

CANOLA: GROWING OPPORTUNITY FOR CANADA

Canola's contribution to the Canadian economy has more than tripled in the last 10 years, according to the latest independent analysis commissioned by the Canola Council of Canada and conducted by LMC International.

TOTAL IMPACT on THE CANADIAN ECONOMY

250
THOUSAND

JOBS 

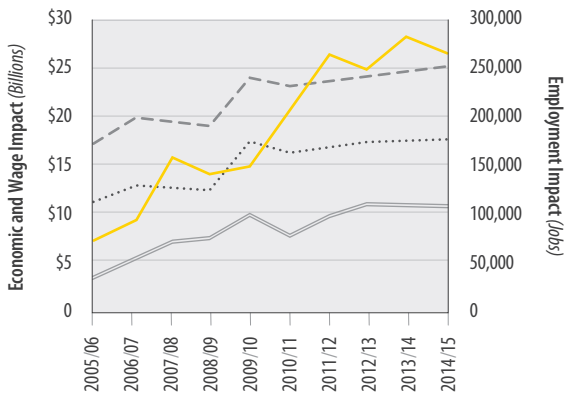
\$11.2
BILLION

IN WAGES 



\$26.7
BILLION

TOTAL ECONOMIC ACTIVITY

Annual averages for the period 2012/13-2014/15, including direct, indirect and induced impacts



DRAMATIC GROWTH in ECONOMIC IMPORTANCE

-  Total Economic Impact
-  Total Employment Impact (with farm family)
-  Total Employment Impact
-  Total Wage Impact

HOW ECONOMIC IMPACT RIPPLES through THE ECONOMY


\$\$\$\$\$\$

DIRECT IMPACT +
Traced directly to production and end products

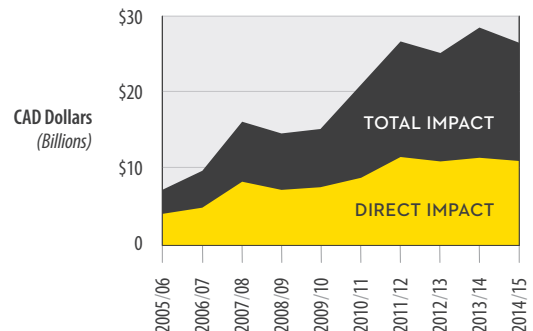

\$\$\$\$\$\$\$\$\$\$\$\$

INDIRECT IMPACT +
Created by industries supplying the value chain

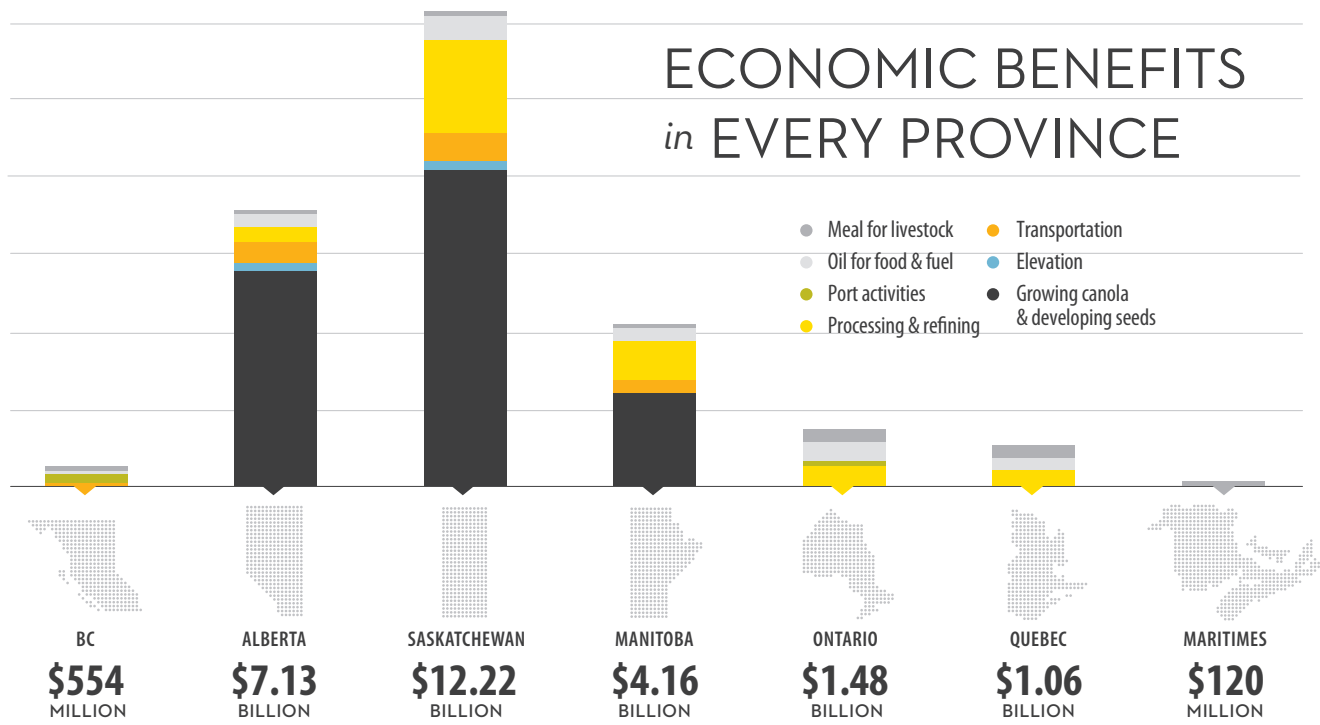
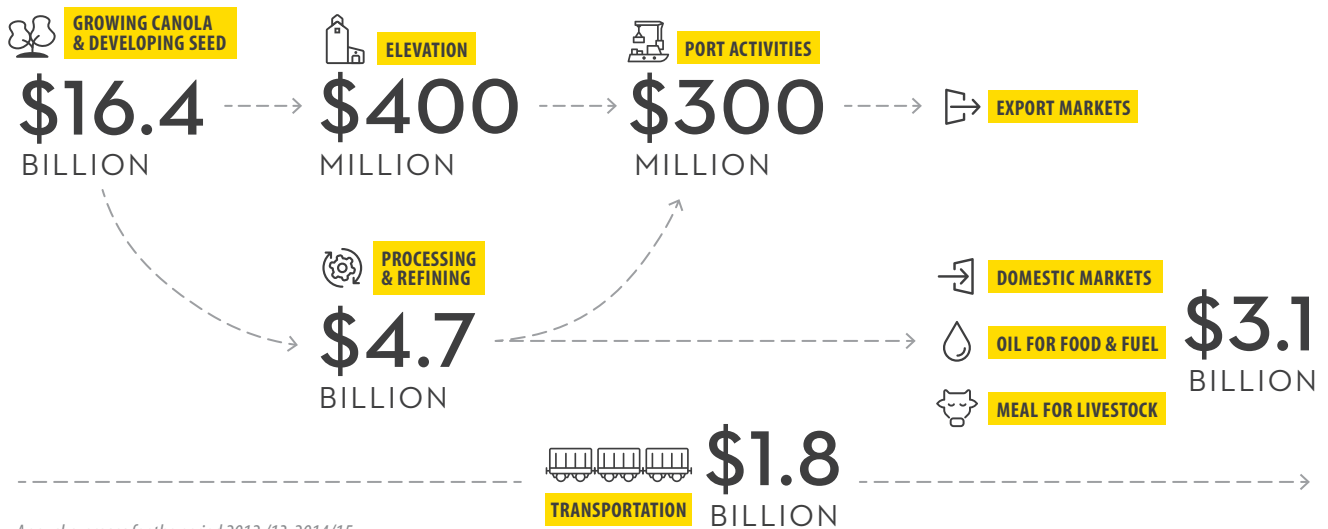

\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$

INDUCED IMPACT =
Ripple effects of resulting household spending

TOTAL IMPACT



CREATING CANADIAN JOBS AND WAGES *at* EVERY STAGE



Read the complete report on the Canola Council of Canada website canolacouncil.org/links/Canada