

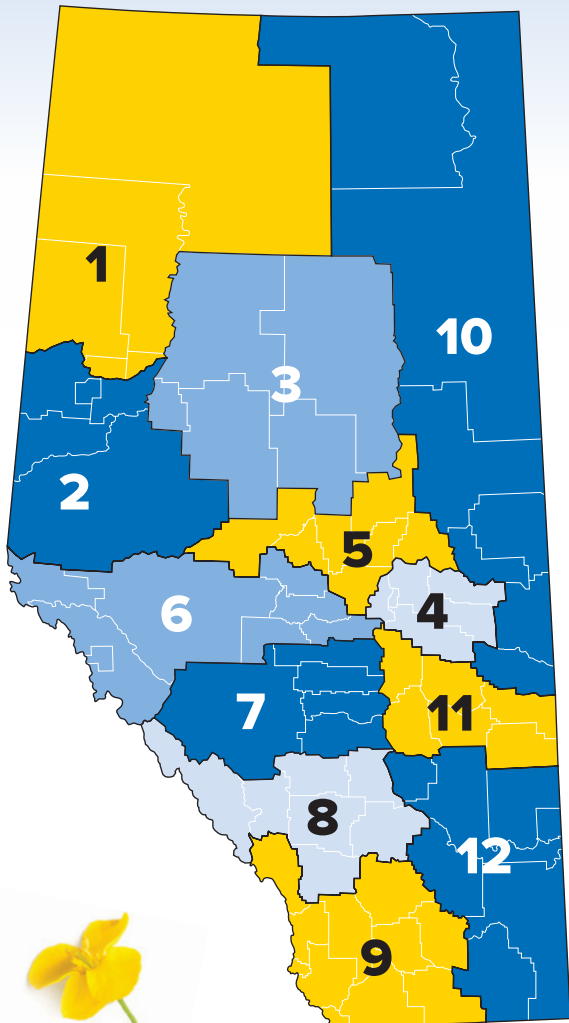
# SPRING 2025

.....  
**NEWS & EVENTS**



.....  
CELEBRATING  
**35 YEARS**

# Regional DIRECTORS



1

**Christi Friesen**

Brownvale, AB  
780-618-5081



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**Andre Harpe**

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**Vacant**



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**Roger Chevraux**

Killam, AB  
780-385-6358



12

**Alan Hampton**

Rowley, AB  
403-823-0777

# Greetings from Andre Harpe, CHAIR OF ALBERTA CANOLA

## Dear fellow canola grower,

I am honoured to have been selected by the board to serve as Chair for the upcoming year. As a third-generation canola grower from Valhalla Centre, located just northwest of Grande Prairie in Alberta's Peace Region, I am proud to represent our community and Alberta's canola growers.

As Alberta Canola celebrates its 35th year of advancing the canola industry, we see that world trade, regulations, and policy are more important than ever. We are currently facing tariffs from China and the United States; however, by working with our national organizations, we are actively trying to minimize any long-term impacts these tariffs may have.

One key solution we are exploring is increasing homegrown biofuel production, which aligns perfectly with canola's potential. In the upcoming election, it will be crucial for us to engage with candidates to ensure this solution becomes a reality.

One thing is certain in these challenging times: Alberta Canola, your provincial, farmer-led, grower organization remains steadfast in its mission to support the long-term success of canola farmers in Alberta through research, extension, consumer engagement, and advocacy.

This includes close collaboration with two national organizations: the Canadian Canola Growers Association, which represents canola farmers nationwide, and the Canola Council of Canada, which represents the entire value chain, including growers, crushers, exporters, and life sciences companies. These groups lead the interface with the federal government on behalf of canola growers, with input and support from Alberta Canola. Successes have been achieved, such as the recent re-approval of lambda-cyhalothrin for flea beetle control.

Alberta Canola will continue to advocate on behalf of growers directly to the provincial government on canola issues, and as part of Team Alberta Crops, we will address issues that affect all farmers.

The core work of Alberta Canola continues to focus on research, advocacy, public education, and grower engagement, and this newsletter provides an update on these important activities.

I strongly encourage you to subscribe to our e-newsletter to stay informed throughout the growing season. [albertacanola.com/subscribe](http://albertacanola.com/subscribe)

**Andre Harpe**  
Chair of Alberta Canola



# Alberta Canola's 35<sup>th</sup> Annual General Meeting

*Red Deer*

January 22, 2025

On January 22, 2025, Alberta Canola held its 35th Annual General Meeting at the Red Deer Resort & Casino. There was participation from canola growers who attended the event both in person and online from across the province.

This AGM marked a significant milestone, so Alberta Canola proudly celebrated 35 years of progress, innovation, and success in supporting Alberta's canola farmers. Departing director, Wayne Schneider, was also given a commemorative art frame in recognition of his six years of dedicated service to canola growers in region 6 and across Alberta.



# Alberta's Canola Growers Approve Service Charge Increase to Support Industry Growth

At the 35th Annual General Meeting, Alberta's canola growers voted to increase the service charge to \$1.75 per tonne. Pending approval from the Marketing Council, the increase will take effect on August 1, 2025.

Roger Chevrax, the outgoing Board Chair of Alberta Canola, emphasized the importance of this decision: "Raising the service charge is vital to ensure the long-term sustainability of Alberta's canola industry. This investment allows us to continue innovating, advocating for growers, and addressing future challenges."

This change follows several years of deficits and dwindling reserve funds. The service charge has remained unchanged since 2003 while costs for research and delivering on valued programs and

services have risen steeply, and inflation has reduced our purchasing power. With canola production stabilizing at approximately 5.25 million tonnes, the increase will help support canola growers and strengthen industry partnerships to address gaps created by government funding cuts.

The increased service charge will also help rebuild Alberta Canola's reserves, ensuring the organization can respond to future challenges while securing continued funding for critical research, grower outreach, consumer engagement, and advocacy efforts. This decision ensures Alberta Canola stays strong and responsive to the needs of its growers.


For more details, visit [albertacanola.com](http://albertacanola.com).



# Alberta Canola's 3<sup>rd</sup> Annual Research Symposium Refines Targets for Research Investment



**By Autumn Barnes**  
RESEARCH MANAGER  
ALBERTA CANOLA

Alberta Canola hosted its third annual Research Symposium at the Alberta Canola Conference in Red Deer on January 23, 2025. 

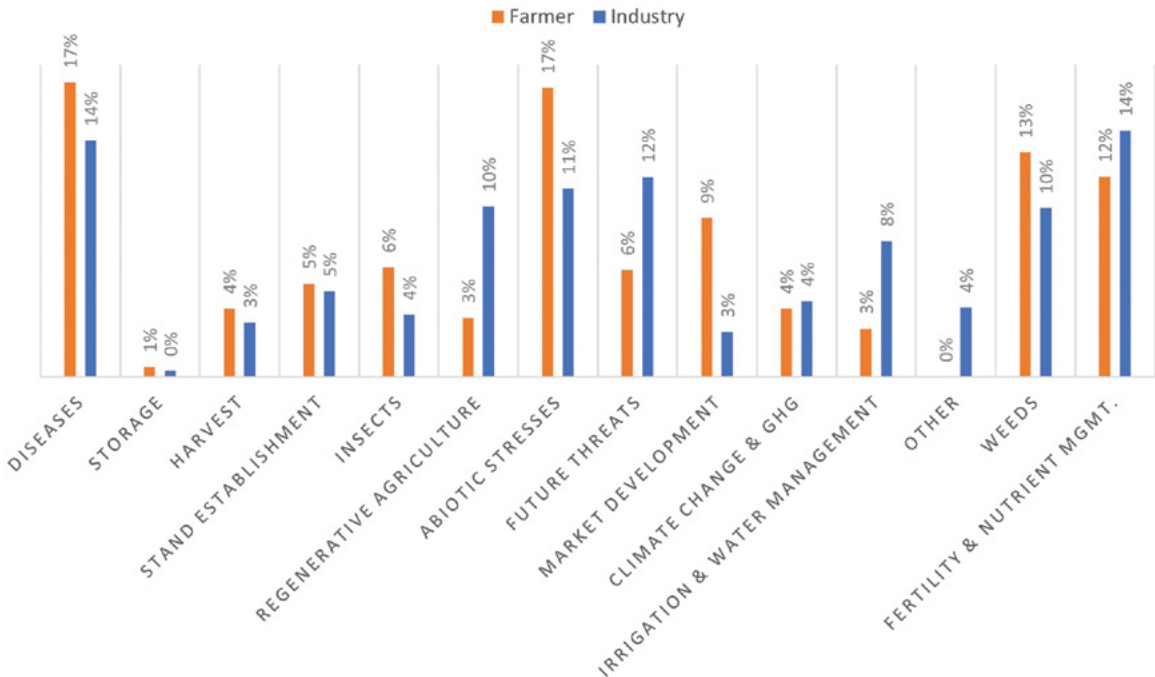
The Research Symposium exists to share information about current and future priority areas of canola research in Alberta. The Canola Council of Canada's Jay Whetter moderated the day, which featured insights from Breanne Tidemann (AAFC – Lacombe), Stephen Strelkov (University of Alberta), Paul Galpern (University of Calgary), Boyd Mori (University of Alberta), Edel Perez Lopez (Laval University), Ian Epp (Canola Council of Canada) and Nate Ort (University of Saskatchewan). These individuals were chosen because of their backgrounds in canola research and their consistent leadership in creating and completing high-quality research projects.

"The format of the symposium was really engaging," says Alan Hampton, Chair of the Alberta Canola Research Committee, "the discussions provided insight that will help drive our research priorities and funding decisions in the future."

After interactive panel discussions, farmer and industry attendees were asked to provide input into Alberta Canola's research priorities for this year's research funding calls. Alberta Canola participates in three annual funding calls:

- **The Agriculture Funding Consortium (AFC)**
- **Canola Agronomic Research Program (CARP)**
- **Agriculture Development Fund (ADF).**

## 'SYMPOSIUM BUCKS' ALLOCATED TO TARGET AREAS FOR CANOLA RESEARCH



Alberta Canola also participates in the larger federal Agriculture Policy Framework group, which leads the development of the Canola Agriscience Cluster under the Sustainable Canadian Agriculture Partnership (S-CAP) and occurs every five years.

All research that Alberta Canola funds must focus on finding the best ways to grow canola, finding solutions to pest management, or increasing the demand for canola. We fund a mix of short-, medium- and long-term research projects based on the needs of farmers in Alberta.

To identify these needs, Alberta Canola's research staff engages with our farmer-director Research Committee, with other canola farmers, and with the

wider research and innovation world. The Research Symposium in Red Deer featured an activity where farmers (and industry) in attendance 'invested' funds (Symposium Bucks) in areas that they thought were the most important for research funding. The Symposium Bucks were deposited in boxes labelled with different areas to target research investment. After the event, the 'bucks' in each box were counted and the top six funding targets for the upcoming funding calls are:

- **Diseases**
- **Abiotic Stresses**
- **Weeds**
- **Fertility & Nutrient Management**
- **Market Development**
- **Insects**

## MOVING FORWARD

The top five target areas for research funding have been expanded to include more specific research project ideas including those developed by the Canola Council of Canada's steering committees and subject matter experts. You can find the detailed research targets at [albertacanola.com/research](http://albertacanola.com/research).

As we look toward 2026, researchers are urged to address these updated research targets when developing projects, ensuring that proposed innovations align with real-world farming needs and market opportunities.

## HOW CAN YOU PARTICIPATE IN RESEARCH?

- Learn about ongoing and previously funded canola research in the Canola Council of Canada's Research Hub and see what projects Alberta Canola has funded on our website.

- Tell us about what is important to you:
  - Attend future Alberta Canola events to ask questions and help build research targets that are relevant to you and your region.
  - Start a conversation with Alberta Canola's Research Manager (Contract) ([autumn@albertacanola.com](mailto:autumn@albertacanola.com)).

If you are a researcher and want to be successful in your funding application, make sure you clearly communicate how the knowledge and/or technology created by your proposed project will be beneficial and adoptable for canola farmers in Alberta. Strong methodology is important, as is a clear return on investment for the Alberta farmers whose service charge dollars fund Alberta Canola's research programs.



Canola  
Council of  
Canada's  
Research  
Hub



Alberta  
Canola's  
Research  
Projects &  
Results



# Tax Credit for the 2024 Tax Year Available to Canola Growers in Alberta

The Scientific Research and Experimental Development (SR&ED) tax credit enables canola growers to claim a credit for the portion of the service charge they paid that was utilized to support qualifying research. Canola growers in Alberta, who do not request a refund of their service charge from the Alberta Canola Producers Commission, are eligible for a tax credit during the 2024 tax year.

For the 2024 tax year, the tax credit rate for canola growers in Alberta is set at 14.56%. For example, an individual grower who paid \$1,000.00 in service

charge to Alberta Canola in 2024 would be eligible for a tax credit of \$145.60.

Individual producers must file a T2038 (IND), while farm corporations are required to file a T2SCH31 form. For additional details, growers are encouraged to reach out to the Canada Revenue Agency or consult their accountants.

Access historical SR&ED percentages for Alberta Canola, along with additional information from the Canada Revenue Agency, at [albertacanola.com/SRED](http://albertacanola.com/SRED).



# Gear up for Spring

Apply for a 2025 Advance Payments Program cash advance from CCGA today.



## Flexible financing that fits your farm

Your growing season gets off to a great start when you have everything you need.

An Advance Payments Program (APP) cash advance from CCGA can help you prepare for spring with low-cost working capital financing created specifically for farmers.

Purchase crop inputs for the upcoming growing season, complete maintenance or repairs on equipment or structures, or cover general farm operating expenses. Use a cash advance in whatever way works best for your farm.



“Farmers who use a spring cash advance benefit from having access to flexible working capital when they need it most,” says Dave Gallant, Vice-President, Finance & APP Operations at CCGA.

“They also appreciate the interest savings they get from an extremely competitive blended financing rate that’s always below prime.”

Farmers can borrow up to \$1 million, with the first **\$250,000 interest-free** and amounts above that at CCGA’s interest rate of **0.25% below prime** for 2025-26.

Advances are available on more than 50 conventional and organic commodities, including canola and a wide variety of crops, livestock, and honey.



## Questions about cash advances or applying?

Call our experienced team at 1.866.745.2256



Agriculture and Agri-Food Canada

Advance Payments Program

Agriculture et Agroalimentaire Canada

Programme de paiements anticipés

*The Advance Payments Program is a federal program administered by CCGA. It offers Canadian farmers marketing flexibility through interest-free and low-interest cash advances.*

# 5 Agronomy Tips from the 2024 Grower Survey

The Canola Council of Canada surveyed 501 growers from Saskatchewan, Alberta and Manitoba after harvest in 2024 regarding canola yield, agronomic practices and risks to canola production. Here are five takeaways for canola growers. ⬇️

## TIP#1 | Review Your Target Yield

The survey asked questions on actual yield and target yield, trying to identify if targets match the current local potential.

For the Prairies in general, growers set target yields for 2024 in the range of 40 to 50 bu/ac. Central Alberta was the only region with more farmers setting targets in the 50 to 60 bu/ac range and Southwest Saskatchewan was the only one with more farmers in the 30 to 40 range. This aligns with their five-year-average yields.

Actual yields for 2024 were lower than targets, with most growers reporting yields in the 30 to 40 bu/ac range. Northern Alberta had more farmers in the 40 to 50 range, which matched the target yield for that region.

If growers are hitting their yield targets, even in a challenging growing year, is the target too low?

Growers and their agronomists can set a new and updated canola yield target each year based on yield potential for the area, soil moisture outlook and profit calculations.

To follow up, the survey asked how growers set a target yield. The most common answer, with 68% of participants selecting it, was “based on my personal average yields.”

### NEXT MOST POPULAR RESPONSES WERE:

- based on available moisture, 43%
- soil test data and recommendations, 40%
- typical average yields for my area or crop insurance zone, 37%
- based on highest historical canola yield, 24%

Target yields based only on the past could limit profit and productivity, as they don't reflect advances in genetics, pest management and improved practices.

## TIP#2 | Variable Rate Fertilizer Continues to Increase

Grower surveys in 2020, 2022 and 2024 show a trend toward more field-specific or zone-specific nutrient management. All three surveys asked growers to choose which of these three choices best represented their fertilizer program for canola:

- exactly the same for all canola fields
- adjusted on a field-by-field basis
- variable rate adjusted for zones within each field.

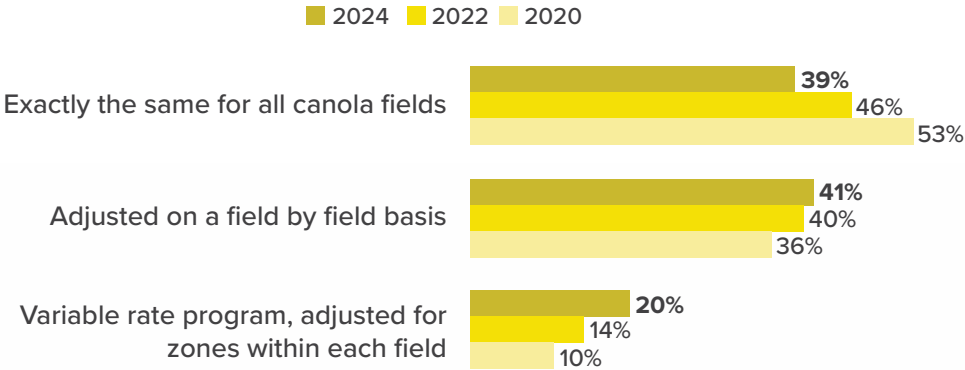
Only 10% picked the variable rate option in 2020. That increased to 14% in 2022 and 20% in 2024.

## TIP#3 | Opportunities to Improve Nutrient Management

Improved nutrient management can start with an understanding of the 4Rs – the right source of fertilizer used at the right rate, at the right time and in the right place. When asked about 4R plans, only 20% of growers said they have a 4R nutrient management plan developed with a certified 4R agronomist. That is up from 16% in 2022.

More growers also take soil samples every year. In 2020, 31% of growers said they soil sampled every field every year. That rose to 39% in 2022 and 41% in 2024.

### What best describes your fertilizer program?



Question: Which of the following best describes your fertilizer program for canola? Base: All respondents, 2024: n=501; 2022: n=502; 2020: n=870



## TIP#4 | Improve Sclerotinia Stem Rot Decision-Making

The survey asked growers to name which diseases, insects and weeds pose the greatest economic risk to their canola production. The top three have been consistent through 2024, 2022 and 2020: flea beetles first across the board, followed by sclerotinia stem rot and herbicide-resistant weeds. Central Alberta had clubroot in second and sclerotinia stem rot in third.

One of the pest management questions asked “How do you decide whether to spray for sclerotinia stem rot?” The top three answers were:

- Based on recent weather conditions, at 51%
- Based on leaf/canopy wetness in crop, at 39%
- Based on yield potential, at 35%

While these are all components within sclerotinia risk assessment checklists, only nine percent said they use results from a free risk assessment tool. For 2025, try the Canola Council of Canada’s online Sclerotinia Risk Assessment tool at [CanolaCalculator.ca](https://www.canolacouncil.ca/canola-calculator).

## TIP#5 | Sign Up for Canola Watch

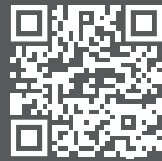
When asked who they turn to for the latest information on canola agronomy and production practices, 67% of respondents said their local retail agronomists. This was the top answer, by far, as it was in 2022 and 2020. Next was seed and chemical company agronomists, at 47%, neighbours or friends, at 43%. Fourth spot was a tie between independent/private agronomists/crop consultants and the Canola Council of Canada, both at 33%.

Canola growers can support these face-to-face conversations with a free subscription to Canola Watch, an agronomy service from the Canola Council of Canada with support from Alberta Canola. Canola Watch provides answers to the top canola agronomy questions of the week from experts across the Prairies. Sign up to receive the e-newsletter weekly during the growing season at [CanolaWatch.org](https://www.canolacouncil.ca/canola-watch).

**Pests of the Greatest Economic Risk to Canola**



# Tips, tools and resources to keep your crops market ready.



Scan the QR code or visit [KeepItClean.ca/tools](https://www.KeepItClean.ca/tools) to learn more.

## 1 Use acceptable pesticides only

Only apply pesticides that are registered for use on your crop in Canada, won't create trade concerns, and are acceptable to both domestic and export customers.

### Tools and Resources:

- Product Advisory: Outlines market risks from crop and product combinations
- Product advisory webinar

## 2 Always read and follow the label

Always follow the label for application rate, timing and pre-harvest interval (PHI). Applying pesticides incorrectly is illegal and may result in unacceptable residues in harvested grain.

### Tools and Resources:

- Pre-harvest interval calculator
- Pre-harvest glyphosate staging guide
- Pre-harvest tips and tools webinar

## 3 Manage disease pressures

An integrated disease management plan is important to maintain the yield and quality of your crops. It also helps ensure Canada's canola, cereals and pulses meet the phytosanitary requirements of our export markets.

### Tools and Resources:

- Blackleg management in canola
- Fusarium management in cereals

## 4 Store your crops properly

Proper storage helps maintain crop quality and keeps the bulk free of harmful contaminants that may create market risk.

### Tools and Resources:

- Safe storage practices
- Tips on preventing Ochratoxin A in cereals

## 5 Deliver what you declare

The Declaration of Eligibility affidavit is a legal assertion that your crop is the variety and/or class that you have designated. The declaration also specifies that your crop was not treated with certain crop protection products to ensure it meets the requirements of our export markets.

### Tools and Resources:

- Listing of de-registered canola varieties

Sign up for our newsletter at [KeepItClean.ca](https://www.KeepItClean.ca) to get timely updates and helpful resources sent straight to your inbox.



# Grower Resources



Alberta Canola is committed to providing resources to help Alberta's canola growers in the production and marketing of their canola, along with information that will help their farm operations succeed. For a complete list of resources available to canola growers, visit our website at [albertacanola.com/grower-resources](http://albertacanola.com/grower-resources). 



## Agronomy



### Blue Book

[ALBERTABOOK.COM](http://ALBERTABOOK.COM)

Alberta's Blue Book is the trusted resource for Alberta farmers and agronomists providing current information for the safe and effective application of crop production products.



### Canola Encyclopedia

[CANOLACOUNCIL.ORG/CANOLA-ENCYCLOPEDIA](http://CANOLACOUNCIL.ORG/CANOLA-ENCYCLOPEDIA)

The complete guide to growing canola in Canada. Learn more about every major factor affecting canola yields and profitability.



### Canola Calculator

[CANOLACOUNCIL.ORG/CALCULATOR](http://CANOLACOUNCIL.ORG/CALCULATOR)

Calculators for seeding rate & seed cost, target plant density, blackleg yield loss, harvest loss, and a combine optimization tool.



### Canola Watch

[CANOLACOUNCIL.ORG/CANOLA-WATCH](http://CANOLACOUNCIL.ORG/CANOLA-WATCH)

Canola Watch provides timely answers to top canola agronomy questions on diseases, insects, weeds and so much more. The Canola Council of Canada delivers the expert research-focused e-newsletter weekly through the growing season.

## Marketing



### Navigating Grain Contracts

[CCGA.CA/KNOWYOURGRADE](http://CCGA.CA/KNOWYOURGRADE)

Better understand contract negotiation, interpretation, and obligations in CCGA's contract guide. It includes sample contract clauses from major grain buyers and summarizes what to look for and important questions to ask.



### Official Grain Grading Guide

[GRAINSCANADA.GC.CA](http://GRAINSCANADA.GC.CA)

The Official Grain Grading Guide is a complete reference on the grading of grains, oilseeds and pulses. It is reviewed and revised to incorporate changes to grade specifications and tolerance levels recommended by the Western and Eastern grain standards committees and to update definitions and grading procedures.

## Health & Safety



**AgKnow**  
AGKNOW.CA

Generating new knowledge and supporting the adoption of programs and services that impact the mental health of farmers, their families and those in the agricultural community.



**AgSafe Alberta**  
AGSAFEAB.CA

AgSafe Alberta is the health and safety association for agricultural producers in our province supporting farms and ranches in becoming safer places to live, work and grow up on.



**BeGrainSafe**  
CASA-ACSA.CA/EN/BEGRAINSAFE

Raising awareness of the risk of grain entrapment in the agriculture community and providing firefighter training.

## MENTAL HEALTH SUPPORT

Scan to connect with crisis support and resources.



The  
**Do More**  
Agriculture  
Foundation

# The Blue Book

## Alberta's Crop Protection Guide



Visit [albertabluebook.com](http://albertabluebook.com) to purchase the 2025 Blue Book today.



The 2025 Blue Book is produced collaboratively by three of Alberta's crop commissions.

# Turning Fields into Fuel

## Canola's Role in Renewable Diesel



**By Will Holowaychuk**

POLICY ANALYST, ALBERTA CANOLA

CO-AUTHORED BY KERI SCOBIE, PUBLIC AND GOVERNMENT AFFAIRS, IMPERIAL OIL

Renewable diesel is described as a “drop-in” fuel that performs just like traditional diesel fuel, but it’s made using different materials, including hydrogen and a bio feedstock like canola. With approximately 6.5 million acres of canola production and canola crushing capacity in Alberta, canola oil offers a reliable local feedstock for the production of renewable diesel right here in Alberta at Imperial’s Strathcona refinery.

### IMPERIAL RENEWABLE DIESEL FACILITY

Alberta Canola’s board and staff were invited to visit the Strathcona refinery to learn more about Imperial’s investment in a new renewable diesel facility and to tour the construction site. Everyone who attended gained a much greater understanding of the significance that Imperial’s new facility will have in the province’s agricultural and renewable energy sectors.



The Strathcona renewable diesel facility will offer up a phenomenal opportunity for our canola industry to capture more value for the Albertan economy and the bottom lines of our canola growers, while offering a reliable source of high-quality feedstock for biofuels production. The success of this facility is a great win for every Albertan.



— ROGER CHEVRAUX, CHAIR OF THE GOVERNMENT & INDUSTRY AFFAIRS COMMITTEE.

This proposed facility is slated to be the largest renewable diesel refinery in Canada once it is in operation, with the capacity to produce one billion litres per year of renewable diesel. Facility start-up is planned for mid-2025.

### WHY IS IT A GAME CHANGER FOR CANOLA?

This facility is not only a game changer for Alberta’s refining industry, but also a game changer for our canola industry. The primary source of feedstock the facility will use is canola oil.







*In the fall of 2024, the Alberta Canola board and staff were invited for a tour of the new renewable diesel facility being built by Imperial Oil at their Strathcona Refinery to learn more about what this could mean for the province's agricultural and renewable energy sectors.*

To meet the full capacity feedstock demands of Imperial's renewable diesel facility, approximately 2.5 MMT of canola seed, nearly half of Alberta's annual canola production, will need to be crushed by various canola crush facilities to produce 1 MMT of canola oil for feedstock.

This is great news for over 12,000 growers in Alberta and the entire canola value chain. A new, reliable domestic demand source for canola that doesn't require trade deals is a much-needed stabilizer for the canola industry for decades to come. It also creates a synergy between the two largest sectors of the Albertan economy: energy and agriculture.

For Alberta Canola, touring the facility allowed us to better understand the potential economic benefits, the refinery's impact, and how it aligns with both Imperial's and Alberta Canola's broader goals, ensuring the industry is well-positioned to capitalize on this emerging market.

As Alberta moves toward a more diversified economy, the Strathcona renewable diesel facility is creating opportunities for both the agriculture and energy sectors to work together in new ways.

## ABOUT IMPERIAL OIL

**More than 140 years of industry leadership and innovation.**

Since 1880 Imperial has consistently demonstrated unwavering high standards, pioneering Canadian spirit, innovation and leadership in the challenging energy industry.

While much has changed for more than 140 years, remaining true to these fundamentals has kept us at the forefront of the race to meet the world's growing demands for energy. Our goal is to do business in an economically, environmentally and socially responsible manner while delivering superior long-term value.



At Imperial, we believe that we can have reliable and affordable energy, a strong economy and a clean environment, and we're committed to making it happen.

[www.imperialoil.ca/en-ca](http://www.imperialoil.ca/en-ca)

# U.S. Engagement Critical to Navigating Trade Challenges



**By Troy Sherman**

SENIOR DIRECTOR OF GOVERNMENT & INDUSTRY RELATIONS  
CANOLA COUNCIL OF CANADA

With tariffs and other market access challenges looming large with canola's largest export market, the Canola Council of Canada (CCC) is intensifying its U.S. engagement strategy to highlight the mutually beneficial canola trading relationship on both sides of the border. From February 24-26, the CCC was in Washington, D.C. to meet with industry partners and state agricultural leaders at the National Association of State Departments of Agriculture (NASDA) Winter Policy Conference. This was the first meeting of state secretaries of agriculture since President Trump's inauguration earlier in January.

While in D.C., the CCC organized several additional meetings to discuss the economic benefits of Canadian-grown canola for American workers, businesses and communities. This engagement builds off the new U.S. economic impact study released by the CCC in Fall 2024. The numbers present a compelling case that the U.S. enjoys significant economic benefits as a result of Canadian-grown canola. These include:

- **\$11.2 billion USD in economic activity**
- **\$1.2 billion USD in wages for American workers**
- **22,000 U.S. jobs**





As part of a meeting with the American Farm Bureau Federation, the CCC discussed tariffs, biofuels, used cooking oil (UCO) and North American competitiveness. Discussions with U.S. industry partners are vital as we continue to navigate trade uncertainty with our top export market. Their voice will be essential in amplifying the benefits of the bilateral trading relationship between Canada and the U.S. and in highlighting to American policymakers how we can work collaboratively to address issues of mutual concern, such as the displacement of North American agricultural feedstocks for use in biofuels.

The CCC also had the opportunity to meet with state secretaries from some of canola's top U.S. markets, including California, Iowa and Wisconsin to discuss the economic impacts on their states should tariffs be applied to Canadian canola and canola products. State leaders will continue to play an important role in highlighting the importance of the bilateral trading relationship and the harm that will be done to both

economies should tariffs be applied. The CCC stressed that Canadian-grown canola is an important part of American food and energy security and that we should work together to address shared trade challenges that will benefit farmers, businesses and communities on both sides of the border.

The CCC will be back on the ground in Washington in March and April, continuing its engagement with U.S. stakeholders.

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*CCC and ag industry partners with American Farm Bureau representatives (left) and California Secretary of Agriculture Karen Ross (top).*





# A seat at the table matters

**Bringing canola farmers' perspectives to the forefront of policy conversations that impact their competitiveness and profitability.**

Canadian Canola Growers Association (CCGA) tackles this through in-depth policy analysis and consistent, solutions-based government engagement.

## CCGA's 5 Key Policy Areas:



Trade



Transportation



Sustainability



Science &  
Innovation



Farm Business  
Management

Visit [ccga.ca/advocacy](https://ccga.ca/advocacy) to learn more



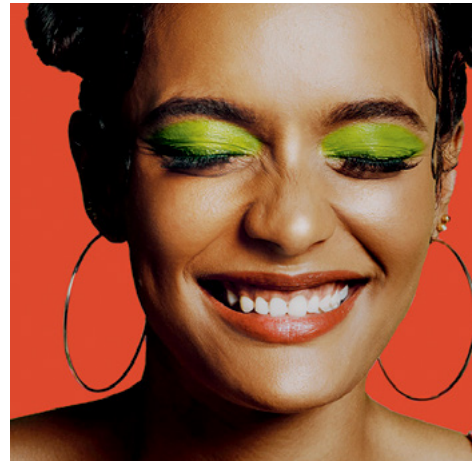
# Hello Canola Bringing Canadian Canola to the Spotlight

When you want to amplify a message, it helps to have personality! For year two of the Hello Canola campaign, the National Canola Marketing Program again teams up with our hero ‘Canadian Canola’ and a strong string of social media voices. If you haven’t seen Hello Canola as a grower, that is okay! This campaign is targeted at urban Millennial Canadians as we work to move their opinion of canola, from apathy to love.

‘Canadian Canola’ is back in action with 8 new videos helping Canadians relate to a personality who brings canola into the homes of downtown dwelling Canadians. You will find our hero running in an international marathon, walking the red-carpet during fashion week, in the pits of the Montreal Grand Prix, and showing up in a few more locations – engaging in events and activities where canola is. Follow [@HelloCanola](#) on Pinterest and [@Hello\\_Canola](#) on Facebook and Instagram to see these videos.

Social media influencer partners were a key awareness driver, aiding in a 13% increase in overall awareness of canola and 25% increase in positive opinion of canola, based on results from the 2024 Leger survey of Canadians. Hello Canola is excited to once again be teaming up with [@vancouverfoodie](#) Emma Choo and Abbey Sharp, [@abbeyskitchen](#) – these brilliant communicators have dedicated followings and engage with their audiences on topics that really matter for canola. The Hello Canola core audience – millennial women – aren’t as inclined to rely on brand accounts to influence how and what they are purchasing, instead they rely heavily on social media influencers and online experts for product discovery and recommendations.

Hello Canola is working to meet Canadians where they are.





# Elevating Agriculture Education in Alberta



**By Louise Labonte**

PUBLIC ENGAGEMENT & PROMOTIONS COORDINATOR  
ALBERTA CANOLA

With each new generation, more and more consumers and policymakers are losing the connection to the farm and where our food comes from. According to CCFI's 2019 public trust research findings, 91% of Canadians claim they know little, very little or nothing about modern farming practices. Thus, it is vital that farm organizations, government ministries, and agriculture and food businesses work together to support initiatives like Agriculture in the Classroom Canada and their provincial chapters. Alberta Canola partners with Ag for Life to successfully deliver credible Agriculture Education to teachers and students in Alberta; thereby building a positive public perception for the food, fiber, and fuel used in our daily lives.

Last year, Ag for Life's Classroom Agriculture Program (CAP) visited 282 schools and presented to 436 classrooms – reaching over 10,000 students! We believe that Ag for Life is THE organization to build the bridge between consumers and Alberta farmers, ranchers, producers, and processors. Bringing Agriculture to every Alberta classroom will pave the way for “Ag” educated communities, give students the

opportunity to recognize the careers in agriculture, and build trust from farm to fork.

## **GETTING READY FOR THE CALGARY STAMPEDE**

**YAHOO!!** The temperature is rising, and we are gearing up for the Calgary Stampede from July 4th to July 13th. Last year we introduced a fresh and welcoming new booth - one that Stampeders could walk through and interact with to learn about canola. We talk to thousands of people from Alberta and around the globe about canola during this agricultural showcase. Stampeders love to hear the story of canola and how it's grown on Alberta farms. This event offers a valuable opportunity to debunk myths and talk about how important canola is to the Canadian economy. Young and old alike enjoy playing the games to learn about its benefits and versatile uses. And few can resist scooping up handfuls of canola seeds in the seed bins!

Grab your hats and come find us with other commodities in the AltaLink Hall.

# Canola Cares

## Feeding Families and Supporting Communities in Need

This year has been difficult for many Canadians, with rising costs and increased food insecurity affecting families across the country. In times like these, food banks everywhere have seen a surge in demand and are relying more than ever on support from organizations and individuals. Alberta Canola has proudly answered the call to help.

Every year, we make a meaningful contribution to local communities by donating pallets of canola oil to those in need. This year, we continued our tradition by donating to the Edmonton Food Bank, which supports families in the Edmonton area. Additionally, we contributed to the North of 60 Project, a charity that works tirelessly to provide food security and essential resources to remote communities in the far north.

In a further show of support, we chose to donate 2,300 bottles of canola oil to the Red Deer Food Bank in place of giving speaker gifts at the 2025 Alberta Canola Conference.

In total, Alberta Canola has donated over 6,200 bottles of oil over the past year alone. Our orders for this year are already placed, as we continue to focus on supporting communities that need a helping hand.

We are committed to building stronger, more resilient communities by providing support where it is most needed. Every contribution, no matter how big or small, makes a positive impact in our communities. Together, we can make a difference and ensure that families across Alberta and beyond have access to the essential resources they need to thrive.





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