



# CANOLA COUNCIL OF CANADA: LEADING THE INDUSTRY

*Innovative. Resilient. Determined to create superior value and a healthier world.*

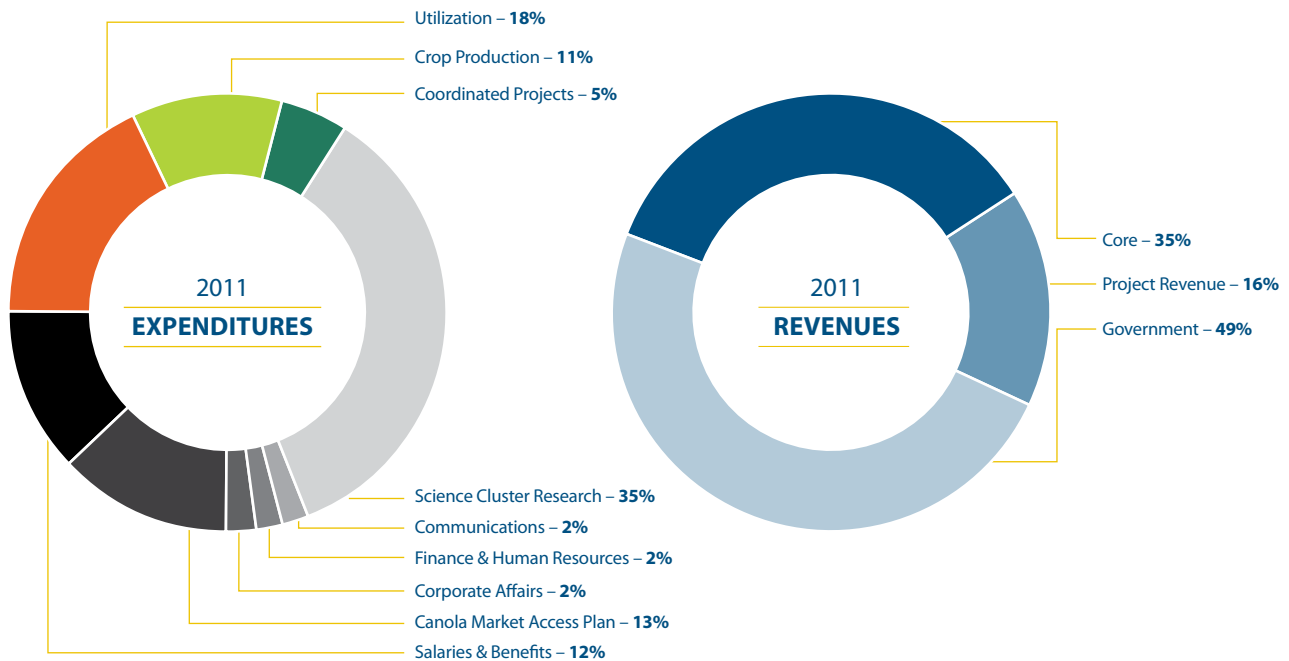
## WHO WE ARE

The mission of the Canola Council of Canada (CCC) is to enhance the Canadian canola industry's ability to profitably produce and supply seed, oil and meal products that offer superior value to customers throughout the world.

The CCC is the only fully vertically integrated industry association in Canada where seed and input companies, growers, exporters, and crushers all sit at the same table to develop a common platform for growth.

Core funding for the CCC comes from a volunteer levy paid by the canola growers, crushers and exporters, and life science companies.

## CANOLA COUNCIL OF CANADA 2011 BUDGET



## OUR CORE FUNDERS

Canola industry expansion is directed by a vertically integrated partnership through the Canola Council of Canada.





## GROWING GREAT 2015

*Canola. Growing Great 2015* is an industry-wide vision for the future of the canola industry. The goal is 15 million tonnes of sustained market demand and production by 2015.

We advance toward our goals with the following objectives:

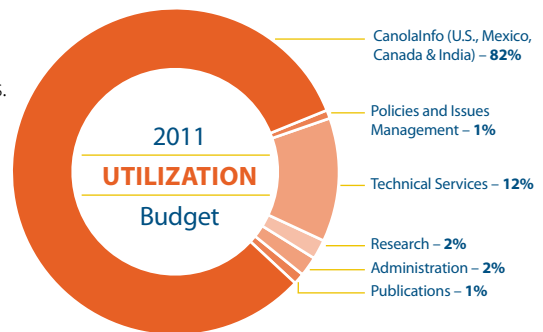
- > Increase consumption and value of canola seed, oil and meal
- > Improve quality of canola oil, meal and seed
- > Improve market access for canola and its products
- > Increase sustainable production of canola to meet demand
- > Improve understanding of the canola industry and the CCC.

We will achieve these goals through a shared understanding by all members of the value chain of our industry's strengths, of the obstacles facing us and of the opportunities for growth.

## THE UTILIZATION TEAM

The CCC carries out initiatives aimed at increasing the consumption and value of canola seed, oil and meal; improving energy content in meal and oil content in seed; and improving export market access.

- > Assists the canola industry in increasing domestic consumption and exports of Canadian canola to generate 15 million tonnes of demand by 2015
- > Through CanolaInfo, actively promotes canola oil as one of the healthiest culinary oils in the world. The focus of CanolaInfo is primarily the U.S. - the most valuable market for canola
- > Directs \$2.5 million in market development activities for canola oil, seed and meal with a focus on major markets such as the U.S., Mexico, Canada and China
- > Manages \$2.0 million Canola Market Access Program working closely with Corporate Affairs to develop a global market access strategy for canola products
- > Directs \$3.0 million annually in Canola/Flax Canadian Agri-Science Cluster research programs for canola oil and meal. Research focuses on both human health and canola meal utilization
- > Directs industry initiatives to increase canola meal inclusion rates in hog and poultry feeds, increase canola meal understanding and use in dairy cattle feeds, and support canola meal research in the U.S., Mexico and China
- > Promotes changes to varietal standards at the Western Canada Canola/Rapeseed Recommending Committee (WCC/RRC) in order to increase oil content and maintain saturated fat content below 7%.

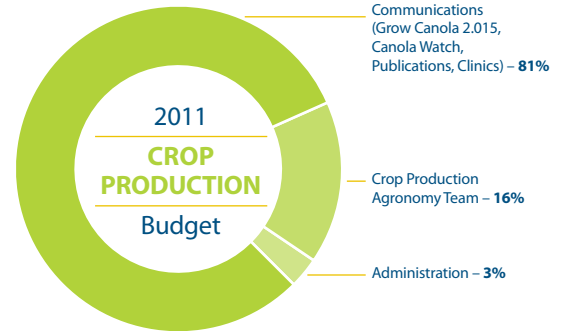




## THE CROP PRODUCTION TEAM

The CCC's team of agronomy specialists is focused on grower profitability. In order for the industry to achieve its 2015 production and quality targets, the CCC implements an extensive crop production program.

- > Consults with 20,000 prairie canola growers annually through individual contacts, meetings, clinics and trade shows
- > Coordinates the Export Ready communications program to ensure growers are delivering the highest quality product for Canada's export markets
- > Coordinates over \$2.35 million annually in crop production research projects for the Canola/Flax Canadian Agri-Science Cluster, Clubroot Risk Mitigation, Canola Agronomic Research Program and other initiatives
- > Helps growers maximize their profitability through awareness campaigns that utilize extension activities such as Combine Clinics and various print and electronic mediums
- > Advises growers and the industry about best practices in canola production management through an annual media release program, the e-newsletter Canola Watch, and other outreach activities such as courses where industry agronomists can earn Certified Crop Advisor credits
- > Coordinates frontline issue management on breaking issues such as blackleg, clubroot, frost, harvest and storage management.



## THE CORPORATE AFFAIRS TEAM

The Corporate Affairs Team brings the canola industry's priorities and concerns to the attention of Canadian government decision-makers at the federal and provincial levels, as well as working in export markets to reduce barriers.

- > Works to access the European market through gaining approvals of genetically modified canola
- > Participates in international trade discussions as part of the Canadian Agriculture Free Trade Alliance, developing proactive proposals of rules by Canada in canola's favour, such as tariff de-escalation
- > Lobbies for bilateral canola trade opportunities in conjunction with federal officials
- > Works to reduce market access barriers in major markets such as the U.S. and China
- > Ensures the canola industry perspective is considered in the current WTO round
- > Leads management of biotechnology issues such as unapproved varieties and development of a global system to address low level presence
- > Influences government decision-making processes on science, regulatory and health policies
- > Supports the Canadian Renewable Fuel Association in advocating for biofuel policies friendly to Canada's canola industry.



## THE COMMUNICATIONS TEAM

- > Produces the *Canola Digest* four times annually, a CAMA award-winning magazine for 42,000 canola growers
- > Develops, publishes and distributes the CCC annual report as well as other information pieces that explain the impact of the canola industry at home and abroad, and the role of the CCC in working with industry toward the 2015 targets
- > Supports the Crop Production Team in its annual information program targeted to canola growers, including Canola Watch, news releases and news bulletins
- > Supports Corporate Affairs with a periodic e-newsletter to politicians
- > Works with media to develop public understanding of the CCC priorities and activities
- > Coordinates the annual convention which brings together leaders from every aspect of the industry to share the latest information
- > Maintains [canolacouncil.org](http://canolacouncil.org), [canolainfo.org](http://canolainfo.org) and [canolabiodiesel.org](http://canolabiodiesel.org) websites.

## FINANCE AND HUMAN RESOURCES

This team is responsible for the overall management of the CCC's financial information system, human resource functions, information technology, office administration, and accounting and investment activities. This includes coordinating the yearly operating budget, the year-end audit, and employee payroll and benefits, as well as managing the IT system and the financial aspects of the WCC/RRC. The team ensures that the criteria of various funding sources for the CCC activities are met, and that the accounting procedures meet the highest standards.

## COORDINATED PROJECTS

- > *Canola Digest* – on behalf of the Grower Communication Advisory Team
- > Prairie Canola Variety Trials (PCVT)
- > Performance Online Database (POD).

