



Growing Opportunity

2023 ANNUAL REPORT

Many opportunities took root in 2023.

GROWING DIVERSIFICATION
into biofuels markets

RENEWING INVESTMENT
in research, and market access
and development

ESTABLISHING RESOURCES
in the Indo-Pacific region

REVITALIZING CONNECTIONS
with China and other key markets

LEARNING MORE
about canola agronomy
in the brown soil zone

FACILITATING INNOVATION
in plant breeding and crop
protection products

The Year at a Glance

	2023 RESULTS	2025 TARGET	3-YR AVERAGE (2020-2022)
Exported Seed	7.0 MMT ¹	12 MMT	8.6 MMT
Domestic Processing	10.5 MMT	14 MMT	9.6 MMT
Acres (seeded area)	22.1 million ²	22 million	21.5 million
Yield	36.9 bu/acre ²	52 bu/acre	36.3 bu/acre
Production	18.3 MMT ²	26 MMT	17.5 MMT
Oil Content (average of No. 1 Grade)	43.6% ¹	Maintain global competitiveness in oil content (10 yr average = 43.8% ³)	42.5% ³
Saturated Fat Content	6.6% ¹	Global leadership position in oil saturated fat content	6.7% ³
Meal Crude Protein Content (oil-free, 12% moisture basis)	38.6% ¹	Increase protein availability by target species (10 yr average = 38.7% ³)	40.2% ³

MMT= Million Metric Tonnes
All statistics are for 2023 calendar year.

- 1 Based on preliminary Canadian Grain Commission data
- 2 Statistics Canada
- 3 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

5 MILLION ADDITIONAL TONNES

of carbon sequestration each year

SAFEGUARDING 2,000+

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

40% DECREASE

in land needed to produce 1 tonne of canola

4R NUTRIENT STEWARDSHIP

practices utilized on 90% of canola acres

Partnership Across the Value Chain

2023 BOARD OF DIRECTORS

NOMINATED BY CANOLA GROWER ASSOCIATIONS



Charles Fossay
Manitoba Canola
Growers Association
CCC vice chair



Justin Nanninga
Alberta Canola



Dean Roberts
Canadian Canola
Growers Association



Ed Schafer
SaskCanola

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 THE CANADIAN OILSEED PROCESSORS ASSOCIATION



Ryan Law
Bunge



Tracy Lussier
Louis Dreyfus
Company



Jeff Pleskach
Cargill Ltd.



Kevin Wright
Archer Daniels
Midland Company

NOMINATED BY LIFE SCIENCE COMPANIES



Garth Hodges
BASF



David Kelner
Bayer Crop Science
CCC finance and
planning chair



Ryan McCann
Nutrien Ag Solutions
Canada Inc.

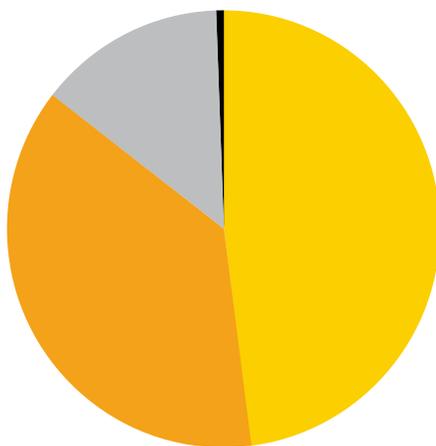
Our 2023 Core Funders



Our 2023 Financial Snapshot

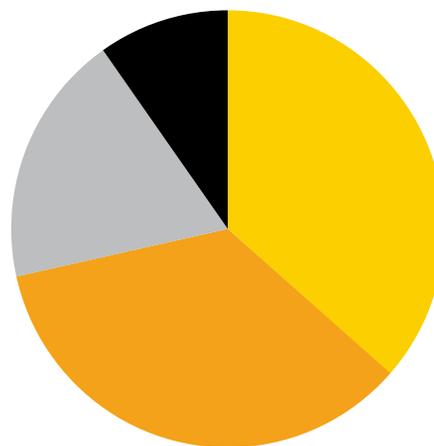
WHERE OUR CORE FUNDING COMES FROM¹

- 48%**
\$2,575,000
Provincial Grower
Groups Assessment
- 37%**
\$2,011,595
Exporters and
Processors
Assessment
- 14%**
\$750,000
Life Science
Companies
Assessment
- 1%**
\$28,500
Memberships



HOW IT'S ALLOCATED USE OF CORE FUNDS BY PRIORITY AREA¹

- 36%**
\$2,153,825
Sustainable Supply
- 35%**
\$2,067,775
Industry Leadership
- 19%**
\$1,104,500
Public Affairs and
Competitiveness
- 10%**
\$573,800
Utilization



SUSTAINABLE SUPPLY

– includes canola production and innovation, and canola research

INDUSTRY LEADERSHIP

– includes association management, convening the board and membership, communications, government advocacy, and finance and administration

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

¹Based on the CCC 2023 budget

PRIORITY

Sustainable, Reliable Supply

With demand for canola strong and growing, our continued success relies on our ability to deliver a high-quality, sustainable crop.

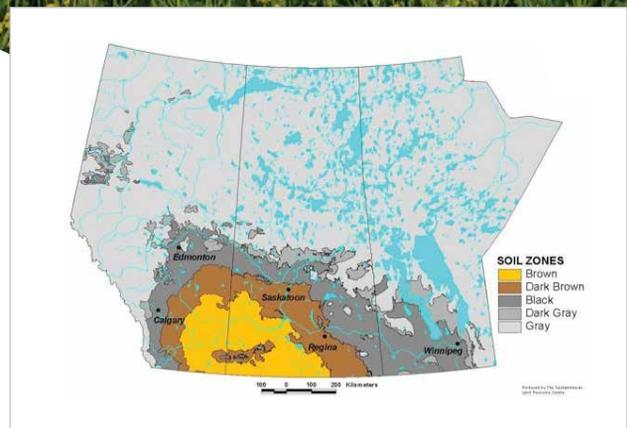
We are growing opportunities to meet demand through innovation, agronomy and a shared view of where to focus our collective efforts.



Exploring Possibilities in the Brown Soil Zone

With exciting plans for processing expansions underway, we expect more interest in canola among growers in the brown soil zone of southern Saskatchewan and Alberta. The CCC is helping prepare for these opportunities by identifying best management practices for this area.

In 2023, field trials at five demonstration sites gathered data on stand establishment and nitrogen management – two of the most challenging aspects of growing canola in this region’s hotter, drier climate and lighter soil conditions.



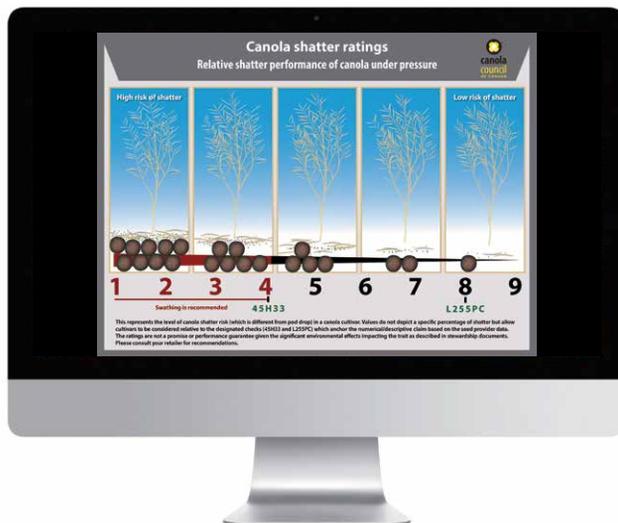


Teaming Up to Reach Next-Level Production

Partnership is the strength of all CCC-led initiatives – particularly when they concern yields and profitability. We bring together experts and stakeholders to plan and prioritize research, achieve consensus on important issues and implement practical solutions for canola growers.

STEERING COMMITTEE PROGRESS IN 2023

- A new clubroot resistance labelling standard was developed in 2023 and is currently undergoing testing by seed companies.
- New pod shatter labels introduced to the industry in late 2022 were in use in 2023 (image below).
- The Sclerotinia Steering Committee was active in the third and final year of testing for a new risk-assessment tool.
- A new Flea Beetle Steering Committee was established. Its first task was identifying information needs for the 2023 season.
- A new Verticillium Stripe Steering Committee was initiated at Canola Week.



EVENTS TO NURTURE COLLABORATION

From December 5 to 7, Canola Week brought the full value chain together to learn, share and help chart the path forward on canola innovation and research needs. This was the 53rd year for the Canola Industry Meeting (photo above), which takes place the first day of Canola Week.

2023 marked the first time ever that Canola Week was held outside of Saskatchewan. Over 160 participants gathered in Calgary, Alberta, for the event, while nearly 300 more tuned in virtually.

OPPORTUNITY

TRAIT SELECTION

Selecting the right cultivar for each field is a crucial agronomic decision.

Choosing wisely becomes more complex as the range of choices grows.

The CCC helps by providing guidance through the decision-making process, and by continually updating online resources like Canola Watch and the Canola Encyclopedia. A new Canola Encyclopedia page launched in 2023 includes information on each trait available on the commercial market.

Using Knowledge to Combat Crop Challenges

In 2023, canola growers grappled with disease, pests and variable moisture. Whether these threats were familiar or unprecedented, the CCC delivered timely advice to help growers and their advisors meet the challenge.

CAMPAIGNS FOCUSED ON TOP AGRONOMIC PRIORITIES

Throughout the growing season, the CCC presented targeted information campaigns directing growers to practical resources on canolacouncil.org. The goal was to help growers take action on top agronomic challenges at the most opportune times.

Several topics were highlighted:

- Flea beetles: how to manage risk through strong plant establishment and effective foliar spray applications
- Verticillium stripe: how to distinguish from more common diseases like blackleg
- Herbicide-resistant kochia: how to manage and contain
- 4R nutrient management: why it matters and the value of fall soil testing

CCC members, agronomists and other trusted advisors helped amplify the messages through their own communications channels.

3 Key Identifiers of Verticillium Stripe

- 1 Discoloured** cross section with greyish hue
- 2 Peeling** of the stem's outer layer
- 3 Microsclerotia** under peeling stem

Learn more at CanolaWatch.org 



Agronomic information campaigns generated more than 12,000 web sessions and 3.8 million impressions as well as 91 print articles and radio interviews.



HANDS-ON TRAINING WITH VALUE CHAIN PARTNERS

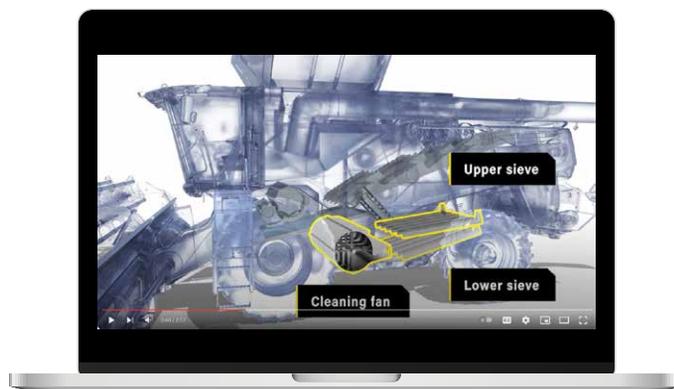
The CCC teams up with grower groups and other organizations to present field days and training sessions where the latest agronomic recommendations are shared.

In 2023, these opportunities included a training day on verticillium stripe (photo above) as well as a Seeder and Sprayer College in collaboration with Manitoba Canola Growers, Manitoba Crop Alliance and Manitoba Pulse & Soybean Growers. More than 200 growers and agronomists attended.

In 2023, there was a special Combine Clinic for agronomists, who work closely with growers on crop management but are less familiar with combine anatomy and adjustments to reduce combine losses. Also on hand were representatives from the Prairie Agricultural Machinery Institute and combine manufacturers.

MORE ONLINE TOOLS FOR DECISION-MAKING

Every year, the CCC expands the range of resources available on canolacouncil.org. New additions in 2023 included a scouting guide and video on how to identify and test for verticillium stripe, and three video tutorials on calibrating combine settings to reduce harvest losses.



New video tutorials on combine settings are available at youtube.com/canolacouncil.

OPPORTUNITY

REDUCING HARVEST LOSSES

Combine losses average \$19.50/acre* for canola growers across Western Canada.

That's why the CCC is developing new information and training for growers and their advisors on how to check for losses and make the necessary combine adjustments.

*Source: PAMI combine yield loss study, 2019. At a canola price of \$15/bu. and average losses of 1.3 bu./acre.

Revitalizing Research Partnerships

Canola research investments totaling \$18.7 million were announced in 2023 under government/grower/industry partnerships. The CCC administers these agreements and convenes the value chain around important challenges and opportunities in canola innovation. The Crop Production and Innovation team then turns findings into tangible best management practices for growers.

NEW CANOLA AGRISCIENCE CLUSTER PROJECTS

In November, Agriculture and Agri-Food Canada (AAFC) announced its investment of over \$9 million in Canola AgriScience Cluster funding under the Sustainable Canadian Agricultural Partnership. When combined with funding from grower organizations and the canola industry, more than \$17 million will be channeled into new research over the next five years.

NEW CARP PROJECTS

In 2023, more than \$1.7 million was invested in research through the Canola Agronomic Research Program (CARP), which is funded by growers and administered by the CCC. The funding includes \$1 million from Alberta Canola, SaskCanola and Manitoba Canola Growers, as well as more than \$600,000 from the Western Grains Research Foundation.



AAFC Minister Lawrence MacAulay was joined by representatives from the CCC, industry and research institutions to announce the government's new investment in the Canola AgriScience Cluster.

OPPORTUNITY

INNOVATION

Seventeen new research activities

selected for funding through the next Canola AgriScience Cluster will support the sustainable growth and resilience of Canada's canola sector. Activities will span 4R nutrient management practices, genetics, yield improvements, optimizing inputs and enhancing understanding of the positive impact of canola meal in dairy cow and aquaculture diets.



CCC agronomy specialist Warren Ward, with consulting agronomist Thom Weir, speaking about Canola 4R Advantage at the Indian Head Agricultural Research Foundation field day.

Enhancing the Value of Canola 4R Advantage

Thanks to interest from growers and agronomists, the CCC's Canola 4R Advantage incentive program is fully subscribed for its second year. In year two, the program provides canola growers with more opportunities for advancing nitrogen management. Updated guidelines allow more funding per best management practice (BMP) and more BMPs per farm.

The CCC also introduced a new online platform for applications and claims where growers and agronomists can track the status through all stages of the program.

GREATER AWARENESS AND UNDERSTANDING OF 4R MANAGEMENT

One of the program's goals is to increase the value chain's collective expertise in 4R nutrient management practices.

To be eligible for funding, growers must have a 4R Nutrient Stewardship Plan verified by an agronomist who has earned their 4R designation. In just over a year, the number of 4R-designated agronomists has nearly doubled, increasing from 262 to 502. The CCC delivered webinars and in-field training to help agronomists participate in the program and share information with growers.

In addition, the CCC coordinated demonstration plots across the Prairies to show how 4R nutrient stewardship principles can improve fertilizer efficiency. More than 300 growers, agronomists, researchers and industry members toured plots during field days hosted by research facilities and partners.

Canola 4R Advantage is funded through Agriculture and Agri-Food Canada's Agricultural Climate Solutions – On-Farm Climate Action Fund (OFCAF).

PRIORITY

Stable, Open Trade

Here in Canada and internationally, the CCC is constantly monitoring developments that could either help or hurt our opportunities for predictable trade and competitiveness in the canola marketplace. The CCC is diligent in working with government officials and industry colleagues to help chart the best paths to success.



Voicing Canola's Views on Trade Policy

ADVISING ON CUSMA-RELATED ISSUES

In 2023, the CCC continued to advise the Canadian government on trade relationships under the Canada-U.S.-Mexico Agreement (CUSMA), including Canada's participation in the U.S. dispute settlement panel to deal with Mexico's restrictions on biotech corn.

While this panel's focus is corn, the canola industry's interest relates to challenges with regulatory predictability in Mexico over the last few years that extended to non-corn crops, including canola. Mexico is a leading and valued market for Canadian canola, and it is important that Mexico's regulatory system is grounded in sound science and predictability, and does not impede commercialization and adoption of new canola technologies by Canadian canola growers.

In August, the CCC also participated in the 32nd annual Tri-National Accord meetings in Saskatoon, which brought together officials from all three nations to discuss agricultural trade and development issues.

ADVOCATING FOR PRINCIPLES-BASED TRADE POLICIES IN CANADA

The CCC joined other members of the Canadian Agri-Food Trade Alliance (CAFTA) to voice opposition to Bill C-282, an act to amend the *Department of Foreign Affairs, Trade and Development Act* (supply management).

The CCC and CAFTA are concerned that the proposed amendments will set a precedent that prohibits discussion of certain sectors in international trade negotiations, which could undermine Canada's ability to negotiate the best trade agreements for all sectors of the economy. The CCC raised its concerns with C-282 when it appeared before the House of Commons Standing Committee on International Trade as part of the committee's study of the bill.

Despite widespread concerns in trade-dependent sectors, Bill C-282 was passed by the House of Commons and is now being debated in the Senate. The CCC will continue to work with CAFTA and other allied partners to ensure senators are aware of the harm this bill poses to Canada's trade policy.

The CCC also appeared before the House of Commons Standing Committee on International Trade as part of its study on non-tariff barriers (NTBs). CCC highlighted how the rising prevalence of NTBs around the world is harmful, despite a growing number of free trade agreements.

OPPORTUNITY

POTENTIAL IN THE INDO-PACIFIC

By the end of 2023, AAFC had begun staffing the **new Indo-Pacific Agriculture and Agri-Food Office** in the Philippines. The CCC advocated for a stronger presence in the region, which represents a significant opportunity to grow and diversify exports.

Pursuing Domestic Policies that Keep Our Sector Competitive

The CCC's public affairs team acts on opportunities to inform domestic policies that impact the value chain's prospects for success. In 2023, we presented recommendations to the House of Commons Standing Committee on Finance leading up to Budget 2024. We also attended the annual meeting of the Federal, Provincial and Territorial Agriculture Ministers in Fredericton. Priority areas for discussion included international trade, extended interswitching and science-based decision-making within federal regulatory agencies.

ADVOCATING FOR A STRONG INNOVATION PATHWAY

For several years, the CCC has been a leading voice encouraging completion of the regulatory pathway for plant breeding innovation in Canada. As new opportunities arise for genetic improvements and crop management, we need clear and current regulations that ensure Canada can remain a world leader in canola production.

In 2023, we were pleased to see progress in two areas:

- In May, we welcomed the Canadian Food Inspection Agency's new guidance regarding plant breeding innovation – an important step in supporting the introduction of gene-edited products in the Canadian market.
- In October, we were pleased to see the tabling of Bill C-359, an act to amend the *Feeds Act*, *Seeds Act* and *Pest Control Products Act*. If passed, it would establish a legislative pathway for the provisional approval of products that are new to the Canadian market, aiming to improve Canadian farmers' access to new products and innovations.

IMPROVING PMRA'S RESOURCES

The CCC continued to call for improved base funding for Canada's Pest Management Regulation Agency so that timely, science- and evidence-based decisions can be made regarding crop management products.

SEEKING PRACTICAL STRATEGIES FOR SUSTAINABILITY

As part of the Advisory Committee, the CCC advocates on behalf of the industry on development of the Sustainable Agriculture Strategy from AAFC. Topics discussed include low-carbon agriculture, fertilizer emissions reductions, soil health and other issues affecting the canola value chain.

The CCC also appeared before the Senate Standing Committee on Agriculture and Forestry as part of its study on soil health in Canada.

BUILDING RELATIONSHIPS IN OTTAWA

The CCC's annual lobby day on Parliament Hill gives CCC directors the opportunity to meet with federal officials and parliamentarians, including the prime minister, AAFC Minister Lawrence MacAulay (top, middle) and Conservative Party of Canada Deputy Leader Melissa Lantsman (bottom, middle), among others.

This year the CCC board focused on four key topic areas: international trade and market access; sustainability and biofuels; a competitive and innovative regulatory environment; and transportation.

The day concluded with a parliamentary reception co-hosted with the Canadian Canola Growers Association (CCGA).



IMPROVING THE RAIL SHIPPING SYSTEM

The CCC partnered with other industry organizations to support the "Flip the Switch" campaign and encourage parliamentarians to pass the extended interswitching pilot announced in the federal government's Budget 2024. The campaign also called on parliamentarians to extend the proposed 18-month pilot program to five years and increase the radius to 500 km.

Extended interswitching was a key component of the CCC's submission to the National Supply Chain Task Force, aimed at injecting some additional market forces into the rail shipping system, with the intent of improving rail service and reducing costs for grain shippers. The 18-month pilot was ultimately passed by Parliament and CCC continues to work with allied industries to extend both the length and radius of the pilot.



Building Pathways to Biofuel Opportunities

Alongside environmental benefits, canola-based biofuels are growing opportunities to increase value-added processing and diversify markets, which increases value to canola growers and the entire industry. To help the value chain access this new market, the CCC teamed up with the Canadian Oilseed Processors Association and the U.S. Canola Association to open regulatory doors and increase awareness of canola's advantages as a feedstock.

In 2023, we continued to advocate for regulations that recognize canola's low-carbon advantages. We made important progress in the U.S. and Canada.

BUILDING ON ADVANCES IN THE U.S. MARKET

The industry scored an important win in late 2022, when canola oil was approved for advanced biofuel production under the U.S. Environmental Protection Agency's Renewable Fuel Standard. Since then, we have been raising the profile of canola as an ideal low-carbon feedstock.

With U.S. partners, we also continued to engage with state-level regulators regarding Low Carbon Fuel Standard programs.

OPPORTUNITY

DIVERSIFYING INTO BIOFUELS

By 2030, North American demand for canola is expected to grow by **more than 300%*** — mainly because of federal, provincial and state policies to decarbonize transportation fuels, which account for 25% of total greenhouse gas emissions, both globally and in Canada.

*Source: Advanced Biofuels Canada, The Jacobsen, Stillwater



On the Ground at COP28

The CCC was in Dubai in December for the annual United Nations climate meeting, where the link between food systems, trade and climate was a key topic.

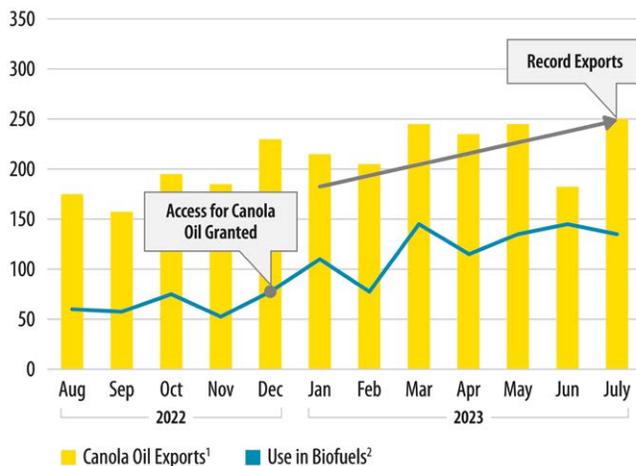
For only the second time in the 28-year history of the Conference of the Parties (COP), a full day was dedicated to food, agriculture and water and, for the first time ever, a thematic day was dedicated to trade. More than 180 events focused on the impact and vulnerabilities of farming and food systems, as well as their potential as a climate change solution.

In collaboration with other value chain organizations, the CCC engaged with key stakeholders, including the World Trade Organization, Food and Agriculture Organization, U.S. Special Envoy for Global Food Security, Canada's Ambassador for Climate Change and the United Arab Emirates Undersecretary for the Ministry of Climate Change and Environment. The CCC focused on trade and sustainability, enabling innovations and technologies to bolster mitigation and adaptation efforts, Canada's role in global food security and the benefits of biofuels in decarbonizing the transportation sector.



CCC director, government relations Troy Sherman (right) and Pulse Canada vice president, corporate affairs Greg Northey (left) with WTO Director of Trade and Environment Aik Hoe Lim (centre).

Canola Oil in the U.S. Market:
Use in Biofuels and Exports (Thousand MT)



The recent U.S. approval for use of canola oil in biofuels drove record exports to this important market in 2023.

Sources: ¹Statistics Canada; ²U.S. Energy Information Administration, Monthly Biofuels Capacity and Feedstocks Update, eia.gov/biofuels/update/

STREAMLINING TRACEABILITY REQUIREMENTS IN CANADA

Working with others, we were also successful in simplifying the Clean Fuel Regulation's traceability and documentation requirements for participating growers and biofuel processors. The government agreed to approve land use and biodiversity criteria for Canadian farmers on a national, aggregate basis, and to allow growers to provide one set of GPS coordinates showing where feedstock was harvested, rather than multiple coordinates across separate fields.

Meeting Market Expectations

2023 marked the seventh year of partnership with Cereals Canada and Pulse Canada on the Keep it Clean program to help growers avoid unacceptable product residues and potential market risk. The program included awareness campaigns, webinars, online calculators and a product advisory – all aimed at maintaining Canada's world-class reputation as a trusted supplier of canola, cereals and pulses.

Webinars and other resources can be found at KeepItClean.ca.

PRIORITY

Differentiated Value

Science-backed evidence sets Canadian canola apart from other sources of oil and meal. In 2023, we brought this message to buyers, associations and government officials in all key markets for Canadian canola.



Return to In-Person Trade Visits

FIRST FACE-TO-FACE CANOLA DIALOGUE SINCE 2018

For the first time in five years, the CCC was able to hold the Canola Dialogue in Beijing in person, meeting with more than 60 representatives of China's canola industry. Our delegation delivered information on Canadian canola production and supply, quality and research findings, and also highlighted canola meal's advantages for China's dairy and aquaculture industries.

This year's Dialogue was also the jumping-off point for meetings with Chinese government officials representing commerce, agriculture and rural affairs, and the grains and oils sector.



CCC president and CEO Chris Davison speaking at the China-Canada Canola Dialogue.

CONNECTING WITH JAPAN ON CANOLA

As pandemic concerns eased, the CCC was once again able to host visits from customers like Japan, one of our most stable and high-value markets.

The 47th annual Canada-Japan canola consultation began with a pre-consultation visit to Canada by a Japanese delegation in July. Later, the Canadian group traveled to Japan for the main consultation meeting. The Canadian group included representatives of canola exporters, AAFC, CCGA and the Canadian Grain Commission.

In addition, there were two other important trade events with Japan in 2023. The CCC and SaskCanola welcomed Japan's Ambassador to Canada and other embassy and consular officials during a farm visit and meeting in September. In November, during the Team Canada trade mission, canola representatives once again connected with Japanese industry members and officials. CCC president and CEO Chris Davison spoke at a Japan-Canada Chamber Council event on bilateral cooperation on economic security as part of the trade mission.



Delegates attending a tour of the Port of Vancouver during the annual Canada-Japan canola pre-consultation.

Meal Promotion



C&D and Mingsui, the two largest Chinese importers of Canadian canola meal, visited Canada in early July. Left to right: Brittany Wood, CCC; Yuanqun Du, Mingsui; Mingyu Chen, Mingsui; Charles Fossay, CCC director; and Chris Manchur, CCC.

OUTREACH IN KEY MARKETS

In major feed markets of China, the U.S. (California) and Canada, the CCC focused strongly on the dairy sector, where using canola meal in dairy diets provides clear economic and environmental advantages.

In each of these markets, the CCC connected directly with importers, feed manufacturers, academics, associations and dairy companies through a series of presentations, in-person visits and major trade shows, as well as through trade media. Canola meal researchers were actively engaged in sharing findings on canola meal use.

China: In July, the two largest importers of canola meal traveled to Canada to learn more about the industry. For many, their tour of a Manitoba canola farm was the first time they had seen canola fields in bloom and Canadian agriculture in action.

Later in 2023, the CCC teamed up with Chinese importers and researchers to deliver seminars to leading Chinese dairy companies.

North America: In Canada and the U.S., the CCC leveraged feed and dairy media to extend canola meal messages through advertising, articles and radio interviews.

In September, the CCC had an article published in the international journal *Advances in Dairy Research*, which examined 20 years' worth of canola meal studies in dairy rations. The CCC subsequently promoted the article to popular dairy media in the U.S. and Canada, and through direct connections with dairy companies in China. This research review was also shared through a Feedstuffs 365 podcast, a leading source of animal agriculture news with global reach.

In November, the CCC partnered with U.S.-based company Agricultural Modeling and Training Systems on a webinar featuring the University of Saskatchewan's Dr. Greg Penner, who presented his research on canola meal in starter mixtures for dairy calves.

LAYING THE GROUNDWORK IN NEWER MARKETS

Through trade visits, the CCC gathered market intelligence and established additional connections in **Thailand and Vietnam**, which are considered promising markets for canola meal as Canada's crush capacity expands.

Oil Promotion



CCC CanolaInfo manager Shaunda Durance-Tod at the Food and Nutrition Conference and Expo (FNCE) held by the Academy of Nutrition and Dietetics. The event attracts more than 10,000 food, nutrition and dietetics experts.

REACHING OUT TO CONSUMERS AND INFLUENCERS

The CanolaInfo website remains our main vehicle for sharing information about canola oil. In 2023, digital ads and social media posts continued to drive traffic to the website, where users can find facts about canola oil's health and versatility, as well as its sustainable production.

CanolaInfo is most focused on engaging with credible experts in food and diet, such as nutrition professionals, researchers, policy makers, health-care providers and industry leaders.

CORRECTING SEED OIL MISINFORMATION

When exhibiting at conferences, the CanolaInfo team is often asked for information that will help food and nutrition professionals counteract the spread of seed oil myths, which are especially persistent on social media.

In 2023, the CCC and other commodity groups supported development of a new scientific paper addressing common misconceptions about seed oils like canola oil. The manuscript will be a companion piece to our *Separating Fact and Fiction* factsheet, and will provide credible, factual background information to support understanding of health attributes of seed oils.

OPPORTUNITY

MORE MEAL, MORE MILK, LESS METHANE

More than 20 years of research has demonstrated the superior value of canola meal as a feed ingredient.

In dairy rations, it supports greater milk production and helps reduce methane emissions – a win for the bottom line as well as the environment.



Innovative. Sustainable. Resilient.

Creating Superior Value
for a Healthier World.

A photograph of two large, cylindrical metal grain silos at sunset. The silos are illuminated from the side, creating a warm, golden glow. The sky is a mix of orange and yellow, and a power line tower is visible in the background.

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