

Canola Market Access Plan 2015

Overview

What is the CMAP 2015?

The CCC will lead the project to develop a targeted and comprehensive market access strategy for the canola sector. The program will address current and future needs for market access.

The approach will be a collaborative effort on behalf of the canola industry and GoC.

Duration: December 2009 to March 2014

- AAFC - \$7.8 million
- CCC - \$1.2 million (cash and in-kind)

CMAP Deliverables

7.5 MT of seed export

2.0 MT Japan

1.5 MT Mexico

1.0 MT China

1.0 MT U.S.

1.0 MT E.U

1.0 Other countries

4.0 MT of oil export (seed
equivalent)

2.5 MT U.S.

1.0 MT China

0.5 MT E.U.

Total: 11.5 MT

What will the CMAP program fund?

- Stakeholder Consultations
- Market Studies, Demonstrations, Analysis and Modeling
- Communications and Outreach

NOT: Market Development or Research

Development of Long-term Strategy

- Identify the key issues related to market access and demand for canola products
 - Focus on the BIG 5 issues
- Develop a Rapid Response Plan (RRP) which is a joint industry/government protocol for dealing with market access issues
- Work closely with AAFC, CFIA, DFAIT and other government officials during plan development

Development of Country Specific Plans

- Identify current market access issues for existing or potential canola markets.
 - U.S., China, E.U., Japan, Mexico, Canada
 - Other markets
- Develop an annual action plan to address short and long-term issues with the market

Communications and Outreach

Communicate with stakeholders on the development and implementation of the MAP.

Develop infrastructure for Virtual Country Portfolios (VCP's) containing canola trade statistics, market demographics and trends, barriers and/or opportunities for canola products, etc.

