

Canada's Canola Industry

Adding Billions to Canada's Economy

The Canola Council of Canada commissioned an independent analysis of the economic impact of Canadian-grown canola on the national economy. The study confirmed that canola is an increasingly important force in the Canadian economy. The industry's growth is driven by **global demand for healthy oils**, coupled with industry **investment** and **innovation**.

Creating opportunity for all Canadians

- Canadian-grown canola now contributes **\$19.3 billion annually** to Canada's economy.
- Canola generates nearly **249,000 Canadian jobs** and **\$12.5 billion in wages** each year.

Dramatic growth in economic importance

- In less than a decade:
 - Canola's annual contribution to the Canadian economy has **more than doubled**.
 - Canadian wages created by the canola industry each year have **more than tripled**.

Benefits extending far beyond the farm

- Canola has a direct impact on **10 distinct industry sectors**, including seed supply, farming, seed handling (elevator and port), transportation, crushing, refining and food processing. The effects ripple through many other industries, creating jobs and wages for Canadians.
- Most of the economic benefits are felt in Western Canada, where most canola is grown and crushed. However, canola also has a substantial impact in British Columbia, Ontario and Quebec, where products may undergo further preparation and processing on the way to global customers.

Methodology

- The analysis was conducted by LMC International using official data, best practices and Statistics Canada multipliers. LMC is a UK-based firm specializing in agricultural commodities, biofuels, food and industrial materials.
- The study considered data from three crop years: 2009/10, 2010/11 and 2011/12.
- The total economic impact includes:
 - Direct impacts (economic impacts, jobs and wages that can be directly traced to Canadian canola production and canola end products, up to the point where the products leave Canada or reach domestic consumers)
 - Indirect impacts (impacts created by industries supplying the canola value chain in Canada, or by individuals working at the periphery of the sector)
 - Induced impacts (impacts stemming from household spending of income earned from Canada's canola sector)

Canola's total economic impact* on wages and jobs, 2004/05 to 2011/12

	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	Annual average 2009/10 to 2011/12
Economic impact	\$6.998 billion	\$7.474 billion	\$9.680 billion	\$16.067 billion	\$14.327 billion	\$15.346 billion	\$21.287 billion	\$21.161 billion	\$19.264 billion
Jobs	194,258	177,144	201,856	198,343	192,623	241,397	244,984	260,587	248,989
Wages	\$3.439 billion	\$3.754 billion	\$5.709 billion	\$7.568 billion	\$8.008 billion	\$10.294 billion	\$12.671 billion	\$14.578 billion	\$12.514 billion

* Including direct, indirect and induced impact

Total economic impact* by sector – 3 year average, 2009/10 to 2011/12

Sector	Total jobs	Total economic impact
Canola farming and seed development	187,370	\$13.3 billion
Elevation	2,464	\$442 million
Crushing	5,878	\$1.1 billion
Refining	3,124	\$206 million
Transportation	3,451	\$1.6 billion
Port activities	1,223	\$348 million
Livestock industry benefits (increased milk production or cost savings when canola meal is used in feed)	N/A	\$525 million
Food end use	45,479	\$1.7 billion

* Including direct, indirect and induced impact

Total economic impact* by province – 3 year average, 2009/10 to 2011/12

British Columbia	Alberta	Saskatchewan	Manitoba	Ontario	Quebec
\$432 million	\$6.1 billion	\$8.2 billion	\$3.4 billion	\$770 million	\$331 million

* Including direct, indirect and induced impact

[Read the complete report](http://www.canolacouncil.org) on the Canola Council of Canada website www.canolacouncil.org.

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