



## **Demand for canola seed, oil and meal is growing – at home and around the world.**

The Canadian canola industry has set a plan to meet that demand and maintain superior quality. We call it *Canola. Growing Great 2015*.

Canola oil is the healthiest commodity oil available to consumers, the food service industry and food processors. Canola oil contains the least amount of saturated fat (7%) of any common edible oil, with the remaining 93% healthy monounsaturated and polyunsaturated fats. The polyunsaturated fats in canola oil are essential omega-3 and omega-6 fatty acids. The omega-3, alpha-linolenic acid, may help prevent heart attacks and strokes. The omega-6, linoleic acid, is important for the brain and essential for the growth and development of infants.

Canola meal is used as an animal feed for dairy cows, pigs and poultry. Its unique characteristics are especially valuable in the dairy industry, where it has been shown that including 20% canola meal in a feed ration improves milk production by one litre per cow per day.

## **Canola is Canadian agriculture's success story.**

- Canola adds \$14 billion annually to Canada's economy.\*
- Canada produces 15% of the world's supply of canola/rapeseed, but it is responsible for 75% of its global trade.\*
- Canola is the No. 1 cash crop for 50,000 Canadian farmers. And the canola industry employs more than 216,000 people across Canada in production, transportation, crushing, refining and food development, manufacturing, and service.\*
- Canola is an achievement of the Canadian research community, and the industry's success demonstrates that attention to consumer demands can pay big dividends over time.
- Canola oil has a low level of saturated fat and an excellent balance of polyunsaturated and monounsaturated fats. Versatile and light tasting, it has taken its rightful place as a staple in the world's kitchens.



\*Canola in Canada Socio-Economic Value Report, Canola Council of Canada, 2008.

### Growing Great 2015

Demand for canola is growing at home and around the world due to its outstanding characteristics for human health, animal feed and biofuel. To demonstrate how canola growers and the entire sector can meet this growing market demand, the Canola Council of Canada developed the Growing Great 2015 strategy in 2007. The Canola Council represents the entire Canadian canola industry – growers, crop development and protection companies, processors, and exporters.

Growing Great 2015 is an ambitious plan to take the Canadian canola industry to 15 million tonnes of sustained market demand and production. The industry will focus on those markets for which canola's primary attributes – high oil yield and low saturated fat – will create superior value and benefit human and environmental health.

### Growing Great 2015 Canola Industry Goals\*:

Element	2006	2015 Target
Export Seed	5.2 million tonnes	7.5 million tonnes
Domestic Crush	3.7 million tonnes	7.5 million tonnes
Ratio of Classic to Designer	90/10	75/25
Oil Content	42.5% average (10-year average ending 2006)	45% average
Meal	2,000 kcals/kg energy content (poultry)	10% increase
Production	9.0 million tonnes	15 million tonnes

\*Canola. *Growing Great 2015*, Canola Council of Canada, 2007.

Demand signals are strong, and the industry is pursuing the following promotion and advocacy strategies to capture the opportunity:

- **Promote** the healthy properties of canola through the North American Canola Oil Promotion Program and work with partners to support nutrition research through the Canola Product Research Fund.
- **Achieve** and support a Canadian renewable fuels policy that helps reduce carbon emissions and dependence on traditional oil resources.
- **Monitor** and pursue the elimination of tariff and non-tariff trade barriers (such as biotechnology regulatory approvals, pesticide harmonization and plant phytosanitary issues) and trade distorting subsidies.
- **Ensure** Canada continues to take a science-based approach to regulation, allowing the canola industry to innovate and remain competitive with other crops.
- **Support** and facilitate agronomic research, technology transfer and extension to sustain canola grower profitability and increase production to meet demand.

