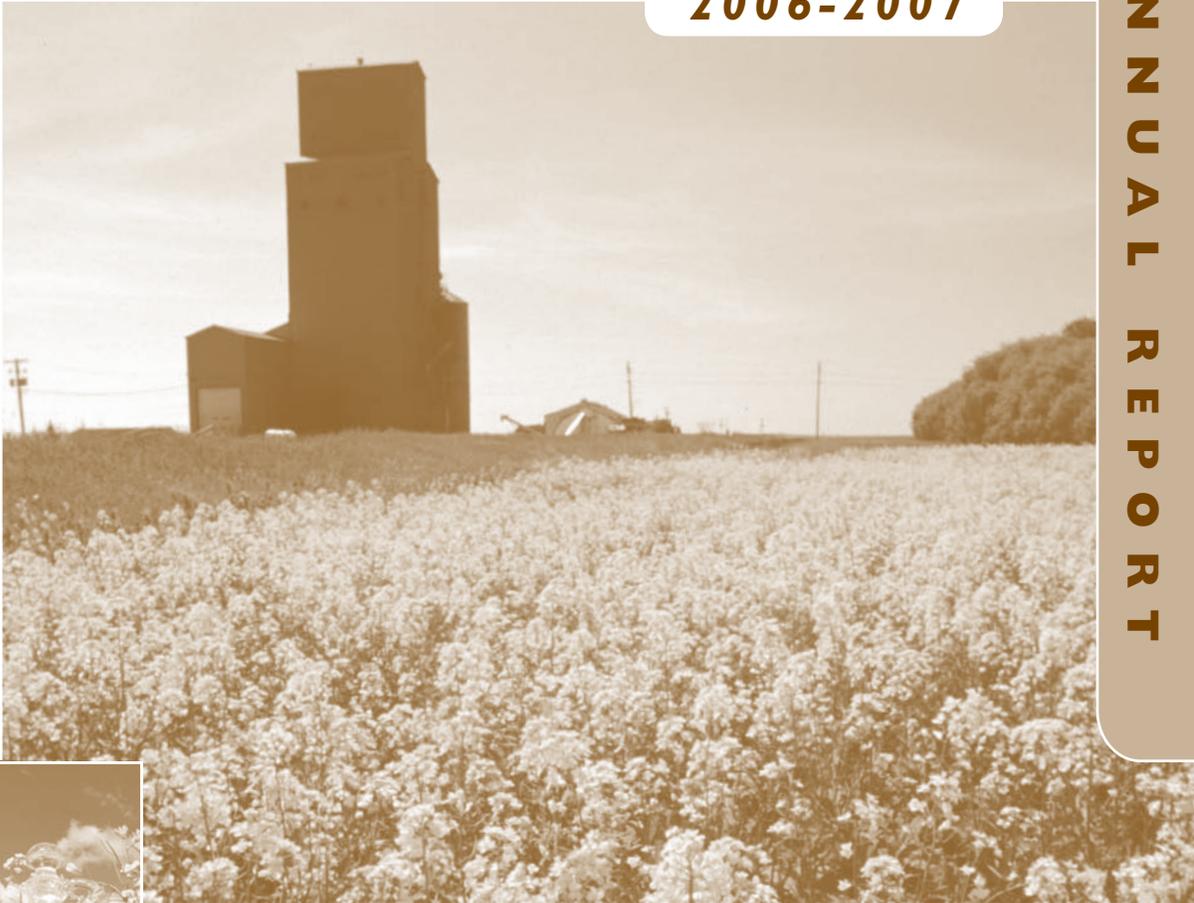




MCGA

# Manitoba Canola Growers Association

2006-2007



ANNUAL REPORT



# President's Report

MCGA is a member organization committed to maximizing net income from Canola.

This mission statement has been repeated many times within 2007 particularly when the MCGA board went through its budgeting process. Each year the MCGA board labours long and hard as to prioritizing where and how to spend your check-off dollars. As with most financial situations there are more places to spend money than what you have.

I find it very difficult to summarize a year of activities within a short report so I will limit my comments to our biodiesel, transportation and crop insurance initiatives along with some brief comments around our election. Please refer to the various sections within this annual report for updates on other areas which MCGA has been involved in this year.

Biodiesel continued to be a major focus of MCGA this year. The goal was to have government policy put in place to see biodiesel facilities built in Manitoba as well as the rest of Canada. We pushed this initiative on many fronts, participating in many meetings and lobby efforts as MCGA, with the Canola Council of Canada, the Canadian Canola Growers Association (CCGA), the Canadian Renewable Fuels Association. We were pleased when the Federal Government announced the EcoEnergy program, which was a major step forward to having biodiesel plants built in Canada. Details are still being worked through but we are trying to ensure these details support our goal of having plants built in Canada. We were particularly pleased when the Federal Government announced the EcoABC program, giving incentives for a biodiesel facility to take on agricultural producers as partners. This allows our membership the opportunity to participate in adding value to their commodity if they desire. We do caution our membership that it is the responsibility of each individual producer to perform due diligence ensuring they are investing in a facility which will be able to compete long term in this new industry.

Transportation has been an issue which has been challenging for our producers. Improving rail services is vital to the health of the canola industry and all of rural Canada. Failure to deliver on time hurts markets. As growers we get better prices when the grain transportation system is functioning to get canola to market on time. With these facts in mind, through the CCGA, we participated in a lobby effort in Ottawa to raise the profile of this issue in the minds of our MP's. Through CCGA we pushed for the passage of Bill C-8; an Act to amend the Canadian Transportation Act, which is currently before the House. If passed we would like to see a Review of Railway Service performed to investigate all aspects of rail transportation. Recommendations from this review should include implementation of measures that will help rebalance the marketplace relationship between shippers and railways. We will continue to push on this issue particularly since our membership's locations are so dependant on rail service.

With Crop Insurance (Manitoba Agricultural Services Corporation), we were pleased this year as they identified high erucic acid rapeseed as a distinct crop. With the distinct agronomic properties it has along with different pricing characteristics it is important to be identified separately. We will continue to advocate for a similar distinction for the specialty oil canola varieties as their distinct characteristics are similar in nature and in our minds require a distinct crop status also.

MCGA believes it important for an organization to have elections, and we have completed ours this year. I would like to thank all of the candidates for allowing their names to stand and the members who took the time to vote. I look forward to continuing work with our two incumbent directors and establishing a working relationship with our two new directors.

As directors, we appreciate our members continued support and thank you for the opportunity to represent you this year.

Brian Chorney  
President



## MANITOBA CANOLA GROWERS ASSOCIATION

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# Executive Manager's Report

Last year Manitoba producers seeded approximately 2.8 million acres of canola according to Statistics Canada and harvested 2.770 million acres. The spring started off good but then the rains came. There was a certain amount of canola that drowned out in June. In July we had 3 weeks of very hot weather that hurt yield and oil content. The canola crop in Manitoba yielded on average 27.1 bushels per acre, (1.83 million tonnes per hectare) which is down from our five year average of 30 bushels per acre. Due to hot weather conditions, the oil content was only 41.4% which is down from last years average of 43.3%. This is a concern because our buyers like the oil content to be above 42% oil.

In December of 2006 the Manitoba Agriculture, Food and Rural Initiatives and Agriculture and Agri-Food Canada approached the Board of Directors of MCGA to see if they would be interested in participating in a pilot program that would be the first commodity based version of the Equivalent Agri-Environmental Plan. The Board agreed to take on this challenge and MCGA's Provincial Environmental Plan (PEP) was born. Look for the PEP update in the Annual Report.

MCGA's marketing group continues to promote the Canola Commodity Challenge. We are now working with the Canadian International Grains Institute to have them use the Challenge in their marketing course. CIGI has asked us to look into developing a junior trader challenge that would go along with our Canola Commodity Challenge. The other part of this is that we now have free access to the Winnipeg Commodity Exchange canola cash and basis feeds. I would like to thank Will Hill of the Winnipeg Commodity Exchange for all his help in getting us this feed. This certainly makes our Challenge more affordable.

MCGA rolled out its new logo in June. The Board of Directors thought it time for a new look. Feel free to let us know what you think of the new logo.

The *Canola Digest*, funded jointly by the Canola Council of Canada, Alberta Canola Producers Commission, Saskatchewan Canola Development Commission and the Manitoba Canola Growers Association continues to improve. The *Canola Digest* took over the production of the canola marketing calendar from MCGA, to give it a Western Canada feel.

## Provincial Environmental Plan

In the past year, the Manitoba Canola Growers Association has further expanded its boundaries by undertaking the first commodity-based Equivalent Agri-Environmental Plan in the province. In cooperation with Manitoba Agriculture, Food and Rural Initiatives and Agriculture and Agri-Food Canada, the MCGA has successfully delivered the Plan in under one year's time, with over 130 canola producers participating province-wide.

As part of the national environmental farm planning initiative, the PEP required public participation in determining a primary environmental issue facing the canola sector in Manitoba. Producers were presented with a compilation of the best available technical information on how Manitoba canola production affects various aspects of soil, air, water and biodiversity. This information, in combination with their own experience assisted in identifying "Surface Water Quality in Terms of Nutrients and Pesticides" as the primary issue by 80% of participants. Participants were also required to select up to 5 of the 30 available beneficial management practice categories from the Canada-Manitoba Farm Stewardship Program (CMFSP). These categories were to include actions which would clearly remediate or improve the primary issue chosen.

MCGA funds a Manitoba Canola Growers Association Scholarship and a Bursary for the Faculty of Agricultural and Food Sciences at the University of Manitoba. For more information on these two awards, please contact the U of M Financial Aid and Awards department.

Each year, MCGA applies for the Investment Tax Credits. Producers are entitled to obtain taxable benefits on canola check-off deductions that are used to support Research and Development. For 2006, 24.67% of your check-off dollars went to approved research and development. In 2005 it was 18.72%, 2004 it was 23%, in 2003 it was 36%, in 2002 it was 22% and in 2001 it was 27%. If producers have not claimed this tax credit please talk to your accountant to see if it is beneficial for you to file.

MCGA is part of Canola Council of Canada's Export Ready Program. Since 70 percent of Canada's canola crop is exported around the world and its reputation as a safe and high quality product is well-deserved and well-known, it is important that producers protect their canola markets. The Canola Export Ready information program provides growers with specific information on farm practices that can impact trade.

MCGA has continued to work on improving the website throughout the year, with a number of new headings being added to the site. To view the changes go to [www.mcgacanola.org](http://www.mcgacanola.org). We believe that our website will be the tool we use in the future to keep in touch with our members. Once all producers are on high speed it will be easy to send messages to all our members, which will be very cost effective and timely.



The canola industry is very well organized and I look forward to working with the industry to meet the challenges that lay ahead. It is great to be part of the Canola Team!

Bill Ross  
Executive Manager

Each participant worked with the Plan Coordinator to complete detailed action plans, identifying the type of actions they wished to undertake on their operation to remediate the primary issue. Over 200 individual actions were identified. Once projects were completed, producers were eligible to receive applicable reimbursements.

Should all producers' plans be completed, over 200,000 acres of agricultural land and water in Manitoba will be positively impacted by the adoption of beneficial management practices. Even if these plans don't all get finished, MCGA has provided a valuable opportunity for canola growers in Manitoba to further understand the intricate balance between profitable production and preservation of those resources that essentially help us to produce.



Jewel Mazur  
Provincial Environmental  
Plan Coordinator

## 2006 - 2007 Board of Directors

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## Executive

President – Brian Chorney  
Vice President – Dale Gryba  
Treasurer – Ernie Sirski  
Secretary – Tom Kieper  
Marketing Chairperson  
– Bruce Dalgarno/Brad Day

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Executive Assistant  
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Education and Promotion Coordinator  
Ellen Pruden  
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Project Coordinator  
Leanne Campbell  
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## Canola Council of Canada Agronomist

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# Auditor's Report

**D.F. GEORGE**  
CHARTERED ACCOUNTANT INC.

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## AUDITOR'S REPORT

To the Board

**Manitoba Canola Growers Association Inc.**

I have audited the statement of financial position of the Manitoba Canola Growers Association Inc. as at July 31, 2007 and the statements of operations, changes in net assets and cash flows for the year then ended. These financial statements are the responsibility of the association's Board. My responsibility is to express an opinion on these financial statements based on my audit.

I conducted my audit in accordance with Canadian generally accepted auditing standards. Those standards require that I plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by the Board, as well as evaluating the overall financial statement presentation.

In my opinion, these financial statements present fairly, in all material respects, the financial position of the association as at July 31, 2007 and the results of its operations and changes in its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

Carman, Manitoba  
October 29, 2007

D. F. George  
Chartered Accountant Inc.

### STATEMENT OF FINANCIAL POSITION AS AT JULY 31, 2007

#### ASSETS

CURRENT ASSETS	2007	2006
Bank - operating	\$ 900,288	\$ 721,001
- surplus (note 4)	103,000	250,000
- contingency (note 4)	40,000	40,000
- long-term research (note 4)	3,716	76,630
Check-off receivable (notes 2&5)	191,047	108,136
Prepaid expenses	6,241	6,241
	<u>1,244,292</u>	<u>1,202,008</u>
<b>CAPITAL ASSETS</b>		
net (notes 2 & 3)	10,187	10,664
	<u>\$1,254,479</u>	<u>\$1,212,672</u>

### LIABILITIES AND NET ASSETS

CURRENT LIABILITIES	2007	2006
Accounts payable and accrued liabilities	\$ 54,089	\$ 25,965
Deferred check-off revenue (notes 2&5)	848,307	664,231
	<u>902,396</u>	<u>690,196</u>
<b>NET ASSETS</b>		
Net assets invested in capital assets	10,187	10,664
Net assets internally restricted (note 4)	146,716	366,630
Unrestricted net assets	195,180	145,182
	<u>352,083</u>	<u>522,476</u>
	<u>\$1,254,479</u>	<u>\$1,212,672</u>

Approved on Behalf of the Board



Brian Chorney,  
Director



Ernie Sirski,  
Director

**OPERATING SEGMENT  
STATEMENT OF OPERATIONS  
FOR THE YEAR ENDED JULY 31, 2007**

<b>REVENUES</b>	<b>2007</b>	<b>2006</b>
Check-off (net of refunds - notes 2 & 5)	\$ 664,231	\$ 711,034
Interest	30,590	22,700
Transfers from restricted - interest	10,596	7,411
	<u>705,417</u>	<u>741,145</u>
<b>EXPENSES</b>		
Administration -board	48,499	83,697
-office	147,398	143,518
Extension	126,107	146,646
Technical education and promotion	196,397	222,349
Research and technology	281,530	202,722
Amortization of capital assets	2,965	3,407
	<u>802,896</u>	<u>802,339</u>

**EXCESS (DEFICIENCY) OF REVENUE  
OVER EXPENSES**

	<u>\$ (97,479)</u>	<u>\$ (61,194)</u>
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**RESTRICTED SEGMENT  
STATEMENT OF OPERATIONS  
FOR THE YEAR ENDED JULY 31, 2007**

<b>REVENUES</b>	<b>2007</b>	<b>2006</b>
Interest -surplus	\$ 9,132	5,862
-contingency	1,464	1,549
-research	2,086	3,899
	<u>\$ 12,682</u>	<u>\$ 11,310</u>

**EXPENSES**

Research-HEAR project	75,000	75,000
Interest transfer to operating from -surplus	\$ 9,132	5,862
-contingency	1,464	1,549
	<u>\$ 85,596</u>	<u>\$ 82,411</u>

**RESTRICTED FUNDS**

<b>(DRAWDOWN)</b>	<u>\$ (72,914)</u>	<u>\$ (71,101)</u>
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**SCHEDULE OF EXPENSES  
FOR THE YEAR ENDED JULY 31, 2007**

**ADMINISTRATION  
- BOARD**

	<b>2007</b>	<b>2006</b>
Election	\$	\$ 28,592
Mailings – bylaws and legal	3,538	6,369
Board operating	44,961	48,736
	<u>\$ 48,499</u>	<u>\$ 83,697</u>

**ADMINISTRATION  
- OFFICE**

Office operating	\$ 140,796	\$ 140,017
RRSP pension costs	6,602	3,501
	<u>\$ 147,398</u>	<u>\$ 143,518</u>

**EXTENSION**

Memberships and subscriptions	\$ 7,510	\$ 6,597
Advertising	946	2,020
MCGA meetings	5,233	6,294
Ag Days	7,043	8,815
Annual general meeting	9,545	7,673
Extension meetings	48,914	46,167
Canola learning centre and Royal Winter Fair	30,385	30,811
Marketing challenge	439	15,854
Calendar		5,700
Communications and radio spots	6,042	10,924
Web page	10,050	5,791
	<u>\$ 126,107</u>	<u>\$ 146,646</u>

**TECHNICAL EDUCATION AND PROMOTION**

Co-ordinator budget	\$ 63,667	\$ 60,407
Co-ordinator office	63,577	59,310
Ag in the Classroom	10,000	10,000
Managing Excellence conference	1,510	2,251
Canola Digest	11,736	
Canola utilization meetings and newsletter	5,907	5,381
North American utilization funding	35,000	80,000
Wetlands project – Richardson International	5,000	5,000
	<u>\$ 196,397</u>	<u>\$ 222,349</u>

**RESEARCH AND TECHNOLOGY**

CARP – ongoing	\$ 54,875	\$ 27,645
CARP – new	14,400	72,813
Canola advantage program	70,000	70,000
Variety tests	10,000	10,000
McVet		5,000
Meetings	13,201	12,264
Biodiesel	94,054	5,000
Canola product research	25,000	
	<u>\$ 281,530</u>	<u>\$ 202,722</u>

# Education & Promotion

## Co-ordinator's Report

This past year, the focus for education, promotion and communication was on canola's low saturated fats, being *trans fat* free, the Canola Learning Centre, canola based biodiesel, the website [www.canolakids.ca](http://www.canolakids.ca) and the continued partnership with CanolaInfo.

Food services, restaurants and governments were interested in being *trans fat* free and canola oil is meeting that demand for these types of products. Frying was featured on the Great Tastes of Manitoba television show as well as appearances on CITY TV's Breakfast Television show. MCGA continues to receive a huge number of requests for recipes through partnerships established with the other commodity groups, MLCC and the Manitoba government. Information on canola oil is getting out to consumers.

The website continues to play an important role in maximizing information to consumers on canola oil and great recipes. In order to reach consumers, children and producers we are constantly working to update the internet resources through three websites; the general organization website at [www.mcgacanola.org](http://www.mcgacanola.org), our consumer based recipe website at [www.canolarecipes.ca](http://www.canolarecipes.ca) and our kids interactive website at [www.canolakids.ca](http://www.canolakids.ca).

The launch of the new website [www.canolakids.ca](http://www.canolakids.ca) at the Red River Exhibition coincides with the launch of the Droplet Dance Finals. This is an interactive dance game for people of all ages with the drive to go to the website and win prizes. The new [www.canolakids.ca](http://www.canolakids.ca) had over 50,400 hits in the first few months of the launch.

Over this past year the website has continued to grow registering 1,476,610 hits. The highlights continue to be the recipe database and the biodiesel sections of the website. Through continued linkages and posting videos on YouTube, [www.mcgacanola.org](http://www.mcgacanola.org) continues grow in popularity.

The Canola Learning Center (CLC) operates in partnership with James Richardson International at Kelburn Farm and this year, the CLC celebrated its 11th anniversary. The program saw around 1000 participants come to the farm. The CLC also participated in the AITC-MB's Amazing Agriculture Adventure in Brandon and Winnipeg. AITC-MB programs are extremely successful in reaching over 10,000 students from across the province.

Directors and staff continue to support the CLC and the Red River Ex in Winnipeg, Calgary Stampede in Alberta and the Royal Agricultural Winter Fair in Toronto, Ontario.

The big news from the North American Canola Oil Promotions Program (NACOPP) was the U.S. Food and Drug Administration authorized, in October 2006, a qualified health claim for canola oil based on its high percentage of unsaturated fats.

The claim states: "limited and not conclusive scientific evidence suggests that eating about 1 ½ tablespoons (19 grams) of canola oil daily may reduce the risk of coronary heart disease due to the unsaturated fat content in canola oil. To achieve this possible benefit, canola oil is to replace a similar amount of saturated fat and not increase the total number of calories you eat in a day."

New to Canada's Food Guide, Health Canada advises "for good health, include a small amount (2-3 Tbsp/30-45 mL) of unsaturated fat and limit the amount of saturated and trans fat in your day." Both statements are extremely beneficial to the canola industry.

The goal is to increase canola oil awareness and consumption of canola oil in North America. CanolaInfo works to influence the influencers.

Such groups include:

- American Diabetes Association;
- American Diabetes Educators;
- American Dietetics Association;
- American Heart Association;
- Canadian Restaurant and Foodservice Association;
- Dietitians of Canada;
- Heart and Stroke Foundation
- International Association of Culinary Professionals; and
- National Restaurant Association.

Each year MCGA supports many local conferences, projects and activities through sponsorship, lending its booth or by providing free information. The activities are identified by target markets – consumers, health professionals, growers, educators, students and the food service industry. MCGA will continue to provide information to these target groups on the benefits of canola oil. If members would like MCGA to attend or supply information to a local event, please contact the office.

Ellen Pruden  
Education and Promotion Coordinator



# Research & Technology Committee Report

Research and technology (R&T) encompasses a variety of MCGA activities. As Chair of the Manitoba Canola Growers Association (MCGA) R&T Committee, I offer the following report on the Canola Agronomic Research Program (CARP) as well as a brief description of our research processes.

MCGA funding for R&T is as follows:

Category	Funding
CARP ongoing projects	\$54,875.00
CARP new projects	\$14,400.00
Canola Advantage project	\$70,000.00
Canola Product Research Foundation	\$25,000.00
Prairie Canola Variety Testing	\$ 5,000.00
Performance On-line Database (POD)	\$ 5,000.00
Biodiesel research	\$94,053.00
Export Ready Program	\$10,000.00
U of M Research Associate Chair	\$75,000.00
<b>Total</b>	<b>\$353,328.00</b>

## Canola Agronomic Research Program (CARP)

The goal of this program is to increase the profitability of canola production. The funding groups of CARP are the Canola Council of Canada, Saskatchewan Canola Development Commission, Alberta Canola Producers Commission and the Manitoba Canola Growers Association.

CARP projects are selected by the Board of Directors of MCGA. The projects that are selected are brought to the larger funding group (the ones named above) and this group decides who will fund what projects based on the organizations priorities. Most of the projects are co-funded so that each organization can maximize their dollars.

In 2006/07 the following projects were funded in part by MCGA:

### 2006/07 Ongoing Projects

- 1. Optimizing Canola Production: Pest Implications of Intensive Canola Rotations** – Understanding the benefits of crop rotation will enable producers to optimize yield and productivity. This study will develop guidelines for canola cropping frequency in rotation based on disease and weed pests. *H. R. Kutcher, AAFC, Melfort, SK*
- 2. Flea Beetle and Drought Resistance in Canola** – Canola with resistance to flea beetles is urgently required, particularly at the seedling stage. Drought resistance would reduce the uncertainty of weather on the growth of *Brassica napus* and *Brassica rapa* canola and extend their growing area into the south parts of the prairie. *Dr. Margaret Gruber, AAFC, Saskatoon, SK*
- 3. Assessing the Impact of Swede Midge on Canola Production in the Prairies and Ontario** – The project will determine the potential distribution of swede midge on the Prairies, monitor areas at risk for presence of the midge, and examine the effects of swede midge feeding and plant phenology on canola growth and yields in swede midge-regulated counties in Ontario. *Dr. Rebecca Hallett, University of Guelph, Guelph, ON*
- 4. Impact of Timing, Rate, and Application Technology on Biological Control of Sclerotinia Stem Rot of Canola Caused by *Sclerotinia sclerotiorum*** – The biocontrol agent *Coniothyrium minitans* reduces sclerotinia disease and may have long-term benefits for sclerotinia susceptible rotational crops such as canola and beans. Timing, rate selection and application strategies for *C. minitans* may have the potential to become important IPM tools for management of stem rot of canola caused by *sclerotinia sclerotiorum*. *Dr. Debra McLaren, AAFC, Brandon, MB*
- 5. Sclerotinia Stem Rot Field Nursery for Evaluation of Resistance and Fungicide Efficacy** – A full scale, covered, misted field nursery will be constructed based on a prior successful prototype,

to evaluate resistance to sclerotinia stem rot of canola. *Dr. Ralph Lange, Alberta Research Council, Vegreville, AB*

### 2006/07 New Projects

- 6. Investigation on the Individual Genes of *Brassica carinata* in Canola for their Resistance to Different Blackleg Pathotypes** – The effect of three blackleg resistance genes of *B. carinata*, introgressed into canola *B. napus*, on resistance of *B. napus* to a range of blackleg pathotypes including PG3. *Dr. Habibur Rahman, University of Alberta, Edmonton, AB*
- 7. Development of Reduced Risk Strategies through Coordinated Monitoring, Forecasting and Risk Warning Systems for Insect Pests** – This project will develop a coordinated pest monitoring program designed to keeping the canola industry informed of the risks to crop production from insect pests. Timely and accurate forecasts and risk warning are a priority for decision making and for implementation of commodity specific risk reduction strategies. *Dr. Owen Olfert, AAFC, Saskatoon, SK*

## Western Canada Canola/Rapeseed Recommending Committee

The Western Canada Canola/Rapeseed Recommending Committee (WCC/RRC) meets twice a year. The November/December meeting is a business meeting to review testing criteria and examine preliminary test results. The February meeting takes place over two days and focuses on business issues and reviewing and recommending canola cultivars for registration. Following these recommendations, the Canadian Food Inspection Agency handles registration.

The WCC/RRC business meeting was held November 28, 2006 in Saskatoon, SK and the committee received a summary of this year's research trials. The purpose of the public trials is to evaluate the quality and disease resistance attributes of canola cultivars. The collected data is combined with data derived from the previous year(s) private trials. Merit scores are taken from the data on the basis of yield, oil, protein, and blackleg resistance, as well as other minimum criteria. A total of 103 WCC/RRC research trial locations were coordinated and 45 trials were cancelled for a variety of reasons, such as snow, poor establishment, drought, gophers, hail, and blackleg. Of the 103 trials, 75 (29 were cancelled) were agronomic and quality, 28 (16 were cancelled) were blackleg disease reaction trials.

On February 20, 2007 in Saskatoon, SK, WCC/RRC met to recommend canola cultivars for registration. There were a total of 59 canola cultivars up for recommendation and all 59 canola cultivars were recommended for registration. Of that total 15 (5 low linolenic) were Clearfield cultivars, 11 (4 low linolenic) were Liberty Link cultivars and 33 (6 low linolenic) were Round Up Ready cultivars.

The Canola Council of Canada is reviewing canola quality. This review is to analyze current canola value and potential improvements in value, followed by recommended changes in breeding objectives and industry incentives.



Tom Kieper  
Director

WCC/RRC consists of 14 members and is made up as follows: four industry representatives, one breeder representative, one pathology representative, and three grower representatives (one from each provincial grower organization), three commercial representatives, one seed grower representative, and one nutrition representative. These committee members are also on the board of directors.

# Crop Production Report

## Canola Council of Canada Crop Production Report - Manitoba Region

In 2007 the Canola Council of Canada (CCC) Crop Production staff continued their focus on extension activities. The following report summarizes the highlights of some of this year's programs targeted at helping producers maximize the profitability of their canola crops.

### Just-in-Time Information

The Canola Watch reports summarized canola crop conditions and provided agronomic advice to growers, dealers, industry representatives and the media, with weekly reports distributed by email from May 2nd through September 6th, 2007. The Canola Agronomy Network (CCC agronomists, provincial specialists, and representatives from grower groups and industry) facilitated discussions of emerging issues and consensus on recommendations, enabling timely responses to canola production challenges. An evaluation survey was circulated to get suggestions for next year, along with a follow-up exam eligible for credits for those readers in the Certified Crop Advisor program. For more information or to subscribe for next year, use the following web address:  
[http://www.canola-council.org/growing\\_watchreports.html](http://www.canola-council.org/growing_watchreports.html).

Approximately 25 press releases were also developed on specific topics related to managing seeding, crop nutrition, pests, harvest and storage and dealing with extreme weather like frost and hail. Production practices that impact trade were also an important topic. The continued interest of the Manitoba agricultural media in utilizing our press releases and Canola Watch reports was much appreciated. One on one contact with producers and agronomists through email, phone calls and some field visits was also an important avenue for communication and education.

### Skill Development

Agronomy presentations and distribution of published material at grower meetings, trade shows and field tours continued to be an important means of sharing information. MCGA's Provincial Environmental Plan program offered additional opportunities to provide presentations at several winter meetings, as well as two summer workshops where issues such as disease risk assessment and insect scouting and thresholds were discussed. The Canola Council website ([www.canola-council.org](http://www.canola-council.org)) has also been completely revamped this year, and the canola production information reorganized by topic under the Grow Canola link on the main page. Be sure to check it out for the latest canola information.

The Manitoba "Canola College" was held at the Victoria Inn in Brandon on March 8. It was a one-day symposium featuring several guest speakers and presentations focused on topics related to insects in canola, including both pests and beneficial insects. Feedback was positive from the participants, with attendance at 63 people, up considerably from last year. As part of their registration fee the participants also each received a folder of information containing all of our agronomy related fact sheets and scouting publications. A follow up survey suggests they found these quite useful. Media interest was very good this year, with representatives from newspaper, radio and CKX TV doing interviews with myself and several of the guest speakers. The Canola College for 2008 will focus on disease management.

This year also provided an opportunity for me to participate directly in the Crop Diagnostic School held at the U of M's Ian N. Morrison Research Farm in Carman. I collaborated with MAFRI and U of M staff on the canola demonstration plots in July showcasing stand establishment and weed control issues, and I was a guest speaker for three of the ten days.

### Optimizing Production Practices and Production Solutions

The Canola Export Ready program continued this year, with the goal of informing producers and industry about production practices that could impact our export markets. Key messages this year included avoiding the use of malathion as a bin treatment or stored product insecticide for canola, and avoiding the use of de-registered varieties not approved by some export customers. Detailed information is available on our website at: [http://www.canola-council.org/export\\_ready.html](http://www.canola-council.org/export_ready.html).

### Research

In addition to administering the Canola Agronomic Research Program, crop production staff also continued to network with researchers to facilitate communication and identify extension opportunities. Networking opportunities included meetings of the Entomological Society of Canada and Western Forum on Pest Management and summer tours with Agriculture and Agri-Food Canada. The agronomy specialists also participated in the integrated pest monitoring program by assisting with bertha and diamondback moth trapping, as well as a new trapping protocol for flea beetles to determine the relative abundance of the crucifer and striped flea beetles.

### Canola...Growing Great 2015

At our annual convention in March a strategic plan was announced for the Canadian canola industry, highlighting an anticipated increase in demand to 15 million tonnes of seed per year by 2015. Meeting this level of demand will require a significant increase in production, and will likely require a more targeted regional approach. The agronomy specialists have already begun to develop a detailed analysis of production opportunities and challenges within each of their regions, including surveys of retail agronomists throughout their territories to get feedback on production practices and limitations on acres and yield. These will be incorporated into regional extension activities as we plan for the future.

These are some of the key highlights of the 2007 program. As CCC agronomy specialist for the Manitoba region I would like to conclude this report by thanking the Manitoba Canola Growers Association for their continued support of our Crop Production staff's extension activities.

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