



# THE POWER OF PARTNERSHIP

2018 ANNUAL REPORT



The Canadian canola industry has many strengths, and one advantage supports them all: **The enduring power of partnership.**

Partnership helps us find solutions faster, lead with more influence and innovate with greater insight. In 2018, we continued to leverage this advantage for the benefit of the entire value chain.

### PARTNERSHIPS WITH

- Growers
- Processors
- Exporters
- Life science companies
- Other commodities

### MEAN MORE POWER TO

- Grow yields, markets and profitability
- Manage threats
- Shape policies

### SO WE CAN BE MORE

- Innovative
- Sustainable
- Resilient



# 2018 AT A GLANCE

	2018 RESULTS	2025 TARGET
<b>Exported Seed</b>	10 MMT <sup>1</sup>	12 MMT
<b>Domestic Processing</b>	9.3 MMT	14 MMT
<b>Acres</b> (seeded area)	22.8 million	22 million
<b>Yield</b>	39.8 bu/acre	52 bu/acre
<b>Production</b>	20.3 MMT	26 MMT
<b>High Oleic and Specialty Oil</b>	8% of canola acres <sup>2</sup>	33% of canola acres
<b>Oil Content</b> (average of No. 1 Grade)	44.1% <sup>3</sup>	Maintain global competitiveness in oil content (10 yr average = 44.4%)
<b>Saturated Fat Content</b>	6.65% <sup>3</sup>	Global leadership position in oil saturated fat content
<b>Meal Crude Protein Content</b> (oil-free, 12% moisture basis)	39.1% <sup>3</sup>	Increase protein availability by target species (10 yr average = 37.8%)

## STRATEGIC PRIORITIES

The Canola Council of Canada is guided by *Keep it Coming 2025*, the strategic plan for the industry. *Keep it Coming* is focused on three priorities:

- 1 SUSTAINABLE, RELIABLE SUPPLY
- 2 DIFFERENTIATED VALUE
- 3 STABLE AND OPEN TRADE

MMT= Million Metric Tonnes

All statistics are for 2018 calendar year.

1 Based on preliminary Canadian Grain Commission data

2 Industry estimate

3 Canadian Grain Commission



## MESSAGE FROM THE CHAIR

This year was one of the most eventful in the 51-year history of the Canola Council. On the trade front we welcomed new agreements that will expand canola exports, especially for value-added products, and add predictability to trade in three of our four biggest export markets: the U.S., Japan and Mexico. China committed to doubling trade with Canada in agriculture and providing timely approvals for biotechnology products. We also launched the next phase of Canola AgriScience Cluster research, investing \$20 million in funding from the federal government, provincial canola grower organizations and industry over the next five years.

Most importantly, we also carried out the Priorities Review, resulting in strong endorsement of the Canola Council's defining strength – the ability to bring the entire value chain together to strategize and take action to serve our entire industry. It also ensured the Canola Council's resources are well-aligned and focused on the opportunities and challenges identified by the board. The Canola Council will work to support all parts of the value chain to sustainably increase production, maintain quality and meet the expectations of our customers and stakeholders. As we do so, our goal is to build on the Canola Council's unique strengths and ensure we can achieve our industry's growth potential.

We are pleased that all parts of the value chain are fully behind the direction we are taking. It's a direction that will continue our record of leadership, while enhancing the power of our partnerships.

**David Dzisiak**  
Chair



## MESSAGE FROM THE PRESIDENT

A few decades ago, canola was a small specialty crop. Today this industry contributes \$26.7 billion to the Canadian economy each year.

Many factors have contributed to our success, but none has been more important than partnership. Our ability to work together, throughout the value chain, has created one of Canada's great agricultural success stories.

The power of partnership was foremost in our minds in 2018, as we took stock of how we serve a dynamic and evolving industry. Our Board of Directors spoke to all parts of the value chain about their current challenges, and how we can best use our resources to deliver what the industry will need in the years ahead.

The message we heard again and again is that the value of industry-wide partnership has never been higher. The landscape of Canadian agri-business is always changing, but our ability to draw on the strengths, insights and commitment of so many parts of the value chain is canola's superpower.

On these pages you will read about the many ways our Canola Council partnership has moved the industry forward in 2018. Thank you for being the power behind this progress.

**Jim Everson**  
President

## 2018 BOARD OF DIRECTORS



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**Jarrett Beatty**  
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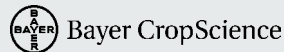


**Kevin Serfas**  
Alberta Canola



**Paul Thiel**  
Bayer CropScience

## OUR 2018 CORE FUNDERS



1

PRIORITY

**SUSTAINABLE, RELIABLE SUPPLY**

# MORE POWER TO **GROW** YIELDS AND OPPORTUNITIES

Our industry's greatest assets for growth are innovation and collaboration. When the value chain works together, we can make the most of every opportunity and every dollar invested.



## WORKING TOGETHER TO SHARE INFORMATION

The Canola Council's objective is to ensure a sustainable and growing supply of canola for farmers and the industry. We collaborate with provincial agriculture departments and scientists to watch for emerging threats, and work closely with canola researchers to turn their latest findings into best management practices. We then deliver timely alerts and recommendations to farmers and retailers through a growing range of digital tools that are easy to access and share, including **Canola Watch**, **Canola Encyclopedia**, **Canola Research Hub**, YouTube and Twitter.

We also play a leading role in many events that give growers the opportunity for up-close, hands-on learning. One of the most notable in 2018 was **Crops-A-Palooza**, the first "palooza" to be held in partnership with seven commodity groups. The collaboration provided growers with the opportunity to explore the big picture of managing rotational crops in the canola production system. It was the largest single-day tour ever held in Manitoba.

In 2018 we also piloted new train-the-trainer events aimed at deepening the knowledge of commercial agronomists who advise canola growers. Our newly formatted **CanoLAB Top Gun** event in Alberta was a unique experience that provided a more intensive and comprehensive training experience for agronomists.



*CanoLAB Top Gun participants examine early clubroot symptoms during the greenhouse portion of the event.*

*The Canola Council was a managing partner at the first Crops-A-Palooza event in Portage la Prairie, bringing together nearly 400 growers and commercial agronomists to learn about management practices and rotational aspects for the diversity of crops grown within Manitoba.*



## PRIORITY 1: SUSTAINABLE, RELIABLE SUPPLY

### ALIGNING INNOVATION WITH THE LATEST INSIGHTS

One advantage of industry-wide collaboration is the ability to get everyone on the same page when setting research priorities. By sitting down together, all partners gain an understanding of what is needed by other stakeholders, from growers to input suppliers to customers. In this way, the pace of progress is accelerated, and research efforts are focused where they can provide the greatest economic returns.

In 2018 we once again brought stakeholders together at the sixth annual **Canola Discovery Forum**. More than 140 growers, researchers, agronomists and life science representatives gathered in Banff, where they identified priorities for research and innovation, shared findings and discussed how best management practices should change, based on the latest knowledge.



*To align canola industry recommendations, the Canola Council's crop production and innovation team led Canola Discovery Forum participants in a discussion of the latest agronomic messaging.*

### NEW TOOLS FOR DECISION MAKING

In 2018, we continued to incorporate the latest research and production knowledge into a growing range of resources that take much of the guesswork out of decision making on the farm.

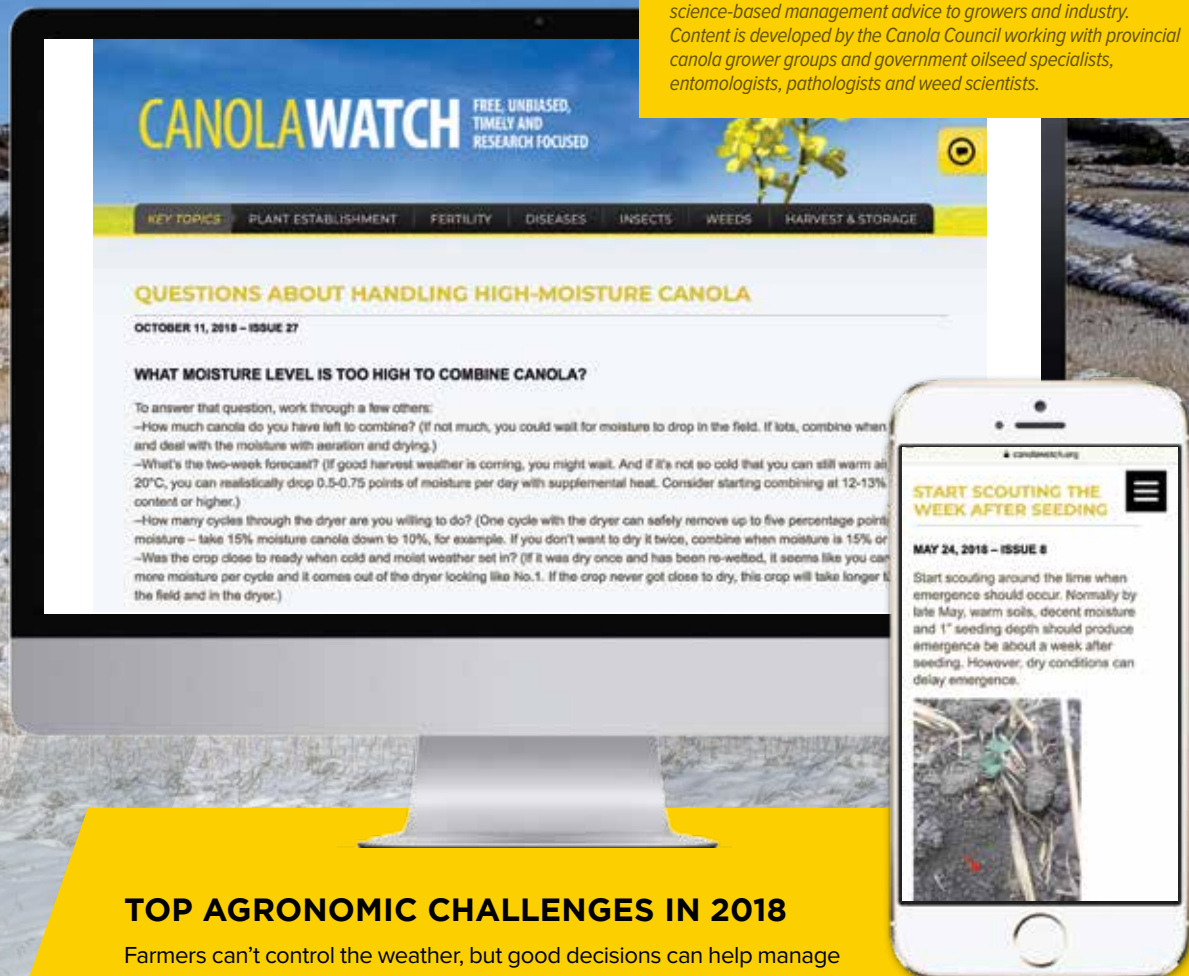
The **Combine Optimization Tool**, available at [canolacalculator.ca](http://canolacalculator.ca), was developed in partnership with the Prairie Agricultural Machinery Institute. Through a series of automated questions, the tool helps growers diagnose the cause of grain loss, quality and productivity issues, and then walks them through combine adjustments that are likely to resolve the problem. We also introduced a new **Guide to Managing Canola Harvest**, with visuals and tips to help growers identify the best time to swath, deal with fall frost and dry down the crop before straight cutting. The aim of both of these new resources is to help growers move toward our goal of a 2 bushel/acre increase in average yield through better harvest management.

In 2018, a new technical guide produced by the Canola Council-led **Blackleg Steering Committee** explained the new blackleg resistance two-part labels and how growers can use them to improve the ability to manage blackleg and increase the longevity of blackleg resistance.





Canola Watch continues to play a leading role in delivering timely, science-based management advice to growers and industry. Content is developed by the Canola Council working with provincial canola grower groups and government oilseed specialists, entomologists, pathologists and weed scientists.



## TOP AGRONOMIC CHALLENGES IN 2018

Farmers can't control the weather, but good decisions can help manage the impact. Through Canola Watch and other information services, the Canola Council makes it easy to access the latest, most reliable recommendations.

These were the top challenges addressed in 2018:

- **Poor emergence:** Many fields got off to a slow and uneven start because of dry spring conditions and hit-and-miss rainfall.
- **Flea beetles:** Slow-growing plants were susceptible for a longer period and were more vulnerable as more insects emerged after overwintering.
- **Disease:** Despite dry spring conditions, there was just enough moisture to start the blackleg disease cycle. Blackleg incidence was lower overall, but still 10-13% throughout the Prairies. Verticillium stripe became more apparent, and clubroot was found in more fields in all Prairie provinces.
- **Heat:** Hot July weather stressed crops, increasing the risk of pod loss and yield reductions.
- **Late harvest:** In some areas, heavy smoke from forest fires delayed maturity. A cool, wet September then caused further harvest setbacks, leaving slow-maturing crops vulnerable to early killing frosts.
- **Storage concerns:** Delayed maturity and late harvest in 2018 led to more green seed and damp canola going into storage on farms across Western Canada. The Canola Council will continue to guide growers as they manage these storage risks over the winter.

## PRIORITY 1: SUSTAINABLE, RELIABLE SUPPLY

### PARTNERS IN SUSTAINABILITY

The 2018 Science Edition of **Canola Digest** highlighted new environmental sustainability goals to accompany our 2025 production goals. The Canola Council's crop production and innovation team is tracking sustainability metrics and sharing the latest research on how best management practices and innovation can continue to increase canola's positive impact on soil and water health, air quality and biodiversity.

### JOINING FORCES ON RESEARCH

In 2018 Canadian agriculture minister Lawrence MacAulay announced a \$12.1 million commitment to the **Canola AgriScience Cluster**. When combined with contributions from Alberta Canola, SaskCanola, the Manitoba Canola Growers and industry, more than \$20 million will be invested over the next five years. Twenty-five projects will be carried out in collaboration with public research institutions, all in pursuit of growing the economic and environmental benefits of Canadian canola.



*The Canola AgriScience Cluster announcement in September 2018 marked the start of a new partnership between the federal government and the entire canola industry, working together to advance the value of canola.*

### THE POWER OF PARTNERSHIP IN 2018

- The Canola Council's crop production and innovation team reached more than 71,000 growers, industry members, media and other stakeholders.
- The Canola Council coordinated \$5.3 million in agronomic, oil and meal research.
- Visits to [canolaencyclopedia.ca](http://canolaencyclopedia.ca), the Canola Council's most popular online resource, grew by 18% to reach an average of over 13,000 visits per month.
- 225 guests from 10 countries attended the International Clubroot Workshop in Edmonton, organized by the Canola Council.
- GF2 research completed in 2018 confirmed 58 lines with adult plant resistance to blackleg, which can now be used by seed companies to improve their genetic base.



## CLUBROOT: HOW TEAMWORK LEADS TO PRACTICAL SOLUTIONS

The Canola Council is the marshalling point for industry-wide action on issues impacting the sustainable supply of canola. One of the biggest challenges faced by our industry is clubroot, which is now a concern in the three major canola growing provinces.

### PROVIDING NATIONAL LEADERSHIP

Through the **Clubroot Steering Committee**, the Canola Council brings together all parts of the canola value chain to support each other's work. In consultation with researchers and other stakeholders, the committee takes a deep dive into the issue, identifying research needs, control strategies, funding sources and practical obstacles that must be overcome.

The Canola Council also draws on the knowledge of experts from around the world through the **International Clubroot Workshop**, which was hosted in Edmonton in 2018.

### BUILDING KNOWLEDGE

The Canola Council oversees clubroot research through the **Canola AgriScience Cluster** and **Canola Agronomic Research Program**, ensuring industry and government funding is directed toward the most needed areas of study.

As research is underway, the Canola Council's crop production and innovation team analyzes the findings to ensure all data is credible, evidence-based and unbiased.


Our team also conducts its own trials, such as the test plots established near Edmonton in 2018 to evaluate the effectiveness of lime as a control method.

### SHARING KNOWLEDGE

As more is learned about clubroot, the Canola Council acts as the information clearinghouse for the entire value chain.

Our crop production and innovation team transforms research data into **best management practices** that can be put into action on the farm. These recommendations are shared through many channels, including **Canola Watch**, **clubroot.ca**, **technical guides**, **Canola Digest**, **Canola Research Hub**, **Canola Encyclopedia**, **presentations to growers** and **training sessions for commercial agronomists**.

Findings are also shared with private sector companies to encourage timely commercialization of clubroot resistant traits and other new management tools.



*An example of clubroot galls late in the season, starting to decompose.*

## 2

PRIORITY  
**DIFFERENTIATED VALUE****MORE POWER  
TO BUILD  
OUR BRAND**

Working together, our industry has created strong demand for Canadian canola in some of the world's most discerning markets. Our reputation for superior value continues to grow.

**THE POWER OF  
PARTNERSHIP IN 2018**

- New dairy trials suggested canola meal can increase milk production by up to 3.5 litres per cow per day.
- Messages on canola meal benefits in dairy rations garnered more than 740,000 impressions across U.S. feed industry publications in 2018.
- Good news about canola oil was shared with over 52,000 visitors to [canolainfo.org](http://canolainfo.org).





In July, the Canola Council armed experts from China's livestock and aquaculture industry with a first-hand learning experience on Canadian canola meal.



### Delicious in any language

Canola oil information for consumers is now available in five different languages. A Spanish book of heart-healthy recipes was one of the new resources launched in 2018.

## BUILDING DEEPER APPRECIATION OF OUR PRODUCTS IN CHINA

The outlook for growing and stable trade with China is at its highest point in many decades. As the Canadian and Chinese governments commit to doubling agricultural trade by 2025, we are preparing for new opportunities by building greater understanding of our products among oilseed importers, processors and end users in this huge market.

In the summer of 2018, the Canola Council hosted an influential group of Chinese feed experts who travelled through Canada for several weeks, learning first-hand about canola. The delegation had the opportunity to tour farms, feed processing plants, demonstration plots and research facilities, seeing how the crop is grown and processed, and speaking directly to scientists who study canola meal's advantages for animal diets.

In November, the Canola Council met with aquaculture farms, feed mills, processors and livestock nutrition experts in China to share meal research findings. Outreach was focused on the coastal province of Guangdong, where large amounts of canola seed are imported and processed, and then Beijing, where relationships with major dairy operations, academics and researchers were reaffirmed.

## PARTNERING WITH INFLUENCERS TO EDUCATE CONSUMERS

In 2018, we continued to promote canola oil benefits through CanolaInfo, the main source of information about canola oil for consumers, health professionals, chefs, media and educators. We engaged with food professionals from around the world by presenting a live webcast hosted by the **Institute of Food Technologists**. We also hosted our 21<sup>st</sup> annual **Canola Camp**, an intensive hands-on education program that has so far hosted 230 food professionals, and we participated in events like the **Food and Nutrition Conference and Expo** in Washington.

## TEAMING UP TO DEMONSTRATE VALUE

In partnership with researchers and industry experts in several countries, we continue to demonstrate the advantages of canola meal as a livestock feed ingredient.

In 2018, the Canola Council partnered with GPS Dairy Consulting, a group of independent nutritionists, to complete on-farm trials with two Wisconsin dairies. The trials resulted in **impressive increases in efficiency and production with canola meal** – from 2 to 3.5 more litres of milk per day.

In addition, **swine research** at the University of Manitoba completed this year showed that canola meal can be used as an alternative at every stage of production, from weaned pigs to lactating sows.

These findings attracted the notice of influential livestock industry media like the *Journal of Animal Science and Technology*, *Progressive Dairyman*, *Pig Progress*, *All About Feed* and *feednavigator.com*. The results were also touted on **canolamazing.com**, and in presentations at major industry events.



## 3

PRIORITY

**STABLE AND OPEN TRADE**

# MORE POWER TO KEEP MARKETS OPEN

Stable trade and sound regulations are among the top objectives of the Canola Council. At home and abroad, we advocate for policies that support canola's success.



## MULTI-FACETED EXPERTISE FOR MORE EFFECTIVE ADVOCACY

The Canola Council acts as the eyes, ears and voice of the value chain on policies affecting market access and competitiveness. We're constantly engaged in efforts to maintain and expand our access to international markets, and to ensure the canola industry remains globally competitive. This role is becoming more important as the international trade environment becomes more complex and as innovation faces increased scrutiny from societies around the globe.

We are responding by using the strength of the value chain and our in-house expertise to supply credible, objective and evidence-based data to inform the decisions of regulators and customers. We bring the industry together to share information so that innovation can be put to work in farmers' fields while we meet the needs of our customers and their governments.

In 2018, there were many examples of how this unique combination of strengths benefits Canola Council members. We confronted a wide range of trade and regulatory issues that required skilled advocacy, backed up by expertise from across the value chain and the best available scientific information, including:

- Ongoing questions in China about **blackleg and dockage**
- **Pesticide approvals** of the Pest Management Regulatory Agency (PMRA)
- United States Department of Agriculture's proposed rules for **biotech content labelling** at the retail level
- New **food and feed safety regulations** in the U.S. and China
- The EU's requirements for life-cycle analysis of **biofuel feedstock**
- The **impact of carbon pricing** and opportunities to mandate canola biodiesel as a replacement for fossil fuel
- The need for **timely approval of biotechnology traits** on an international scale
- The important role of canola in **pollinator health**



*In November, the Canola Council hosted our second Canola Dialogue in Beijing to ensure smooth and stable trade with China, the top importer of Canadian canola seed.*

## A UNITED FRONT ON CANADIAN CANOLA ISSUES

Within Canada, we take a value chain approach to advocacy. Working together, we make sure federal decision makers understand the economic importance of the industry and what it needs to succeed.

In 2018, sustainability was an important focus of advocacy at the national level. In December, the Canola Council and Canadian Canola Growers Association appeared before the House of Commons environment committee to describe the canola industry's **environmental sustainability targets** and what the industry needs from the Pan-Canadian Framework on Clean Growth and Climate Change. We highlighted the importance of correctly designing regulations for the **output-based pricing system for processing facilities** and implementing a **Clean Fuel Standard** that rewards low-carbon biofuel from canola.

We were also extensively involved in consultations regarding a proposed ban on **neonicotinoids**. We had numerous meetings with government officials and industry stakeholders to help improve the PMRA's process for evaluating pesticides by **having the best scientific information available** before making decisions. In 2018, we built on our efforts to spearhead water quality monitoring across the Prairies and continued to co-chair an extensive water quality monitoring effort that provided needed scientific information to inform the PMRA's evaluation.

With a federal election coming up in 2019, we were intensively focused on communicating the industry's **policy, budgetary and regulatory priorities** to all political parties and their representatives. We presented to the Standing Committee on Finance's pre-budget consultations. We also hosted information sessions to bring politicians up to date on issues and keep canola foremost in their minds.

## PRIORITY 3: STABLE AND OPEN TRADE

### BUILDING CONFIDENCE OF CANOLA TRADE PARTNERS

Customers around the world count on the Canadian canola industry to meet high standards for quality and sustainable production. We are constantly watching for any threats to this reputation.

In 2018, one of our biggest priorities was implementing the memorandum of understanding with China on managing the risk of **blackleg**. At stake is an existing \$2.6 billion market for Canadian canola seed, plus the potential for much higher sales if a proposed Canada-China trade agreement comes to fruition. The joint workplan includes helping the industry make the best use of blackleg-resistant genes and helping growers reduce the incidence of blackleg in their fields.



*Minister MacAulay provided remarks at the Canola Dialogue in Beijing to underscore the importance of canola to the Canada-China relationship.*

### THE POWER OF PARTNERSHIP IN 2018

- Canada's new trade agreement with the U.S. and Mexico has preserved tariff-free access for canola and expanded access for products like margarine.
- The CPTPP was implemented on December 30, marking the transition to a tariff-free environment for canola and canola products in the 11 CPTPP countries.
- Canada and China agreed to timely approval processes for biotechnology products.

### HELPING INDUSTRY DO ITS PART

Changing import standards and public expectations can impact every part of the value chain – particularly on the farm, where a wrong decision about what to grow and how to manage pests can have big consequences. To help growers get the information they need, we work with partners both within and beyond the canola value chain.

We encourage on-farm practices that are needed to keep markets open through the **Keep it Clean** campaign, which is presented in partnership with Cereals Canada and Pulse Canada. By working together, we're delivering information more efficiently. We're also increasing the impact of the program, which in 2018 generated nearly three times more visits to the canola pages of [keepingitclean.ca](http://keepingitclean.ca) than the previous year.

In 2018 we also focused on responsible use of **neonicotinoids**. Through presentations at industry events, our crop production and innovation team shared practical, evidence-based recommendations on how the industry can mitigate risk to aquatic invertebrates. Responsible practices are an important part of our efforts to maintain the availability of neonicotinoid seed treatments, which play a vital role in sustainable crop production.







*Canola representatives met with MP John Aldag (centre), chair of the standing committee on environment, during the joint CCC-CCGA lobby day in Ottawa to share canola priorities.*

## LEADERSHIP ON INTERNATIONAL TRADE AGREEMENTS

We share our strengths with the entire agri-business sector by helping to lead organizations such as the **Canada Grains Council** and the **Canadian Agri-Food Trade Alliance (CAFTA)**. Since 2015, an executive member of our staff has been the president of CAFTA, playing an important advisory role on every major negotiation and policy decision affecting agricultural trade.

In 2018, our team focused on the intense trade negotiations leading to the new **Canada-United States-Mexico Agreement (CUSMA)**. Our priority was to preserve the tariff-free access that existed under NAFTA while pursuing new opportunities such as modernized rules of origin. The completed text of the agreement met both goals, maintaining free trade of canola seed, oil and meal in two of our four largest export markets while removing the tariff on further-processed products like margarine.

We also encouraged quick ratification of the **Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP)** so that Canada could be one of the first six countries to benefit from improved access for value-added exports to key markets like Japan. The agreement progressed at record speed in 2018, from the negotiating table in January to implementation on December 30 – opening the door to \$780 million in additional exports of canola oil and meal.

Progress was made on new **trade opportunities with China** through the Economic and Financial Strategic Dialogue. Canola Council representatives were in Beijing monitoring the high-level discussions, which resulted in a goal of doubling agricultural trade between Canada and China by 2025. Senior leaders also committed to timely approval processes for biotechnology products, an important commitment as new biotech traits need to be approved in China before they can be commercialized in Canada.

## SEED INNOVATION: HOW PARTNERSHIP ENABLES INNOVATION AND KEEPS MARKETS OPEN

The Canola Council works in partnership with the canola value chain and the Canadian government to seek approval of new seed traits. Meanwhile, Canola Council members voluntarily follow the CCC market access policy to ensure new innovation does not create trade barriers in Canada's top canola markets.

### THE OPPORTUNITY

Seed companies have developed new canola traits that mean higher yields, more resilient plants and the ability to produce hundreds of millions more dollars worth of Canadian canola using the same land and inputs.

### THE CHALLENGE

Although three of these traits had been approved in Canada, they had not yet been approved in China.

If commercialized in Canada too soon, these new traits could present a significant risk to trade disruption with one of our most important markets.

### THE SOLUTION

Following the Canola Council's market access policy, member companies voluntarily delayed commercializing the new traits pending approval by China.

Meanwhile, the Canola Council worked with the Canadian government to make timely approval of biotech traits a priority in discussions between Canada and China.

### THE POWER OF PARTNERSHIP

In early January 2019, China approved two new biotech traits, clearing the way for seed companies to provide canola growers with new genetics, without jeopardizing the prospects for increased trade with the world's largest oilseed importer.

## PRIORITIES REVIEW

# MORE POWER TO LEVERAGE OUR STRENGTHS

This year our Board of Directors completed a comprehensive review of the industry's priorities in consultation with all parts of the value chain. The result is an organization better-positioned for tomorrow's challenges and opportunities.

As our Board carried out the Priorities Review in 2018, they heard that the needs of the value chain are evolving in many ways. The Board also heard that the core strength of the Canola Council has never been more relevant. Our ability to bring the value chain together to strategize and take action for the good of the whole is widely supported, and this renewed commitment to our leadership role has reinvigorated the Canola Council at a pivotal time for our industry.

Under our new workplan, we are building on the enduring power of partnership by focusing on essential services that provide unique value to members. These are our directions for 2019 and beyond.



## MARKET ACCESS AND COMPETITIVENESS

With more than 90% of canola production heading for export markets, some of our most essential efforts are related to market access, government advocacy and science-based regulation. As the trade and regulatory environment becomes more complex, we are bolstering our capacity to provide leadership to the industry in each of these areas.

## SUSTAINABLE SUPPLY

To maintain and build the supply of canola, the Canola Council's crop production and innovation team will be more focused on their unique strengths related to research leadership and coordination, knowledge creation and transfer, preparing for emerging threats and supporting regulatory and market access efforts. To assist decision making on the farm, we are helping the private sector agronomist community play a larger role in transferring best management practices to growers.

## BRAND HEALTH

With canola firmly established in several large markets, our member companies now play a much more direct role in promotion. With this in mind, the Canola Council is shifting its marketing focus to brand maintenance. A new program focused on emerging markets will be developed in partnership with the Canadian Canola Growers Association.

## FUNDING AND PARTNERSHIPS

The Canola Council has renewed its commitment to partnerships that will build efficiencies and best serve industry needs. These arrangements are reducing our direct overhead costs. They are also providing the larger agri-food community with greater access to our expertise in international market access, government advocacy, science-based decision making and organizational management.

The funding model has been revamped to bring greater predictability to annual contributions from members. The budget will now be determined by the workplan for the year, rather than based on an annual levy linked to production, processing and handling.

### THE POWER OF PARTNERSHIP IN 2018

- Enhanced partnerships with the Flax Council of Canada and Canadian Oilseed Processors Association.
- The first joint Canadian Crops Convention was planned in partnership with the Canada Grains Council.
- Plans were announced for industry-wide leadership committees to guide the sustainable supply and brand health programs.





# INNOVATIVE. SUSTAINABLE. RESILIENT.

Creating superior value  
for a healthier world.



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