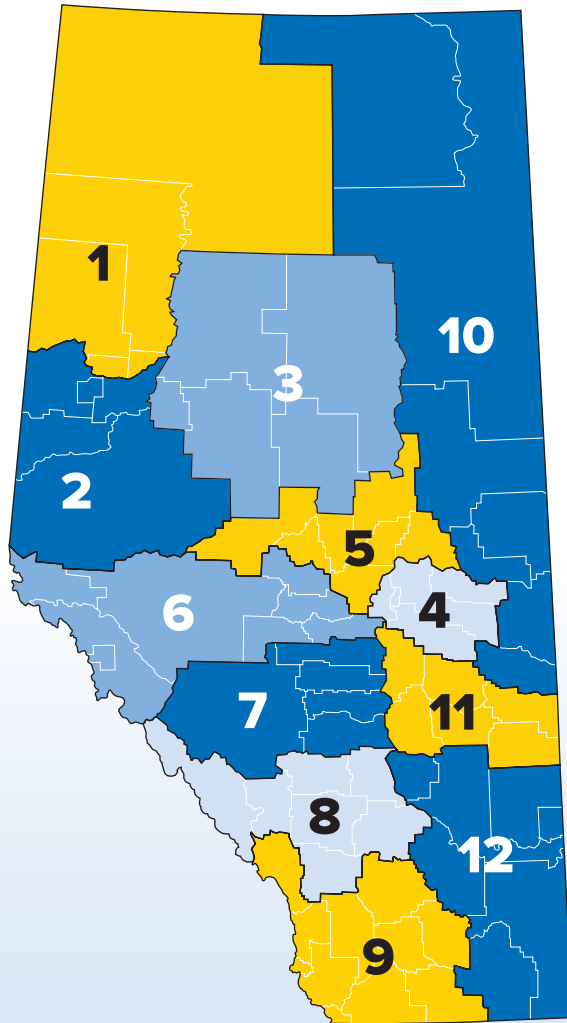




SPRING 2026

NEWS
& EVENTS

Regional DIRECTORS



Learn more about the Alberta Canola regions at albertacanola.com/regions



1
Chris Kamphuis
Worsley, AB
780-834-8913



2
Andre Harpe
Valhalla Centre, AB
780-814-0964



3
Charles Simoneau
Guy, AB
780-837-6900



4
Jeannette Andraszewski
Two Hills, AB
780-385-5633



5
Justin Nanninga
Neerlandia, AB
780-307-4343



6
Jeff Lenz
Stony Plain, AB
780-918-0914



7
Jason Lenz
Bentley, AB
403-358-8876



8
Jeff Frost
Olds, Alberta
403-507-9202



9
Christine McKee
Stirling, AB
403-635-7701



10
Cheryl Westman
Vermilion, AB
780-581-3856



11
Roger Chevrax
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,

As we prepare for another growing season, I want to reflect on the challenges and progress we have experienced together over the past few months. It continues to be an honour to serve as your Chair and represent Alberta's canola farmers at a time when strong advocacy and sound research are more important than ever.

Recent developments in China have brought important progress. The anti-dumping investigation into Canadian canola seed has concluded, and as of March 1, 2026, exports face an additional 5.9 per cent duty, bringing the total tariff to 14.9 per cent. While lower tariffs would be preferred, this adjustment will help move grain currently in storage. Tariffs on canola meal have also been removed for now. Work continues toward securing permanent, predictable market access.

At the same time, ongoing market volatility highlights the importance of strengthening domestic demand. Alberta Canola, alongside national partners such as the Canola Council of Canada and the Canadian Canola Growers Association, continues to advocate for targeted **improvements to Canada's Clean Fuel Regulations**. A **competitive domestic biofuel sector** that prioritizes Canadian grown feedstocks represents a practical opportunity to support demand here at home and provide greater stability for farmers.

We are also concerned about the federal decision to close several Agriculture and Agri Food Canada research facilities, including the Lacombe Research and Development Centre. Public agricultural research has long delivered strong returns for farmers by driving productivity and innovation. Alberta Canola has joined with commodity groups across the province to call for **collaborative discussions and a stable, predictable framework for agricultural research in Canada**.



Across these files, your provincial, farmer-led organization is actively at the table. This is your levy dollars in action, championing favorable policies at both the provincial and national levels to help ensure market stability for Alberta canola growers. Whether working with the provincial government, supporting national advocacy, or collaborating through Team Alberta Crops, Alberta Canola remains focused on advancing policies that support long term farm success.

Our core work continues in research funding, extension, grower engagement, and public education. Inside this newsletter, you will find updates on these activities and opportunities to connect with us throughout the year.

Your input guides our priorities and strengthens our voice. Please do not hesitate to connect with any of our directors or staff, subscribe to our e-newsletter at albertacanola.com/subscribe, and join us at upcoming events.

Thank you for the work you do every day to grow one of Alberta's most important crops. I wish you a safe and successful growing season.

Andre Harpe
Chair, Alberta Canola

New Research Funding for 2025-2026



By Brittany Visscher
RESEARCH DIRECTOR, ALBERTA CANOLA

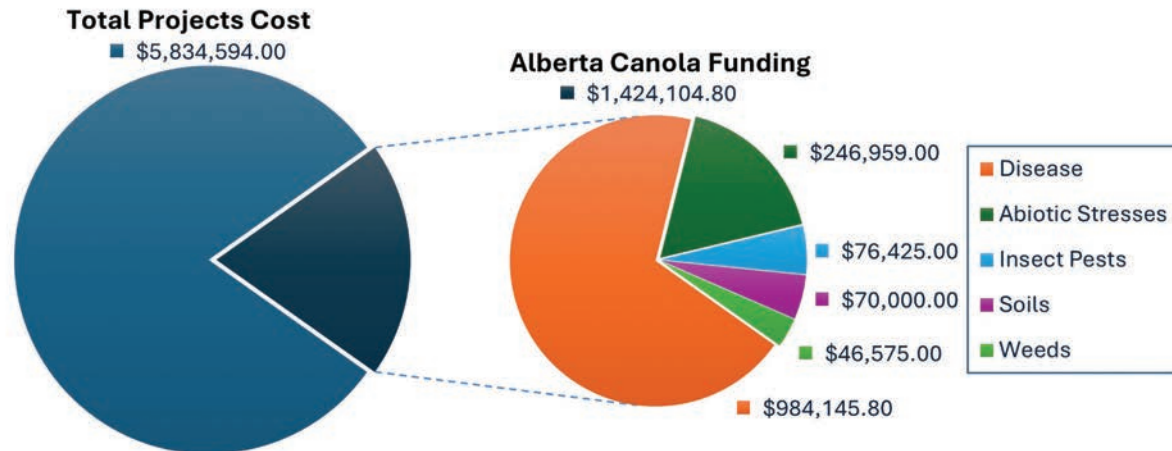
As the 2026-27 call for research Letters of Intent are well underway, Alberta Canola wraps up signing agreements from the 2025-26 cycle. A total of 16 Full Proposals were accepted for funding by Alberta Canola, totaling over \$1.42 million. This level of funding was possible due to the collaborative efforts of SaskOilseeds, Manitoba Canola Growers Association, Western Grains Research Foundation (WGRF), Results Driven Agriculture Research (RDAR), Alberta Innovates, Alberta Grains, and Prairie Oat Growers Association, as the projects' total costs were \$5.83 million.

“Targeted research investments today are building a more resilient canola crop for tomorrow.”

Canola diseases remain a top priority for canola growers and consequently received the most funding, just under \$1 million. The 10 disease projects include clubroot, verticillium, and sclerotinia with an emphasis on genetic and agronomic advancements. Additional high level research priorities including abiotic stresses, weeds, nutrient management, and flea beetles were also funded in this cycle. Market development continues to be a priority, but unfortunately, with limited applications received, no projects were funded for the 2025-26 cycle.



ALBERTA CANOLA 2025-2026 NEW PROJECTS RESEARCH FUNDING



Alberta Canola’s 2025 Research Survey

Alberta Canola has traditionally supported research on crop production, pest management, and market demand. As the research portfolio grew, and the number of submitted Letters of Intent increased, Alberta Canola recognized the need to more clearly identify specific grower needs. While past Research Symposiums in Lethbridge, Grande Prairie, and Red Deer provided initial guidance for more targeted priorities, the organization recognized the need for broader and more detailed feedback. In addition to this need, and to support a new strategic plan and increased research budgets, Alberta Canola launched a comprehensive, two-phased survey in the Fall of 2025.

The Research Committee is eager to analyze the data to identify critical gaps in our portfolio and ensure every dollar delivers maximum value to all Alberta Canola growers. Recognizing the diverse production and environmental challenges across Alberta allows us to build a more robust and resilient production system. Alberta Canola looks forward to sharing these results and revised funding targets later this year. Keep an eye out for the Fall Newsletter!



Get a Return on Your Research Investment

The Scientific Research and Experimental Development (SR&ED) tax credit rate applicable to Alberta canola growers for the 2025 tax year has been set at **16.13 percent**.

The SR&ED program enables eligible growers to claim a federal tax credit on the portion of their canola service charge that supports qualifying research activities. Growers who choose to receive a refund of their service charge are not eligible to claim this credit.

Every dollar growers invest in the service charge helps advance practical research on farm, and the SR&ED tax credit is one-way producers can see a direct financial return on that investment at tax time. Research supported through the service charge includes work on issues such as blackleg and clubroot management, along with monitoring insect pest susceptibility and resistance to insecticides.

EXAMPLE:
A grower who paid \$1,000 in service charges to Alberta Canola in 2025 would have \$161.30 eligible for the SR&ED tax credit.

Individual producers must file Form T2038 (IND). Farm corporations are required to file Form T2SCH31.

For further guidance, growers should contact the Canada Revenue Agency or consult their accountant.



Maximize Canola Yield at Seeding!



By Keith Gabert
PROVINCIAL CANOLA AGRONOMY SPECIALIST,
ALBERTA CANOLA

Doing a great job of seeding is the surest route to success for your 2026 canola crop. Most of your planning has already been pre-determined: crop rotation, selecting the right hybrid(s), choosing a seed treatment. Successful stand establishment is influenced by a number of factors. Taking the time to review your seeding basics now is the best investment you can make in your canola crop, likely at no additional cost.

DEPTH MATTERS

Having worked in canola extension for more than a decade, growers are surprised when I tell them “Slow down and seed shallow” is still the best advice I can give. Some conditions and opener setups allow higher seeding speeds, but most fields benefit from moderate to slower ground speeds. Recommended seeding depth remains 0.5 inch to 1 inch deep for canola, with some recent research indicating 1.25 inches as an optimal depth.

The issue, however, is not just knowing the correct seeding depth. It is achieving it uniformly across each field. Seed placed shallower than half inch may pick up moisture but can dry out quickly and die in this “kill zone”. Seed placed too deep struggles or fails to emerge at all.

“We’ve all heard that “good seed to soil contact in a warm moist seedbed” is the goal; but as a farmer you can’t grow a crop without getting seed in the ground.

FACTORS REDUCING ESTABLISHMENT

- Crusting
- Trash
- Soil movement into furrows
- Flea beetle feeding
- Frost

Focus on doing the best job possible with seed placement and packing.

CHECK YOUR SEEDER

Optimize what you can control. Ensure the seeder is level front to back and side to side. Check opener wear, seed placement, and packing pressure.

Initial depth can be set at slow speeds over short distances but always stop and verify seed placement from a pass completed at full operating speed. Soil throw from front openers can be problematic in shallow-seeded crops like canola.

Early-season checks for uniform emergence can help identify seeder adjustments before seeding is complete for the year.

Seed-placed fertilizer with canola should be limited to safe rates of phosphate, typically 40 lb/ac or less of 11-52-0-0, depending on opener design and row spacing. While higher fertility may help the crop compensate for early injury, research consistently shows that seed-placed fertilizer can reduce emergence.

Seed costs remain one of the highest inputs in canola production, so avoid sacrificing stand establishment to fertilizer burn.

You can check the safety of your seed placement by:

1. Shutting off your seed placed fertilizer in a few spots while seeding.
2. Checking the crop over the next few weeks in these areas.
3. If the crop emergence looks better in these areas, seed damage from fertilizer is likely occurring and should be managed in the future.

TARGET THE RIGHT PLANT STAND

Target canola plant stand establishment of 5 to 8 plants per ft² (InVigor 5-7) by planting 10 or more seeds per ft². Unless historic plant counts with your seeder indicate otherwise, or you have great seedbed conditions, assume an estimated emergence of about 60%. Non-uniform stands are a real concern as canola yield tends to be optimized with over 5 plants/ft². Uniform stands of 2 plants per ft² are generally kept rather than recommended for reseeding, but this low of a plant stand causes concerns with weed control, later maturity and potentially reduced yields.

EARLY GROWTH GOALS

A useful rule of thumb is to reach the 3 to 4 leaf stage within 3 to 4 weeks to help avoid flea beetle pressure or other establishment issues. A slow growing, struggling crop is more likely under dry, cold conditions. For canola it is recommended to have a three-day average temp of 5°C or more at seeding depth with a warming weather forecast, once the danger of spring frost has passed. Getting the crop seeded, and growing vigorously is always goal #1.

Questions about agronomy? Keith would be happy to help. Reach him at keith@albertacanola.com or 587-377-0557.



HIT YOUR TARGETS

CANOLA SEEDING TARGETS

- **Depth:** 0.5 to 1 inch
- **Optimal depth:** ~1.25 inches
- **Target stand:** 5 to 8 plants per ft²
- **Seeding rate:** 10+ seeds per ft²
- **Expected emergence:** ~60%
- **Soil temp:** 5°C three-day average

TARGET THE RIGHT PLANT STAND

- **Goal:** 5–8 plants/ft²
(InVigor target: 5–7 plants/ft²)
- **Seed rate:** Plant 10+ seeds/ft²
- **Expected emergence:** ~60% (unless your field history shows otherwise)



Why Proper Implementation Matters as Much as Good Science



By Bijon Brown

MANAGER OF GOVERNMENT & INDUSTRY AFFAIRS,
ALBERTA CANOLA

The Pest Management Regulatory Agency (PMRA), under Health Canada, is responsible for regulating pesticide use in Canada. Its mandate is clear: to ensure that pest control products pose minimal risk to human health and the environment. In a perfect world, this would be ideal.

That mandate matters. But so does how those decisions play out on your farm.

Agriculture does not operate in a vacuum. When a crop protection product is cancelled or restricted, the impact does not stop at the label. It moves through production practices, input decisions, grain handling systems, and cross-border trade.

Canada's scientific review process is respected around the world. The issue is not weak science. The issue is what happens after the science is done. Two recent examples highlight the gap between regulatory decisions and on-farm reality: the cancellation of strychnine and the re-evaluation decision regarding lambda-cyhalothrin (lambda-cy).

CASE STUDY 1: THE BAN ON STRYCHNINE

The request for emergency use of Strychnine was denied in 2026, following it being banned in 2024. In its decision the PMRA raised concerns about environmental risks, particularly impacts on non-target

wildlife. It also cited the availability of five alternative products. On paper, the transition appears straightforward: a product poses environmental risk, alternatives exist, and therefore the product is removed from the market.

But what supported the transition?

1. Were producers properly trained on how to effectively use alternative products?
2. Were integrated pest management strategies updated and disseminated?
3. Was monitoring conducted to assess whether alternatives were being used correctly and effectively?

Without education and transition planning, producers may use alternative products in the same manner as the discontinued chemistry. If alternatives are less effective per application, producers may compensate through multiple applications. Over time, that can create new environmental pressures, undermining the original goal of the decision. When a regulatory action disrupts established production practices, it should be accompanied by a coordinated action plan that includes training, stewardship, monitoring, and adaptive feedback mechanisms.

CASE STUDY 2: LAMBDA-CYHALOTHRIN AND FEED RESTRICTIONS

In 2023, the PMRA issued a re-evaluation decision for lambda-cyhalothrin that restricted its use on crops destined for animal feed. The concern was that residues could accumulate in livestock tissue and

potentially affect human health. While precautionary, the decision raised significant operational concerns.

Agronomic Reality

In most crop systems, lambda-cy is applied prior to flowering and seed development. By harvest, no residues have been detected in grain. The restriction raised questions about whether sufficient consideration was given to real-world application timing and agronomic practice.

Supply Chain Integration

The North American grain system operates as an integrated bulk handling system. Grain designated for food and feed moves through the same infrastructure. Operationally, segregating “feed-only” versus “non-feed” grain at scale is highly impractical and economically disruptive.

Moreover, the North American grain market is deeply integrated. Canada restricted lambda-cy for feed use; the United States did not. This created an enforcement paradox as U.S. producers may apply lambda-cy, move grain across the Canada-U.S. border and the same grain could ultimately be used for livestock feed in Canada.

In effect, domestic producers face regulatory constraints that may not meaningfully reduce exposure risk while potentially creating competitive disadvantages and enforcement inconsistencies.

Looking at the Bigger Picture

The question is not whether pesticide risks should be evaluated rigorously. They should be! The question is whether decisions are assessed through a full operational lens that considers:

- On-farm agronomic realities
- Adoption behaviour and producer training
- Supply chain logistics and infrastructure
- Cross-border trade integration
- Whether rules are enforceable in practice
- Competitive parity with key trading partners

A more holistic approach would integrate regulatory science with economic, operational, and trade analysis prior to final decision-making.



WHAT THIS MEANS ON THE FARM

- Possible **grain handling** complications
- Adjustments to **pest management strategies**
- **Cross-border competitiveness** concerns
- Need for updated **Integrated Pest Management guidance**

In practical terms, this could include:

1. **Clear transition frameworks** when products are cancelled.
2. **Mandatory stewardship and training programs** when alternatives are introduced.
3. **Operational feasibility assessments** before imposing use-pattern restrictions.
4. **Cross-jurisdictional alignment reviews**, particularly with the United States.
5. **Post-implementation monitoring** to evaluate real-world outcomes.

FINAL THOUGHT

Canada's regulatory institutions are strong. The PMRA's scientific integrity is not in question. However, regulatory excellence must extend beyond risk assessment to include implementation strategy. It must also work in the field, in the elevator, and in the marketplace.

When decisions account for how agriculture actually operates, they are more likely to achieve their intended outcome: protecting human health, safeguarding the environment, and keeping Canadian producers competitive.

For farmers, the difference between a sound decision and a workable one often comes down to implementation. And implementation is where policy meets the farm gate.

Canola's Role at the Biofuels Table



By Will Holowaychuk
POLICY ANALYST, ALBERTA CANOLA

Prairie farmers are beginning to connect the dots between biofuels and canola prices. And for good reason. The growth of renewable diesel and sustainable aviation fuel is quickly becoming one of the biggest demand drivers for Canadian canola.

Canola producers are well positioned to benefit. But many growers still do not fully see how biofuels are directly driving market demand for their crop.

WHAT ARE BIOFUELS AND WHY DO THEY MATTER?

Biofuels are fuels made from renewable biological materials such as crops, plant oils, and organic waste, rather than fossil fuels. Common examples include ethanol, renewable diesel, and sustainable aviation fuel.

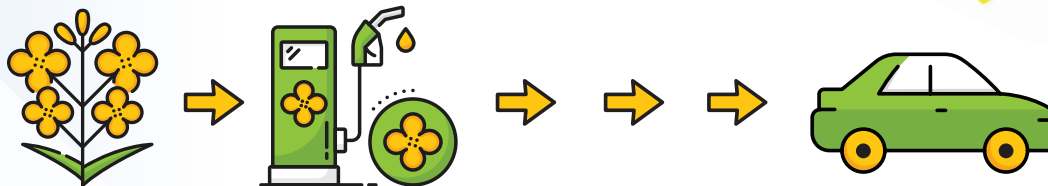
Because these fuels offer lower lifecycle greenhouse gas emissions and can be used in today's engines, biofuels are increasingly being adopted by transportation sectors looking to reduce their environmental footprint.

For canola farmers, that shift is creating real demand.

THE RELEVANCE OF BIOFUELS

The reality is that the demand for Canadian canola oil is insatiable, but most Canadians do not realize what need these crops eventually fulfill. Most farmers understand that more crush demand can support canola prices, but where the story sometimes gets fuzzy is what happens to the oil after crushing.

Trade flow data from the 2024 canola crop year, suggests that nearly 1 in 3 acres of Canadian canola ended up as feedstock for biofuels production in either Canada, the United States or the European Union.



Biofuels markets also open doors that traditional food markets sometimes restrict. For example, limits on GMO crops in parts of the EU can constrain food use, but canola oil remains a viable biofuels feedstock into those markets.

Industrial transportation sectors including aviation, rail, and marine are in search of ways to minimize their environmental impact. However, their fleets of internal combustion engine planes, trains, and vessels will not simply be shuttered on a random date on a calendar. Instead, they are looking to transition to fuel sources that allow the fleets of today to operate for their entire life. This is why the global demand for refined biofuels like renewable diesel or sustainable aviation fuel will continue to rise over the coming years.

One of the biggest global bottlenecks for biofuels is access to reliable feedstocks.

Current options include:

- Corn, wheat and cellulosic fibres for ethanol
- Soybean, canola oil, waste fats and used cooking oil for biodiesel

Many of these sources are either limited in supply or still face economic and technical hurdles at scale.

In North America, canola oil stands out as one of the most readily available and scalable feedstocks for renewable diesel production. That reality is a major reason behind the wave of new crush investment across the Prairies.

BIOFUELS OFFER A PATH TO PRICE STABILITY

In March 2019, China suspended canola seed imports from major Canadian exporters, so the canola industry made a concerted effort to change the demand

sources for the biofuels industry. This resulted in the last seven years seeing substantial capital investment into increasing our canola crush capacity across the Canadian prairies from 10.5 million metric tonnes (MMT) to 15 MMT by the end of 2026. That will allow the industry to crush upwards of 75% of the canola that is grown in 2026 and into the future.

Crushers have been clear: biofuels demand is a major driver behind these investments.

WHY WE NEED CANADIAN BIOFUELS AND THE IMPACT OF A CANADIAN BIOFUELS INDUSTRY

Few projects illustrate the scale of demand better than Imperial Oil's renewable diesel refinery in Strathcona, Alberta.

The recently commissioned refinery will have the capacity to produce 1 billion liters of renewable diesel using canola oil. That facility at peak production will demand 1MMT of canola oil, or 2.5MMT of seed to be crushed and used in Alberta.

LeftField Commodity Research recently completed a study into the economic value of the Clean Fuels Regulation (CFR), a current domestic biofuels policy. Their findings show that **if the CFR had disappeared in the 2025 growing season, Canadian canola farmers could have lost out on a collective \$600 million of value for their canola seed in just the last crop season.**

“Nearly one in three acres of Canadian canola ended up as feedstock for biofuels last year, and that demand is only growing.”



WHY THIS MATTERS

- Biofuels are driving **long-term demand** for canola.
- More crush capacity supports **stable, stronger prices.**
- New refineries create **domestic markets** and reduce exports.
- Policies like the Clean Fuels Regulation **impact farm gate value.**

Up to this point, Canada's demand for biofuels has been met by exported fuels like ethanol and bio-based diesel from the U.S. However, investments like Imperial's Strathcona renewable diesel refinery will help to change that. In our current political climate Canada is searching for major project investments that will strengthen our economy, reduce U.S. dependency and offer security and resiliency.

THE BOTTOM LINE

Canada is looking for major projects that strengthen the economy, improve energy security, and reduce reliance on imported fuels. Biofuels check all three boxes.

For canola farmers, the message is straightforward: biofuels are no longer a side story. They are becoming a core pillar of long-term demand.

Understanding that connection helps explain why crush capacity is expanding, why new refineries are being built, and why policy debates around clean fuels matter at the farm gate.

Biofuels: A Growing Market for Your Canola



By Tenesha Lawson
SENIOR COMMUNICATIONS MANAGER,
CANADIAN CANOLA GROWERS ASSOCIATION

Diversifying markets and creating new opportunities for Canadian canola is critical to help drive added value for canola farmers, especially during a time of increasing trade volatility. And as farmers head into the 2026 growing season, they'll be paying close attention to trade and market access to ensure they have reliable markets for their crop.

One market with significant value potential, but not always top of mind, is biofuels.

Over the past few years, Canada's biofuel industry has been driving demand for higher volumes of

canola oil, expanding the domestic market for farmers. It is anticipated that by the end of 2026, Canada could have the capacity to process 15 million metric tonnes annually through the expansion of canola processing on the prairies.

In fact, the recently constructed facility in Strathcona, Alberta, can drive demand for up to 2.5 million metric tonnes of canola seed – a volume rivalling each of Canada's top seed export markets.

Ultimately, what does that mean for farmers? A growing, diversified market and more value for your crop.

MARKETS FOR CANADA'S CANOLA OIL

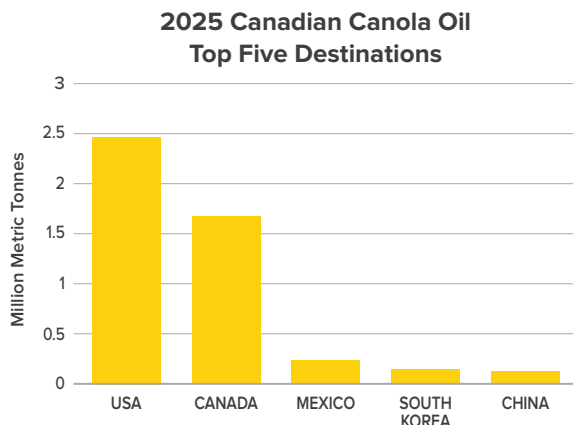
Canadian canola oil is consumed in two major markets: the U.S. and Canada. As you can see, Canada's canola oil consumption is significant. In 2025, domestic consumption rose nearly 60% compared to 2021 due to domestic biofuel production.

"At the end of the day, farmers need reliable markets," says Andre Harpe, Chair of CCGA and Alberta Canola. "Export markets can change quickly. The biofuels market helps strengthen our position and manage risk, creating more opportunities for canola that's grown in Canada to be used in Canada."



Canadian Canola Growers Association (CCGA) recently completed a study showing that the current domestic biofuel policy is estimated to add nearly \$600 million in value to farmgate prices in the 2025/2026 crop year, which breaks down to \$0.62 per bushel of canola.

"It is estimated that one in three acres of Canadian grown canola ends up in a biofuels market in either Canada, the U.S., or the EU," says Brittany Wood, CCGA's Senior Manager, Trade and Transportation Policy. **"We're working to ensure domestic biofuel policy supports the use of local feedstocks. This will help drive canola market diversification."**



ADVOCATING FOR BIOFUEL POLICY THAT WORKS FOR FARMERS

Although the current biofuels market is a good news story for Canadian agriculture, more can be done within the Clean Fuel Regulations amendments to further support farmers and industry.

In a joint submission to Environment and Climate Change Canada, CCGA, Canola Council of Canada (CCC), and the Canadian Oilseed Processors Association (COPA) advocated for three areas of improvement to federal biofuel policy:

1. Only allow fuels made from domestic or North American feedstocks to be eligible for programs that support domestic biofuel production.
2. Provide a strong market signal that expands domestic biofuel production volumes, resulting in increased demand for local feedstock.
3. Reduce the risk of fuels made from potentially fraudulent foreign used cooking oil (UCO) from entering the Canadian clean fuels market.

"Federal biofuel policy is a file CCGA has been working on for over a decade," says Cheryl Mayer, CCGA's Vice-President, Policy Development. "As Canada and global markets see the value in canola-based biofuels, the Canadian canola industry has a big opportunity to meet demand."

CCGA, along with CCC, COPA, Alberta Canola, and other provincial canola commissions, will continue to advocate for policy changes to the Clean Fuel Regulations that will benefit canola farmers and the industry.

Get the latest on biofuels and the other policy issues CCGA is currently working on.



INDUSTRY BIOFUELS SUMMIT

Players from across the entire biofuels sector, including farmers, fuel producers, and government, participated in a Biofuels Summit hosted by BASF, the Canadian Fuel Association, the Canadian Agri-Food Policy Institute, CCC, and RealAgriculture.

CCGA's Chair, Andre Harpe, and Board Director, Dean Roberts, participated in a panel titled, *Agriculture: The Key to Unlocking Biofuels*. CCGA's Senior Manager, Trade and Transportation Policy contributed to a panel discussion focused on *Powering Canada's Sustainable Biofuels Revolution*.



photo credit: Svetlana Yanova

On the Ground to Advance and Support Market Access for Canadian Canola



By Troy Sherman
SENIOR DIRECTOR OF GOVERNMENT & INDUSTRY RELATIONS, CANOLA COUNCIL OF CANADA



CCC and Canadian delegation celebrating the arrival of the first vessel of Canadian canola to Pakistan in three years at Karachi Port.

With 90% of canola and canola products destined for foreign markets, working to advance and support smooth and predictable trade is a top priority for the Canola Council of Canada (CCC). Since the start of 2026, the CCC has been in-market in the Indo-Pacific, the Middle East, the U.S. and Mexico with a view to further developing our trading relationships with key markets.

PAKISTAN

In January 2026, the CCC was in Pakistan to attend and speak at the Pakistan Oilseed Summit – an annual event for major importers and government officials. While in Karachi, the CCC engaged with the All Pakistan Solvent Extractors’ Association, large dairy operators and senior regulators. The CCC also participated in a ceremony at Port Karachi to welcome the first shipment of Canadian canola to Pakistan in three years. Since 2024, the CCC worked closely with the Market Access Secretariat and the High Commission in Islamabad to register canola GM events under Pakistan’s new biosafety regime. Canola GM events were approved

in October 2025, enabling the export of canola seed once again to this important market.

UNITED ARAB EMIRATES

The CCC met with some of the senior leadership at Al Ghurair, a major canola seed importer and crusher in Dubai, to strengthen the commercial relationship. Total exports to the United Arab Emirates (UAE) exceeded \$285 million in 2025 and have the potential to grow further once the Canada-UAE Comprehensive Economic Partnership Agreement concludes, possibly as early as the end of 2026.

UNITED STATES

In February 2026, the CCC was in Washington, D.C. to participate in the National Association of State Departments of Agriculture’s (NASDA) Winter Policy Conference. The CCC was able to meet with state secretaries of agriculture, including from some top export markets for Canadian canola such as California, Iowa and Wisconsin. This provided an important opportunity to discuss the benefits of the Canada-U.S.-Mexico

Agreement (CUSMA) and how we can work together to further develop a robust North American industry. The CCC also had the opportunity to meet with the United States Department of Agriculture’s Chief of Staff and other officials to discuss areas of collaboration on trade and biofuels.

MEXICO

Mexico remains a top market for Canadian canola with exports totalling \$1.1 billion in 2025. The CCC participated in a Team Canada Trade Mission to Mexico in February 2026 and had the opportunity to meet with Mexican officials and industry partners to further develop the bilateral trading relationship and speak to some technical topics and issues of interest to the bilateral canola trade relationship. The CCC will continue working closely with importers and other industry partners as we undertake the statutory joint review of CUSMA this year.

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



Scan the QR code or visit 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
- Ergot 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 for Delivery of Grain confirms that the grain you are delivering is of a variety that is eligible for the kind (and class, if applicable) of grain being sold. Your grain buyer may also ask you to sign a commercial declaration that indicates your crop was not treated with specific crop input 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 to get timely updates and helpful resources sent straight to your inbox.



HELLO CANOLA: Growing Momentum, Growing Connections

As another growing season begins, Alberta Canola is excited to share how the National Canola Marketing Program (NCMP) is continuing to build nationwide consumer trust, one upbeat touchpoint at a time. Now in Year 3, the Hello Canola campaign is stronger than ever, connecting with urban millennial Canadians and shining a bright spotlight on one of Canada's most important crops.

WHY THIS CAMPAIGN MATTERS FOR GROWERS

Hello Canola isn't just a fun, friendly marketing effort, it's a strategic investment in long-term consumer confidence. By meeting Canadians where they spend their time and speaking in the language and formats they prefer, this campaign helps shift public perception from "I've heard of canola" to "I'm proud to choose Canadian canola."

Every positive impression contributes to stronger trust in the crop you grow, strengthens our domestic market, and boosts long term demand.

WHY THIS MATTERS ON THE FARM

- Builds **consumer trust**
- Strengthens **domestic demand**
- Supports **long-term market stability**
- Reinforces **domestic Canadian pride** in canola

FOLLOW THE CAMPAIGN

@HelloCanola
@Hello_Canola

For more information, sign up for the stakeholder newsletter. Scan the QR code or email carrie@canolagrowers.com

Campaign Performance Snapshot

15+

Million Impressions

✓ Video Targets Surpassed

4,000%

Above Target

✓ High-Intent Search Engagement

CAMPAIGN PERFORMANCE THAT TURNS HEADS

So far, this year's paid media performance is turning out to be exceptional. Across platforms like **Cluep**, **Pinterest**, and **paid search advertising** results are outperforming industry benchmarks. Video view targets have already been surpassed, and paid advertising is driving high intent engagement with standout clickthrough rates.

One of the biggest wins is **Sponsored Content**, which has delivered over **15 million impressions**, exceeding performance goals by more than **4,000 percent**. Lifestyle focused content continues to resonate with digital audiences, especially in a cost-conscious environment where consumers are seeking practical, trustworthy guidance.

Building on these results, NCMP is refining and optimizing creative formats for the next phase, doubling down on what works, especially short form video on Pinterest, which remains a top performer.

HELLO AGAIN, ABBEY SHARP

A great message becomes even stronger when delivered by a trusted voice. That's why we're thrilled to welcome back Registered Dietitian Abbey Sharp, a well-known and credible nutrition communicator with a highly engaged audience.

Through a new partnership with Corus, Abbey is bringing approachable, delicious inspiration straight into Canadian homes. Her first segment aired on November 22, perfectly timed alongside the beloved Hallmark Holiday lineup.

Her campaign involvement includes:

Television

- Hosted segments on W Network
- Connected TV ads featuring the Hello Canola hero video

Digital

- Corus-distributed pre-roll on targeted websites
- YouTube and network cutdowns for broader reach

Social

- Dedicated social clips pushing viewers toward the full segment

The segment will air twice more, and this spring Abbey will join Noah Capp on the Flavour Network, just in time to share a wholesome, canola friendly twist on carrot cake. Abbey's approachable style, expertise, and existing trust with millennial women make her a perfect fit to carry canola's story forward.

BRINGING CANADIAN CANOLA TO CANADIAN VOICES

Looking back on Year 2 of the Hello Canola campaign reintroduced audiences to our energetic hero character, Canadian Canola, supported by a vibrant network of social creators. The goal remains simple and strategic, turning urban millennials' apathy into genuine enthusiasm by highlighting canola's versatility, sustainability, and proudly Canadian roots.

If you haven't personally seen the campaign yet, that's okay. The target audience is not growers, but the consumers whose trust supports our industry's long-term strength.



WATCH THIS VIDEO TO LEARN MORE ABOUT THE IMPACT OF THE HELLO CANOLA CAMPAIGN

Abbey Sharp



Sharing Your Story, Growing Our Reach



By Louise Labonte

PUBLIC ENGAGEMENT & PROMOTIONS COORDINATOR, ALBERTA CANOLA

Alberta Canola has been hard at work championing growers, strengthening agriculture literacy, and building connections across the province. Here's what we've been up to and what's ahead.

STAMPEDE SEASON: SADDLED UP FOR ANOTHER YEAR

With the Calgary Stampede fast approaching, July 3 to 12, 2026, our team is gearing up to welcome thousands of visitors to our now two-year-old interactive booth in the AltaLink Hall. This walkthrough exhibit continues to be a favourite among families, food lovers, and international guests, offering a hands-on, friendly space to explore canola's journey from seed to table.

Calgary Stampede remains one of our strongest platforms for meaningful conversation. Visitors are eager to understand how their food is grown, and they're often surprised and impressed to hear directly from Alberta growers. In an age of swirling misinformation, your stories matter more than ever. By meeting people with empathy and clear, simple

"In an age of swirling misinformation, farmers stories matter more than ever."

facts, we can counter myths while building trust. These conversations help ensure consumers understand the care and science behind modern agriculture and canola production.

For example, when questions arise about rapeseed oil, it opens the door to explain how canola was developed in Canada to remove high erucic acid levels through traditional plant breeding.

This innovation is why canola oil is now among the healthiest and most widely used oils worldwide.

At the booth, visitors don't leave with just the facts, they walk away with a deeper appreciation for the people behind their food. Games, seed bins, and hands on learning continue to draw curious minds of all ages. We look forward to returning for another exciting Stampede. Grab your hats and come find us.

CANOLA GIVES BACK

Food insecurity continues to rise, and Alberta Canola is committed to supporting families across the province and beyond. This year, we donated over 3,000 bottles of canola oil to Alberta Food Banks and more than 1,500 bottles to the Society of Saint Vincent de Paul's North of 60 Project, which supports northern and remote communities. These contributions reflect our shared belief that nutritious, accessible food should be available to everyone.



BOTTLES OF CANOLA OIL DONATED

3,000+ bottles → Alberta Food Banks
1,500+ bottles → North of 60 Project



GROWING AGRICULTURE LITERACY THROUGH AG FOR LIFE

Our longstanding partnership with Ag for Life continues to flourish. Their curriculum-linked programs bring agriculture to students from Kindergarten to Grade 12, offering real world experiences that connect food, sustainability, and future careers. Early agriculture literacy helps build informed consumers and future decision-makers who understand modern farming.

The Classroom Agriculture Program (CAP) remains a standout initiative, with Grade 4 and 5 classrooms across Alberta receiving visits from volunteers who bring the story of agriculture to life. Teachers consistently share how these programs spark curiosity and create lasting learning moments.

Earlier this year, we transferred our inventory of Chase Duffy books to Ag for Life for broader distribution. Interest from teachers has been

LOOKING AHEAD

As we move into the growing season, Alberta Canola remains committed to championing growers and strengthening public understanding of agriculture. In addition to our ongoing outreach, we are actively exploring new projects and programming designed to engage even more Albertans in both urban and rural areas. Whether through expanded educational initiatives, enhanced public events, or fresh partnerships, our goal is to broaden conversations about canola, sustainability, and the people who grow our food.

We're excited about the opportunities ahead and look forward to creating even more meaningful connections across the province. Thank you for all that you do to support Alberta's agriculture community. Wishing you a safe, productive, and successful season.



WHY THIS MATTERS

- Building **public trust** in how canola is grown
- **Countering** misinformation
- Connecting urban consumers with **real growers**
- Supporting **the next generation's** understanding of agriculture

incredible. After they highlighted *Fields of Home* in their newsletter, more than 90 book requests came in within hours. We are thrilled to see this level of engagement from educators eager to bring agricultural storytelling into their classrooms.

Order Chase Duffy books and classroom resources from Ag for Life at agricultureforlife.ca/shop



Alberta Canola AGM Finds New Home at CrossRoads

In January 2026, the Alberta Canola Producers Commission hosted its 36th Annual General Meeting (AGM) at CrossRoads Crop Conference, creating a central hub where producers could attend the AGMs of Alberta Canola, Alberta Grains, and Alberta Pulse Growers in one convenient location. The move was designed to strengthen collaboration and make participation easier for growers across the province.

The conference was well received, drawing a sold-out audience and offering strong speaker lineups and valuable networking opportunities. Notably, voter participation at the Alberta Canola AGM increased compared to previous years.

To ensure accessibility, the AGM was offered both in person and virtually, and growers were able to attend at no cost. A CrossRoads ticket is not required to participate in the AGM.

Following the success of this year's event, we look forward to hosting our AGM in person and online at CrossRoads again next year.

The next dates for CrossRoads Crop Conference are January 26 & 27, 2027.

Follow our social media channels and subscribe to our e-newsletter for updates and registration details.





Grower Resources


For a complete list of resources available to canola growers, visit our [website at albertacanola.com/grower-resources](http://www.albertacanola.com/grower-resources).


Alberta Canola is dedicated to **helping Alberta's canola growers succeed**.

Agronomy


 **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.


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

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


 **Blue Book**
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.


Marketing


 **Navigating Grain Contracts**
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**
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


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

 **Do More Agriculture Foundation**
Champions for the mental wellbeing of those in the Canadian agriculture industry changing the culture by raising and awareness, conducting research, and providing resources.

Leadership

 **Canola Leaders**
The Canola Leaders Program welcomes 20 emerging Alberta farm leaders to a no-cost, two-day development experience. Participants receive training in strategic thinking, governance, policy, government relations, media communications, and more.

 **Walter Paszkowski Farm Leadership Award**
This award aims to annually recognize and reward one deserving canola grower in Alberta with a \$5,000 bursary, to facilitate their participation in Farm Management Canada's esteemed National Farm Leadership Program.

Consider the Upside of a Spring Cash Advance



Change is constant on the farm but being prepared and flexible are two keys to a successful growing season. A spring cash advance from CCGA checks both those boxes.

An Advance Payments Program cash advance from CCGA is a loan designed for farmers, providing flexibility in how it's used and saving you money with no-interest and low-interest financing.

A 2026 cash advance offers farmers up to **\$100,000 interest-free** with up to an **additional \$400,000 interest-free on canola**. Blended with CCGA's interest-bearing rate that's below prime, farmers can realize significant savings on interest costs.

Use the flexibility of an advance to buy seed, fertilizer, and fuel, or pay for repair bills and maintenance work. You can even pay wages for seasonal labour, or simply use an advance for whatever your farm needs.

Apply now on canola and more than 50 other crop and livestock commodities to have funds available when you need them.

Contact CCGA's experienced team with questions about a cash advance or to get your application started. Call toll-free at **1.866.745.2256** or visit **ccga.ca/cash**



"A spring cash advance provides farmers with working capital to prepare for whatever the season brings. It gives them access to funds to cover operating expenses so they can fully focus on the job in front of them."

Dave Gallant, CCGA Vice-President of Finance & APP Operations.



Discover
Cash Advance



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.

Alberta Canola proudly unveils the Walter Paszkowski Farm Leadership Award.

This newly established award will provide a canola grower in Alberta with a **\$5,000 bursary**, to facilitate their participation in the esteemed National Farm Leadership Program.



For further details and updates on the Walter Paszkowski Farm Leadership Award, please visit albertacanola.com/leadership



SAFETY STARTS WITH YOU!

AgSafe
ALBERTA

LEARN WHAT'S NEW & WHAT YOU CAN DO.
VISIT AGSAFEAB.CA AND FOLLOW US ON SOCIAL MEDIA.

2026 CENSUS OF AGRICULTURE

Your Farm. Your Census. Our Future.

The 2026 Census of Agriculture is coming.

In **May 2026**, farm operators will receive an invitation letter with instructions for completing their 2026 Census of Agriculture questionnaire online.

Census of Agriculture data provide:

- farm operators and industry organizations with crucial information for informed business decision-making;
- all levels of government with high-quality information that they need to develop and implement policies and programs; and
- the agriculture sector, all levels of government and the Canadian public with an accurate statistical portrait of the state of agriculture in Canada.



Your response matters. This May, please complete your Census of Agriculture questionnaire to support your sector and Canadians everywhere.

To learn more about the Census of Agriculture, visit statcan.gc.ca/en/census-agriculture.



Statistics
Canada

Statistique
Canada



Sign up for our Alberta Canola
Connections e-newsletter to stay
up-to-date on news and events:
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