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**CANOLA: GROWING OPPORTUNITY FOR CANADA**

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**TOTAL IMPACT on THE CANADIAN ECONOMY**

- **250 THOUSAND JOBS**
- **$11.2 BILLION IN WAGES**
- **$26.7 BILLION TOTAL ECONOMIC ACTIVITY**

_Annual averages for the period 2012/13-2014/15, including direct, indirect and induced impacts._

**DRAMATIC GROWTH in ECONOMIC IMPORTANCE**

- **Total Economic Impact**
- **Total Employment Impact (with farm family)**
- **Total Employment Impact**
- **Total Wage Impact**

**HOW ECONOMIC IMPACT RIPPLES through THE ECONOMY**

- **DIRECT IMPACT**: Traced directly to production and end products
- **INDIRECT IMPACT**: Created by industries supplying the value chain
- **INDUCED IMPACT**: Ripple effects of resulting household spending
- **TOTAL IMPACT**

_CAD Dollars (Billions)_

**Economic and Wage Impact (Billions)**

<table>
<thead>
<tr>
<th>Year</th>
<th>Direct Impact</th>
<th>Indirect Impact</th>
<th>Induced Impact</th>
<th>Total Impact</th>
</tr>
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<td>2005/06</td>
<td>$5</td>
<td>$15</td>
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<td>$30</td>
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<td>2006/07</td>
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<td>$25</td>
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<td>$45</td>
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<tr>
<td>2014/15</td>
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</table>

**Annual averages for the period 2012/13-2014/15, including direct, indirect and induced impacts.**
CREATING CANADIAN JOBS AND WAGES at EVERY STAGE

Annual averages for the period 2012/13-2014/15, including direct, indirect and induced impacts

ECONOMIC BENEFITS in EVERY PROVINCE

BC $554 BILLION
ALBERTA $7.13 BILLION
SASKATCHEWAN $12.22 BILLION
MANITOBA $4.16 BILLION
ONTARIO $1.48 BILLION
QUEBEC $1.06 BILLION
MARITIMES $120 MILLION

Read the complete report on the Canola Council of Canada website canolacouncil.org/links/Canada