizer emission reductions as part of the federal government's voluntary target of reducing nitrous oxide emissions by 30 per cent below 2020 levels by 2030.

The CCC and Canadian Canola Growers Association (CCGA) worked collaboratively to gather and share key information with those who make and influence these federal policies.

- In April, we participated in an AAFC town hall, highlighting the importance of nitrogen fertilizer to canola production and voicing the need for reliable data to accurately measure fertilizer emissions and progress.

- In May, we appeared before the House of Commons Standing Committee on Agriculture and Agri-Food as part of the committee's study on the environmental contribution of agriculture. CCC president Jim Everson provided an overview of the industry's leadership on sustainability and opportunities for the canola industry to help reduce emissions across other sectors, including through biofuels.
- In August, we submitted a joint response with CCGA to the AAFC discussion paper on fertilizer emissions. Informed by input from provincial canola grower commissions, the submission provided important feedback on best management practices, technology adoption and other challenges and considerations.

In September, the CCC and Fertilizer Canada released a jointly-commissioned report showing that more intensive use of 4R Nutrient Stewardship principles can reduce fertilizer-related GHG emissions by 14 per cent without jeopardizing yields. By examining three scenarios for major cropping systems across Canada, the report helped underscore the need to work collaboratively with farmers and industry across regions to ensure farmers have the flexibility and support to use the practices best suited to their farms.

## PESTICIDE REGULATION

A science-based approach to pesticide regulation is essential for efficient, responsible canola production. The CCC strives to ensure that any changes to Canada's system will strengthen our ability to keep pace with technological advances and base regulatory decisions on sound, scientific evidence.

In 2022, in response to Health Canada's discussion paper on possible changes to the Pest Control Products Act, we put forward a submission saying that the Act is fit for purpose and that improvements can be achieved through policy, regulatory or administrative levers.

We also called attention to the shortage of capacity within the Pest Management Regulatory Agency (PMRA). In pre-budget consultations, we requested a permanent increase to PMRA's base budget so the agency can address, in a timely fashion, the needs of industry and make decisions based on the best possible science.

## SEED INNOVATION

This year, the CCC acted on two important opportunities to help shape Canada's approach to seed development and regulation.

In June, we responded to the federal consultation on development of a new Pan-Canadian Genomics Strategy. This could be a significant opportunity to encourage investments in the genomic research priorities outlined in the new Canola Innovation Strategy.

In collaboration with Seeds Canada and other industry partners, we also co-sponsored the 2022 Seed Summit, a series of free virtual discussions aimed at supporting and increasing understanding of seed system needs as part of the seed regulatory modernization initiative.



## ADVOCATING FOR CANOLA ON PARLIAMENT HILL

In November, the CCC board of directors were in Ottawa for canola's first in-person lobby day since before the pandemic. During meetings with parliamentarians, political staff and senior civil servants, the board advanced value chain priorities, including fertilizer and sustainability, international trade and market access, and a competitive and innovative regulatory environment. The day concluded with a successful parliamentary reception co-hosted with CCGA.



*CCGA president and CEO Rick White; CCGA board chair Mike Ammeter; Parliamentary Secretary Terry Duguid; Senator Victor Oh; CCC board chair Jennifer Marchand; and CCC president Jim Everson*



*CCC board directors Trevor Veenendaal and Tracy Lussier; MP and chair, House of Commons Special Committee on Canada-China Relations, Ken Hardie; CCC director/finance and planning chair David Kelner; and CCC vice president of crop production and innovation Curtis Rempel*

PRIORITY

# DIFFERENTIATED VALUE

Our reputation for reliable quality, sustainability and unique consumer benefits is what differentiates Canadian canola in the global marketplace. We continue to enhance that reputation through our market outreach activities.



## RECOGNIZING CANOLA'S SUSTAINABILITY AND LOW CARBON ADVANTAGES

We've always been proud of our strong track record of sustainable production practices and our ability to use innovation in ways that are positive for the environment. Today, these advantages are opening doors to new market opportunities, particularly in the growing market for low-carbon fuels. In North America alone, biofuels could increase demand for canola by 6.5 MMT by 2030.

The CCC has been working with partners on both sides of the Canada-U.S. border to leverage these advantages and lay the groundwork for successful diversification into this growing sector. In 2022, we were happy to see two important doors opening.

### U.S. BIOFUEL MARKET

In November, the U.S. Environmental Protection Agency (EPA) announced that renewable diesel, sustainable aviation fuel and other biofuels made from canola oil will qualify as "advanced biofuels" under the U.S. Renewable Fuel Standard program. This gives canola oil a pathway into the U.S. market.

It's a gratifying outcome after years of outreach to the EPA in coordination with the Canadian Oilseed Processors Association (COPA) and the U.S. Canola Association. Canola is now on a level playing field with other oilseeds competing for a share of this U.S. market.

### CANADIAN BIOFUEL MARKET

In July, we were pleased to see canola growers' sustainable farm practices recognized in Canada's new Clean Fuel Regulations. These regulations have been a top advocacy priority for the CCC, COPA and CCGA, and bode well for canola to become the feedstock of choice for Canadian biofuel production. When incorporated into the Canadian Fuel Regulations, canola-based biofuels could potentially reduce GHGs by 3.5 megatonnes.<sup>1</sup>

<sup>1</sup>Assuming 5% canola-based biofuel content in diesel fuel

## MOVING FORWARD AS AN ENVIRONMENTAL LEADER

**~70% OF ALL CARBON SEQUESTERED**  
by field crops in Canada is due to canola

**86% OF CANADIAN FARMLAND**  
follows conservation tillage practices

Up to **90% REDUCTION IN LIFECYCLE  
GHG EMISSIONS** can be achieved  
with canola-based biofuel vs. fossil fuels

**POD-SHATTER RESISTANCE,**  
the seed trait most recommended by agronomists,  
saves fuel and increases yields

## BUILDING UNDERSTANDING AMONG CUSTOMERS AND INFLUENCERS

### ENGAGING WITH KEY CANOLA CUSTOMERS

Reduced canola production in 2021 limited our ability to export to some countries, but throughout this period the CCC kept lines of communication open with buyers. Our outreach to customers included:

- Continuing a series of meetings with processors in Mexico, consistently a top importer of Canadian canola seed
- Engaging with 12 vegetable oil buyers in South Korea, our fourth largest oil market
- Interacting with members of China's oil and livestock feed sectors through webinars as well as a virtual presentation to over 700 attendees at China's third global oil and oilseed summit
- Meeting with the sole canola buyer in Dubai, UAE

### CONSUMER INFLUENCERS

With partners like the American Heart Association, CanolaInfo continued to monitor important food industry topics and share canola information with credible influencers in the health, nutrition and food sectors. Activities in 2022 included participating in the American Heart Association's Industry Nutrition Forum for food industry leaders and nutrition scientists, and co-hosting a Facebook Live event on canola oil for 100 health professionals in partnership with the Association of Nutrition Schools in Mexico.



*CanolaInfo dispelled misinformation while exhibiting at the Food & Nutrition Conference and Expo. The event attracted commodity groups, health associations, consumer packaged good companies and food service suppliers.*



*Brittany Wood, director of canola utilization with the CCC, examines feed ingredients with Vy Thi Thu Hang, CEO and feed and nutrition director for the TH Milk feed mill in Nghe An province, Vietnam.*

## PROMOTING CANOLA MEAL ADVANTAGES

As canola oil demand grows, it's more important than ever to ensure canola meal is properly valued as a feed ingredient by the world's growing livestock and aquaculture markets.

An abundance of research has shown canola meal is a source of high-quality protein that supports high levels of livestock production and new research is showing canola meal helps to reduce methane emissions in dairy herds. In 2022, we brought these messages to feed and livestock producers in our most promising meal markets.

During a trade visit to **Indonesia, the Philippines, Vietnam and Thailand**, the CCC team extended information to feed mills, feed associations and top dairy producing companies.

In **China**, we hosted two canola meal webinars reaching more than 140 professionals from leading dairy and feed companies. The CCC team also met in Canada with members of Mingsui Grains & Oils Trading Co., Ltd., a significant buyer of Canadian canola meal, mainly for distribution to China's aquaculture industry.

At **California's** Dairy Sustainability Summit, Canolamazing shared information via a virtual booth on canola meal's ability to reduce enteric emissions – a highly relevant finding in a state under significant regulatory pressure to reduce methane emissions.

At the Animal Nutrition Conference of Canada in Saskatoon, Dr. Chaouki Benchaar of AAFC Sherbrooke presented his research on canola meal in dairy diets.

**INNOVATIVE. SUSTAINABLE. RESILIENT.**

Creating superior value for a healthier world.



**Canola Council of Canada**

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**CANOLACOUNCIL.ORG**