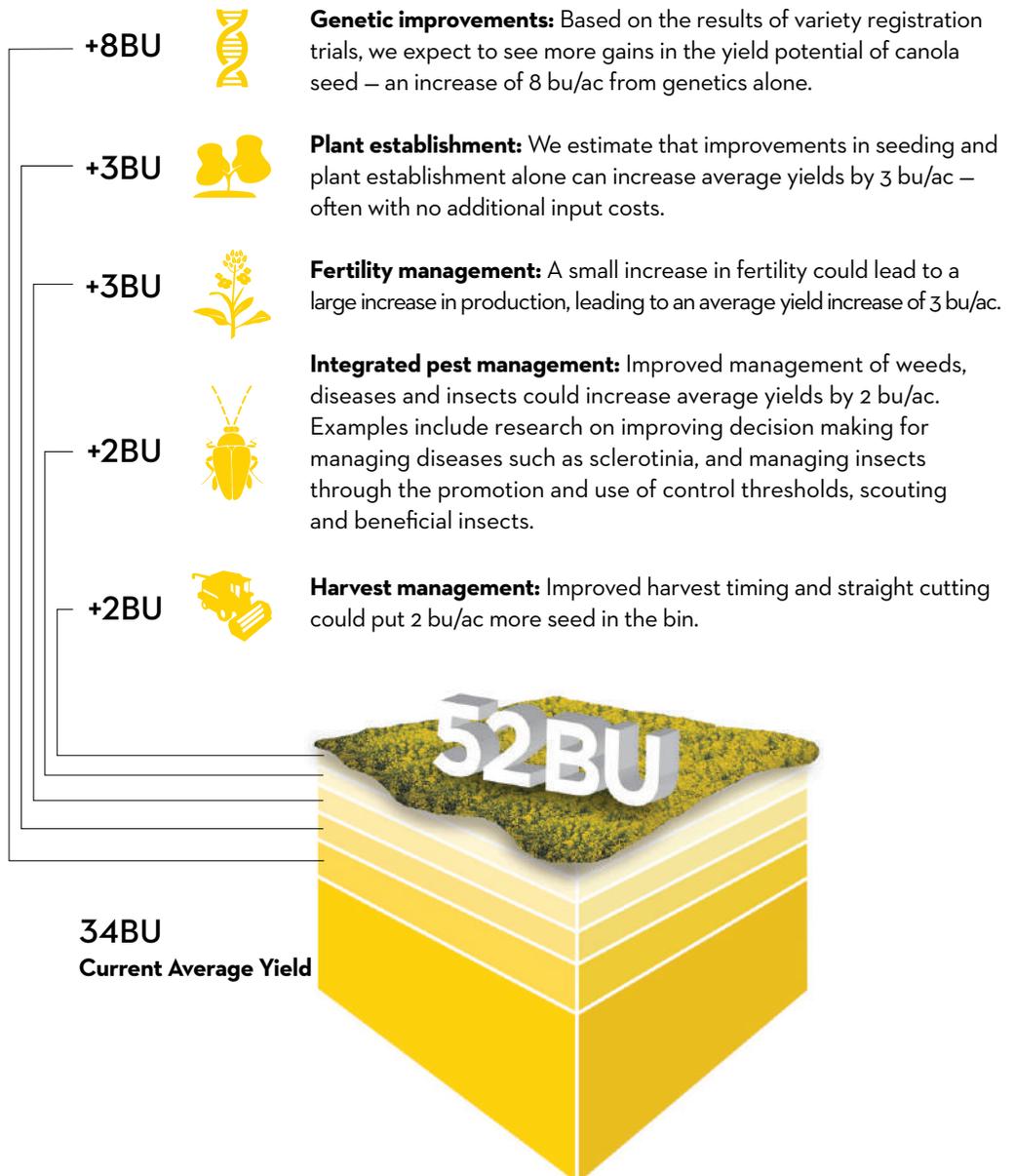


ONE OF THE GOALS OF THE CANOLA COUNCIL OF CANADA'S NEW STRATEGIC PLAN IS TO REACH AN AVERAGE YIELD OF 52 BU/AC BY 2025. IT'S A BOLD AND ACHIEVABLE TARGET, AIMED AT MEETING THE GROWING GLOBAL DEMAND FOR CANOLA PRODUCTS.

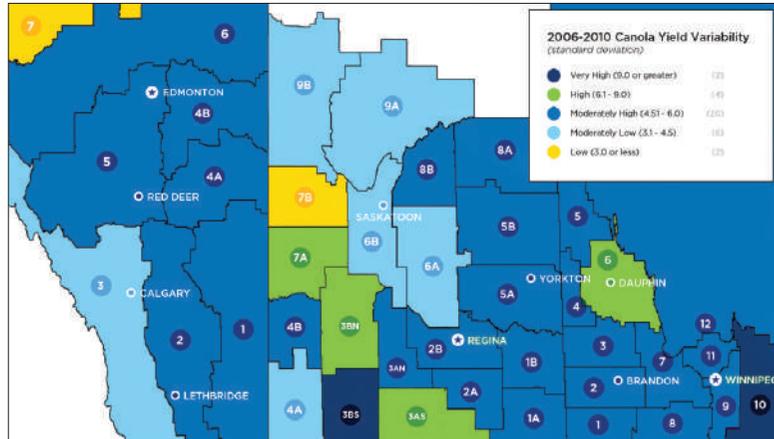
OUR TOOLS FOR INCREASING YIELDS

The key is a better understanding of the best agronomic practices for every soil zone and every field – plus ongoing improvements to canola seed. The current average yield over the past three years is 34 bu/ac. Here's where we'll find those 18 additional bushels to reach 52 bu/acre:



WHY WE THINK HIGHER YIELDS ARE POSSIBLE

Research shows that there is still plenty of potential to improve yields in many canola fields. This map hints at the untapped potential, suggesting there is much we can do to improve the consistency of yields within certain regions, leading to greater productivity for the industry as a whole.



WHAT ABOUT ROTATIONS?

Extensive analysis of crop insurance data across the country tells us that tighter rotations have been with us for some time. In many areas, growers are maintaining canola yields while growing the crop more frequently.

However, tighter rotations require more intensive monitoring and management of diseases and insects. Our agronomic programs need to keep pace with these changes so growers can make the best decisions for their unique circumstances. Our goal is to provide information and advice that is based on evolving growing practices, the latest science and sustainable production.

HOW WE WILL HELP GROWERS INCREASE YIELDS

THE BEST WAY TO MEET THE NEED FOR MORE SUPPLY IS NOT ABOUT ADDING SUBSTANTIALLY MORE ACRES OF CANOLA. IT'S ABOUT USING SCIENCE AND INNOVATION TO GET MORE FROM THE ACRES WE SOW.

The time has come for a more customized and progressive approach to agronomic advice. To achieve higher and more consistent yields on every field, growers need access to the best agronomic information and advice for each unique farm operation, based on the latest science.

To do that, we will make intensive investments in research that improves our ability to maximize production from every planted seed, in every different region and in every soil zone.

Just as important are improvements to technology transfer. It must be timely, targeted and relevant. We will focus our efforts on getting the right information to the right grower at the right time. In this way, we will ensure new knowledge can be put to use in the field, where it counts.