



ROOTED IN RESILIENCE

2024 ANNUAL REPORT



MORE RESILIENT **TOGETHER**

For nearly 60 years, the Canola Council of Canada has forged a spirit of collaboration across the full canola value chain – from those who grow the crop to those who market and deliver canola products.

In 2024, Canadian canola was called upon to meet some tough and unanticipated challenges by building on the combined strengths of our industry.

THE YEAR AT A GLANCE

	2024 RESULTS	2025 TARGET	3-YEAR AVERAGE (2021-2023)
Exported Seed	8.4 MMT ¹	12 MMT	7 MMT
Domestic Processing	11.4 MMT	14 MMT	9.7 MMT
Acres (seeded area)	22 million ²	22 million	21.9 million
Yield	36 bu/acre ²	52 bu/acre	35.4 bu/acre
Production	17.8 MMT ²	26 MMT	17.4 MMT
Oil Content (average of No. 1 Grade)	42.6% ¹	Maintain global competitiveness in oil content (10 yr average = 43.7% ³)	42.2% ³
Saturated Fat Content	6.7% ¹	Global leadership position in oil saturated fat content	6.7% ³
Meal Crude Protein Content (oil-free, 12% moisture basis)	40.8% ¹	Increase protein availability by target species (10 yr average = 38.9% ³)	40.5% ³

MMT= Million Metric Tonnes
All statistics are for 2024 calendar year.

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

OUR STRATEGIC PRIORITIES

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

GROWING ECONOMIC IMPACT

Canola's contribution to the Canadian economy has more than doubled in the last 10 years, according to the latest independent analysis released in October 2024.

TOTAL IMPACT ON THE CANADIAN ECONOMY*

\$43.7
BILLION

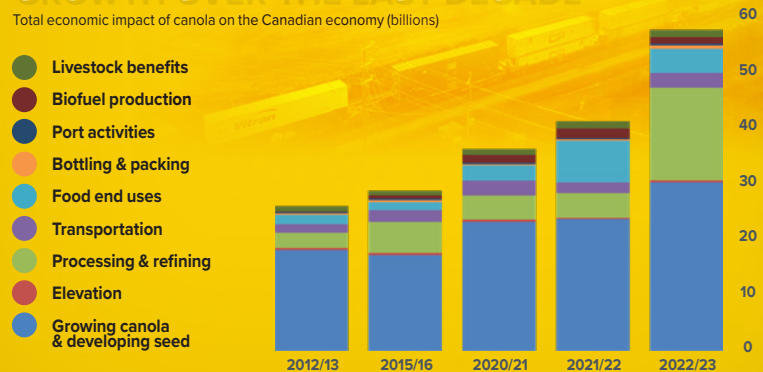
IN ECONOMIC ACTIVITY

206
THOUSAND
JOBS

\$16.3
BILLION
IN WAGES

GROWTH OVER THE LAST DECADE

Total economic impact of canola on the Canadian economy (billions)



*Annual averages for the period 2020/21-2022/23, including direct, indirect and induced impacts

PARTNERSHIP ACROSS THE VALUE CHAIN

2024 BOARD OF DIRECTORS

NOMINATED BY CANOLA GROWER ASSOCIATIONS



Charles Fossay
Manitoba Canola
Growers Association



Justin Nanninga
Alberta Canola



Dean Roberts
Canadian Canola
Growers Association
CCC vice chair



Ed Schafer
SaskOilseeds

NOMINATED BY THE CANADIAN OILSEED PROCESSORS ASSOCIATION



Gabe Afolayan
Cargill Ltd.



Ryan Law
Bunge



Tracy Lussier
Louis Dreyfus
Company



Kevin Wright
Archer Daniels
Midland Company

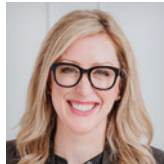
NOMINATED BY THE WESTERN GRAIN ELEVATOR ASSOCIATION



Jeff Cocksill
Viterra



Kris Grant
Parrish &
Heimbecker



Jennifer Marchand
Cargill Ltd.



Tessa Ritter
Viterra
CCC chair
**Currently on parental leave*



Trevor Veenendaal
G3 Canada Limited
CCC second vice chair

NOMINATED BY LIFE SCIENCE COMPANIES



Chris Anderson
DL Seeds



Brent Collins
BASF



Tyler Groeneveld
Corteva Agriscience
CCC finance and planning chair



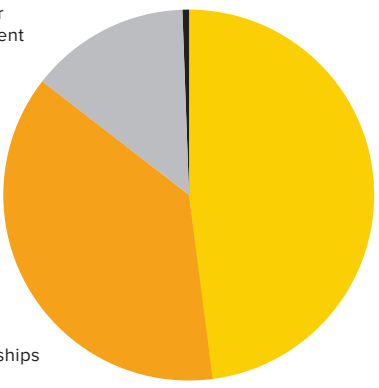
OUR 2024 CORE FUNDERS



OUR 2024 FINANCIAL SNAPSHOT

WHERE OUR CORE FUNDING COMES FROM¹

- \$2,333,967**
Provincial Grower Groups Assessment
- \$1,823,300**
Exporters and Processors Assessment
- \$684,328**
Life Science Companies Assessment
- \$25,500**
Affiliate Memberships



HOW IT'S ALLOCATED¹

Use of core funds by priority area

- \$1,762,943**
Sustainable Supply
- \$1,652,868**
Industry Leadership
- \$956,513**
Public Affairs and Competitiveness
- \$494,772**
Utilization



SUSTAINABLE SUPPLY

Includes canola production and innovation, and canola research

INDUSTRY LEADERSHIP

Includes convening the board and membership, communications, convention, government relations and association management

PUBLIC AFFAIRS AND COMPETITIVENESS

Includes market access, trade, policy and programs development, and 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 2024 budget

RESILIENCE ROOTED IN KNOWLEDGE



Innovation, together with continuous pursuit of improved cultivars and agronomic practices, has helped make Canada the world leader in canola production. Through the CCC, the value chain continually expands the industry's collective understanding of how to make the crop more productive, profitable, sustainable and resilient, even in a challenging year like 2024.

TAKING ACTION ON VERTICILLIUM STRIPE



Scouting for verticillium stripe can be tricky because the symptoms resemble blackleg. In 2024, events like CanoLAB and disease scouting workshops helped growers and agronomists spot the difference.

An important role of the CCC is to bring the value chain together to tackle agronomic challenges – particularly those that are emerging across the Prairies. A good example in 2024 was the canola sector's response to verticillium stripe. Because this soil-borne disease is relatively new to canola, there is still much to learn about its biology, impact and management strategies.

Joining forces with researchers, grower groups and government staff, the CCC has been overseeing verticillium stripe research and keeping the value chain informed. We have continued to share the latest information on scouting, identification and testing through presentations, workshops, videos, Canola Watch, Canola Encyclopedia and the Canola Research Hub.

These efforts took another step forward in 2024 with the newly formed Verticillium Stripe Steering Committee, which is helping the industry focus its collective response where it will have the greatest impact. Committee members representing growers, researchers, seed developers and crop protection companies were actively engaged throughout the year, taking stock of the most pressing knowledge gaps and research.



DELIVERING TIMELY AGRONOMIC ADVICE

Before, during and after each growing season, the CCC deploys information and resources to help gain the upper hand against potential yield robbers. This year, growers faced variable moisture conditions in the spring and high temperatures during flowering, as well as pest management challenges throughout the season, including flea beetles, cutworms, verticillium stripe and blackleg.

Agronomic challenges vary widely throughout canola growing regions. By utilizing a variety of tools, from digital campaigns to e-newsletters, we're able to deliver timely, targeted information about local risks and management strategies. These vehicles encourage recipients to visit and use the CCC's online resources, including Canola Watch and Canola Encyclopedia, which provide a well-stocked toolbox of science-backed information and decision-making tools.

This year, targeted information campaigns highlighted several topics of interest including managing flea beetle risks, tips for containing herbicide-resistant kochia and learning how to distinguish verticillium stripe from other diseases like blackleg. CCC members, agronomists and other trusted advisors helped amplify CCC's agronomic messages through their own communications channels, generating nearly 25,000 web sessions to resources on canolacouncil.org.



Targeted information campaigns helped growers take action on top agronomic challenges at the most opportune times.



A new sclerotinia tool on CanolaCalculator.ca helps assess risk during canola bloom and make timely, informed decisions. The tool was built following extensive collaboration with researchers and testing with agronomy partners.

SHARING AGRONOMIC KNOWLEDGE

161,029 VISITS

to CanolaWatch.org for timely agronomic updates

97 MEDIA STORIES

in print and on radio, generated by targeted information campaigns

114,844 VISITS

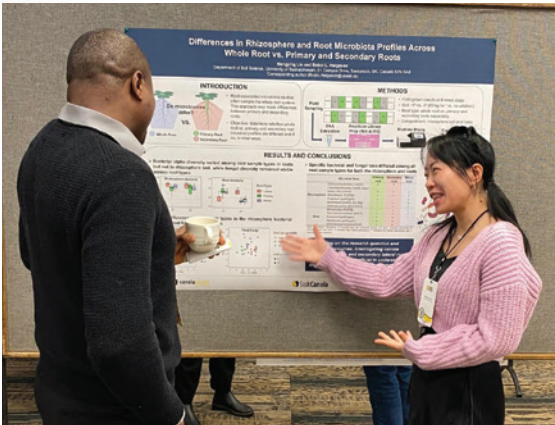
to CanolaEncyclopedia.ca, the complete guide to growing canola

8 TOOLS

available at CanolaCalculator.ca to inform decisions ranging from seeding rates to combine settings

28 MORE PROJECT SUMMARIES

added to CanolaResearch.ca, a one-stop database for canola science



More than 200 participants gathered in Saskatoon for Canola Week, while 200 more joined virtually.

CONNECTING IN PERSON

Even in this digital age, nothing builds understanding and sparks new ideas quite like group discussions and hands-on learning. In 2024, CCC agronomy specialists presented at various workshops and field days, often in partnership with provincial grower groups and other organizations.

Important training for agronomists was provided through the CanoLAB program, a series of spring events held in Alberta, Saskatchewan and Manitoba. The CCC teamed up with researchers across the Prairies to provide agronomists with the latest information on disease identification and best management practices for blackleg, clubroot, sclerotinia and verticillium stripe.

From December 3-5, Canola Week brought together representatives from across the value chain to discuss a range of topics and issues currently impacting the industry, from agronomic challenges and successes to the latest canola innovations.

The Canola Discovery Forum portion of Canola Week continued to provide a unique opportunity to help prioritize research topics and encourage alignment across the value chain. This year, the day featured a deep dive into nutrient management.

CCC agronomy specialist Courtney Ross (left) leading a CanoLAB session.

ENCOURAGING ADOPTION OF 4R PRACTICES

In its final year, the CCC's Canola 4R Advantage initiative was fully subscribed, delivering financial incentives to growers who were initiating or advancing 4R Nutrient Stewardship on canola acres. Through demonstration plots, field days, webinars and in-field training, the initiative also increased the value chain's collective expertise in 4R practices. As an additional benefit, over the two years of the program, the number of 4R-designated agronomists nearly doubled, increasing from 262 to 523.



As research is completed, the findings are widely shared through the Canola Research Hub, Canola Encyclopedia and the annual science edition of Canola Digest, as well as at events for agronomists, growers, agri-business and the international research community.



ADVANCING CANOLA RESEARCH

In 2024, the CCC continued to play a key role in coordinating and administering canola research projects while building industry consensus on research priorities.

This year, 13 new projects received funding from the Canola Agronomic Research Program (CARP), which is supported by Alberta Canola, SaskOilseeds, Manitoba Canola Growers and other funding partners.

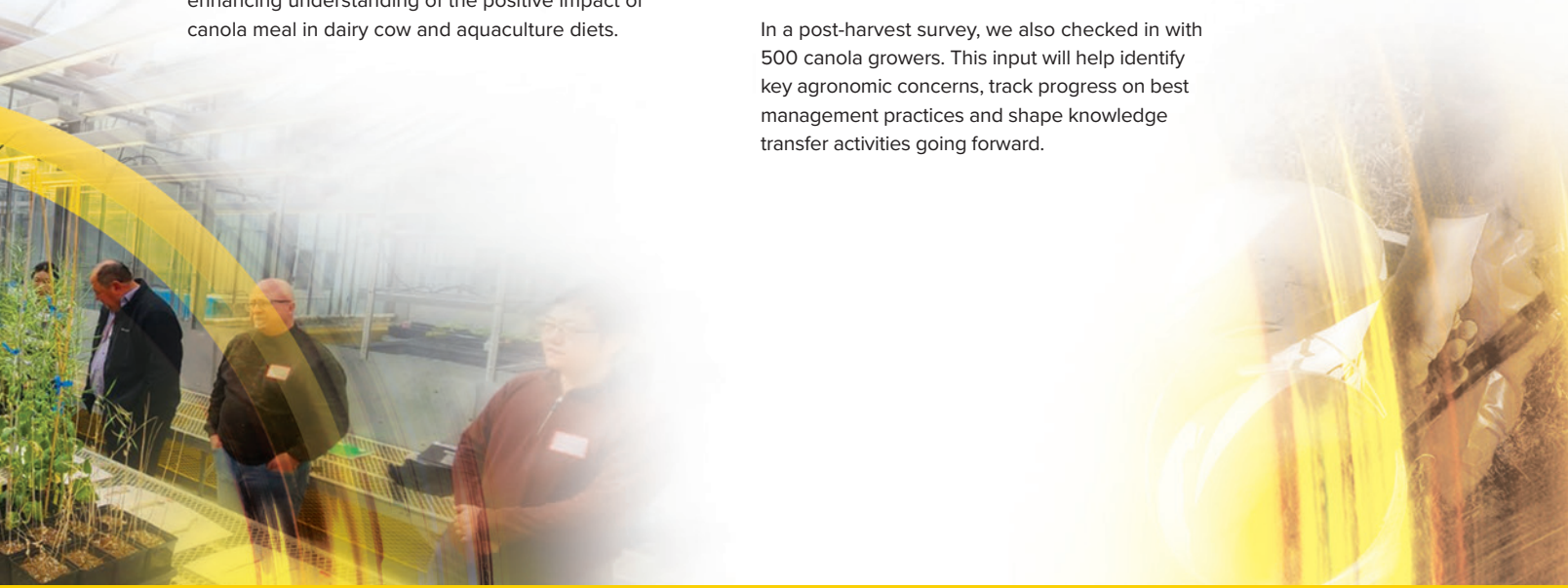
A new round of research also got underway through the Canola AgriScience Cluster, a government/grower/industry partnership. Over five years, these 17 AgriScience Cluster activities will span 4R nutrient management practices, genetics, yield improvements, input optimization and enhancing understanding of the positive impact of canola meal in dairy cow and aquaculture diets.

FEEDBACK FROM THE FIELD

No one is more connected to local growing conditions, practices and challenges than the farmers and agronomists dealing with them in real time. Their input is vital to informing CCC's services.

In 2024, we conducted a survey of 300 agronomy providers across the Prairies, focused on integrated pest management advice, yield challenges for canola and use of agronomy resources. When asked to identify the biggest yield risk factors over the next five years, their top answer was temperature stress, followed by herbicide-resistant weeds and drought. The survey results also showed that agronomy providers see nutrient management as a path to increased production.

In a post-harvest survey, we also checked in with 500 canola growers. This input will help identify key agronomic concerns, track progress on best management practices and shape knowledge transfer activities going forward.



RESILIENCE ROOTED IN RELATIONSHIPS

In a year of volatile geopolitics and supply chain issues, we worked to address short-term setbacks without losing sight of long-term goals. We continued to forge strong, trusted relationships that will help sustain markets and industry success into the future.

PREPARING FOR THE CUSMA REVIEW

As we embark on a new chapter of Canada-U.S.-Mexico relations, the CCC is working to ensure that government officials and other stakeholders have a full understanding of the potential impacts on our industry.

In a pre-budget submission to the federal government, we voiced strong support for a robust engagement strategy in advance of changing administrations and the forthcoming review of the Canada-United States-Mexico (CUSMA) agreement. With the Canadian Canola Growers Association (CCGA), we also made a joint submission to Global Affairs Canada, highlighting the importance of the U.S. and Mexico markets to the Canadian canola industry, positive elements of the current Agreement and risks connected to the review.

In addition, we engaged with provincial and state legislators from Canada, Mexico and the U.S. in various ways, including participation in the Tri-National Accord in Virginia, where the CCC advanced key advocacy topics including the CUSMA review and biofuels policy.

ADDRESSING THE NEED FOR SUPPLY CHAIN RELIABILITY

Canada’s agri-food supply chain was a top concern throughout 2024, as labour disruptions halted operations at Canada’s two Class 1 railways and the country’s largest port.

The CCC joined forces with agri-food partners to mobilize industry and engage with the federal government, raising awareness of the severe consequences these work stoppages would create for farmers, exporters, processors, Canadian consumers and customers around the world.

As railway tensions escalated in August, the #StopTheStrike campaign was launched. It was followed by the #StopTheLockout campaign in November, when a lockout took place at the Port of Vancouver. Both campaigns drove traffic to stopthestrike.ca, where visitors were encouraged to write to federal officials to take the necessary steps to end these labour disruptions.

Ultimately, service interruptions were brief with binding arbitration imposed within days. However, even short disruptions to service can generate significant negative impacts. These unresolved issues underline the need for long-term solutions that will protect Canada’s reputation as a dependable agri-food exporter.

IT TAKES ONE WEEK TO RECOVER

FROM JUST ONE DAY LOST TO A RAIL LOCKOUT.

TELL OTTAWA TO ACT NOW TO #STOPTHELOCKOUT

GET INVOLVED AT STOPTHESTRIKE.CA

The CCC partnered with other industry organizations to support the Stop the Strike campaign.

PARTICIPATING IN CHINA’S ANTI-DUMPING INVESTIGATION

In September, China announced an anti-dumping investigation into Canadian canola seed imports. As a registered party to the investigation, the CCC has been actively involved and working in collaboration with government and industry stakeholders across the canola industry. We are confident that Canada’s canola trade aligns with international rules-based trade and are focused on supporting fair and competitive access to this important market.

WORKING TO SECURE ACCESS TO BIOFUELS MARKETS

In spring of 2024, the European Commission recognized and published the CCC-commissioned report on greenhouse gas emissions associated with Canadian canola production for use in biofuels. This recognition supports competitive access of Canadian canola to the EU biofuels market under the EU Renewable Energy Directive (EU RED) until 2029.

In September, the CCC worked to advance biofuels and other issues of interest through meetings with European Commission departmental staff involved in agriculture, health, energy and trade. Topics covered included the EU approach to gene editing, maximum residue limits and the potential application of 'mirror clauses' to EU imports.



Ailish Campbell, Canadian Ambassador to the European Union, with CCC president & CEO Chris Davison.

In partnership with the Canadian Oilseed Processors Association (COPA), the CCC also worked to raise awareness of and support for a strong domestic biofuels market. In meetings with officials, engagement highlighted risks and opportunities for the canola industry and the entire economy associated with this policy-driven market.



Left to right: Chris Vervaeke, COPA; Chris Davison, CCC; RJ Sigurdson, Alberta Minister of Agriculture and Irrigation; Karla Bergstrom, Alberta Canola; and Troy Sherman, CCC at the Alberta Legislative Building.

Looking ahead, an important task is to strengthen opportunities for canola in the U.S. biofuels market, where the impact of the 2024 election on federal low-carbon fuel regulations is not, at the time of writing, yet known. We remain focused on advocating for policies that enable fair treatment of canola oil as a biofuel feedstock. In 2024, this work included meetings with officials at the U.S. Treasury Department to outline key policy considerations for the Canadian canola industry as it develops rules and eligibility for the 45Z tax credit.

Working with other stakeholders, we continued to engage with state-level regulators, led by California, where they are looking to cap the use of biofuels made from canola and soybean oil feedstocks. We also undertook technical work aimed at clarifying canola's carbon intensity score under the new U.S. biofuel tax credits set to take effect in 2025.

The U.S. Canola Association (USCA) is an important collaborator as we navigate these and other issues. In 2024, the CCC participated in the USCA's fall and spring board meetings as we continued to work together to advance biofuel policies and other areas of mutual interest.



Attendees at the USCA's November board meeting.

SUPPORTING SIMPLIFIED ACCESS TO DOMESTIC BIOFUEL OPPORTUNITIES

The CCC and industry partners also joined forces to help maximize the benefits from Canada's biofuels regulatory framework for participating growers and biofuel processors. Early in the year, we collaborated across the sector on industry guidance to help streamline declaration and traceability requirements for market participation under these regulations. In partnership with COPA, CCGA and provincial grower groups, we also hosted a webinar regarding opportunities the Canadian biofuels market presents for farmers.

FOSTERING RELATIONSHIPS IN OTTAWA

In November, the boards of the CCC and CCGA were in Ottawa for a joint lobby day, which this year included close to 40 meetings with federal parliamentarians, senior officials and political staff. This year's advocacy priorities included international trade and markets, transportation and Bill C-234.

PURSUING FORWARD-LOOKING POLICIES TO SUPPORT LONG-TERM SUCCESS

Throughout the year, the CCC continued to advise and advocate on a wide range of issues affecting trade and Canadian canola's competitiveness.

- In February, we joined Canadian negotiators at the World Trade Organization's 13th Ministerial Conference (MC13), where agri-trade discussions focused on dispute settlement, trade liberalization and principles for sustainable trade.
- In May 2024, the CCC was pleased to see the Canadian Food Inspection Agency (CFIA) release new guidance on livestock feed, clearing the final hurdle to establishing a regulatory pathway for gene-edited crops. After years of advocacy in partnership with other stakeholders, CFIA's actions signaled a positive future for new plant breeding technologies that can further improve the resilience and potential of Canadian canola.
- We voiced our views and advanced industry-favourable positions on other domestic issues affecting the canola's ability to thrive, including policies on crop protection and extended interswitching, and Canada's study on carbon border adjustments.

MEETING EXPORT REQUIREMENTS

Canada's reputation as a trusted supplier of high-quality canola is one reason we are the world's leading canola exporter. We help maintain this position by providing growers and crop advisers with resources for on-farm practices that ensure crops meet standards set by importing countries.

Every year, we update growers with tips to avoid unacceptable product residues and potential market risks through our Keep it Clean program, presented in partnership with Cereals Canada and Pulse Canada. Webinars, staging guides and other resources can be found at KeepItClean.ca.



From left to right: Lobby day meeting with Kris Grant, CCC board member with Parrish & Heimbecker; Senator Peter Harder; Christine McKee, Alberta Canola and CCGA board member; and Ed Schafer, CCC and SaskOilseeds board member.



From left to right: Rick White, CCGA president & CEO; Roger Chevraux, CCGA and Alberta Canola board chair; the Honourable Lawrence MacAulay, Minister of Agriculture and Agri-Food; and Chris Davison, CCC president & CEO at the post-lobby day parliamentary reception.

An advertisement for the Keep it Clean program. It features a laptop displaying the website, which has a yellow and black color scheme. To the right of the laptop, the text reads "Keep your crops market ready" in bold black and yellow font. Below this text is a yellow horizontal line. In the bottom right corner, there is a circular logo with the text "keep it clean" and a stylized graphic of a field and a sun.

RESILIENCE ROOTED IN OUTREACH

In North America and beyond, Canadian canola is valued for its unique advantages. In 2024, we shared science-backed evidence and information regarding canola's contributions to healthy diets and livestock productivity.

CONNECTING WITH KEY MARKETS

Japan: More than 20 oilseed processors, importers and government officials traveled from Japan to Winnipeg in July as part of the 48th bilateral pre-consultation, aimed at maintaining strong relationships between the Canadian canola value chain and our longest-standing export market.

This event included a farm tour to see leading-edge canola production methods, and a stop at EMILI's Innovation Farms for demonstrations of digital agriculture in action and research on in-field measurement of nitrous oxide emissions and 4R nutrient stewardship.



Delegates on tour during the annual Canada-Japan canola pre-consultation.

Later in the year, a Canadian delegation led by the CCC's exporter members travelled to Japan for the main consultation meeting. Discussion topics included Canadian canola's supply/demand outlook, production, quality and supply chain resiliency, as well as market trends in Japan and implications for canola and vegetable oil use and supply moving forward.

Indo-Pacific: The Indo-Pacific region represents additional opportunities to grow and diversify exports, particularly for canola meal. From February to March, the CCC's canola meal representative travelled to Indonesia, the Philippines, Vietnam and Thailand to continue building understanding of Canadian canola's advantages as a feed ingredient. Meetings were held with academics, companies and feed industry organizations, including the Philippine Feed Millers Association, CP Indonesia, Vina Milk and the Thai Society of Animal Nutritionists.

In December, the CCC also took part in a Team Canada Trade Mission to Indonesia and the Philippines. As part of this mission, the new Canada-Indonesia Comprehensive Economic Partnership Agreement was concluded, with the final text incorporating input from the canola industry. While in Jakarta and Manila, the CCC met with importers as well as feed, miller and animal nutrition associations to promote canola meal as part of feed rations for dairy, aquaculture, swine and poultry.

China: Canadian canola meal was showcased at the China Feed Expo in April as well as the China Dairy Exhibition and Conference in July, followed by meetings with dairy companies, meal importers, feed manufacturers and researchers.

In December, the CCC was in China again to meet with government and industry representatives to advance the industry's interests as the anti-dumping investigation progressed and to continue promoting canola meal.

North America: We continued our work in support of canola meal in both Canada and the U.S., including through significant media outreach. In addition to radio interviews, articles on canola meal's nutritional value for dairy production were featured in popular industry publications including *Feedstuffs*, *Dairy Business*, *Hoard's Dairyman* and *Milk Producer* magazine.

REINFORCING THE HEALTH BENEFITS OF CANOLA OIL

Through the CanolaInfo program in Mexico and the U.S., the CCC engages with credible experts in food and diet to provide technical information on canola oil's health and versatility, and resources to address misinformation that circulates on social media.

Digital ads and social media posts drove traffic to science-backed information about canola on CanolaInfo.org. The team also participated in food and nutrition events hosted by respected organizations like the Academy of Nutrition and Dietetics, and Mexico's National Nutrition School Association.

An important resource provided to health professionals in 2024 was a new scientific paper addressing common misconceptions about seed oils, including canola oil. The paper, supported by the CCC and other commodity groups, was published in the *British Journal of Nutrition* in October 2024.



CanolaInfo's booth at the Food and Nutrition Conference and Expo (FNCE) in Minneapolis, the world's largest meeting of food and nutrition experts.



CCC meeting with FKS Group, a leading food and feed ingredient supplier in Indonesia.



At the China Dairy Exhibition, the Canada pavilion was used to engage with customers and other industry stakeholders and highlight canola meal's proven ability to increase milk production and reduce enteric methane emissions in dairy herds.

REFRESHED RESOURCES PROMOTING CANOLA MEAL

In 2024, both the Canolamazing.com website and the *Canola Meal Feeding Guide* underwent significant revisions and updates to incorporate the latest research findings on canola meal advantages for dairy, beef, swine, poultry and aquaculture diets.

The *Canola Meal Feeding Guide* is now available in English, Mandarin, Spanish and Vietnamese, to be used in canola promotion activities across target markets.



The Canolamazing.com website features the 2024 Canola Meal Feeding Guide, research papers and an up-to-date canola meal nutrient profile.



INNOVATIVE. SUSTAINABLE. RESILIENT.

Creating superior value for a healthier world.

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