

country, studying its oilseed needs and capabilities, recommending, advising and generally promoting canola.

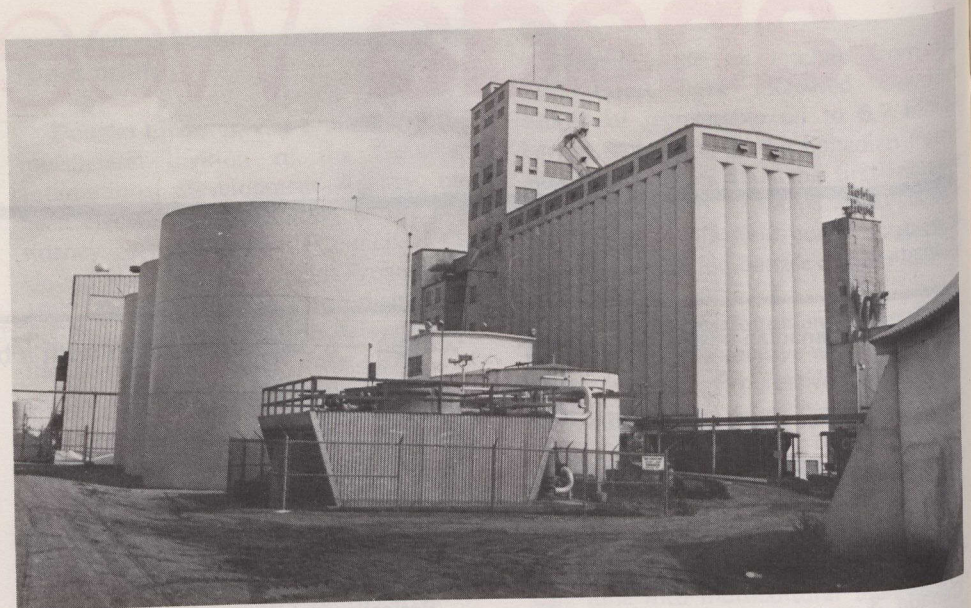
Rapeseed has been grown in Canada commercially since the Second World War. However, ordinary rapeseed contains high levels of the substances erucic acid and, particularly in the meal, glucosinolates. For some years this was not considered much of a problem but, in the early 1970s, research indicated that both might be harmful to humans or animals.

Successful effort

Canola is the result of a concerted effort by Canadian plant breeders and researchers to improve on rapeseed and overcome the disadvantages of high erucic acid and



A technician surveys oil seed processing.



A Canadian oilseed processing plant.

glucosinolate levels. The name of "canola" was given this new rapeseed derivative to mark the advent of essentially a new product with different and improved qualities.

Today, canola compares favourably with other oilseeds in protein quality, flavour stability (oil), cooking properties (oil), feed properties (meal) and, most important, economically in growing, processing and marketing costs. The oil and meal have also been shown to have considerable economic advantages over the products of other oilseeds such as sunflower seed.

There are several varieties of canola, each with variations of the low erucic, low glucosinolate properties (the so-called "double O" varieties), and research

and development is an ongoing process to improve an already high-quality product.

Objectives of continuing research include: for seed — increased crop yield, larger seed size, higher oil and protein content, lower fibre content; in oil quality — even lower erucic and linolenic acid content, higher linoleic acid content; in meal quality — further reductions in glucosinolate and fibre content, higher protein content.

Siegfried Mielke, editor of *Oil World* writes: "With the new double-zero canola varieties, the quality of rapeseed oil and meal has become so good that their usage can be expanded at virtually any reasonable rate. Apart from the size of supplies, it depends largely on the selling policy of Canadian growers and Canada's logistical ability to move supplies to consumers."

New markets vital

With canola becoming an increasingly important crop and, domestically, taking over much of the market previously held by soybeans, new markets abroad for canola are vital.

Last summer Algeria contracted to purchase 96 000 tonnes of canola oil at a total value of \$66 million.

Canadian government seminars to market canola will be carried out as often as is necessary or requested by the target country and will be followed in some instances by reciprocal missions to Canada to study the Canadian canola industry.

Trial operations, in the target country, may be set up by the Canadian government if requested so that canola oil, meal

(Continued on P. 8)



Harvesting canola — Canada's second largest agricultural export.