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## Canola — a Canadian oilseed with a bright future

Canada is well known as one of the world's major bread-baskets with wheat as its number one agricultural export. What is not so well known is that Canada's second most important agricultural export is canola. Canada is the world's largest producer and exporter.

Basically, canola is an oilseed with end products of edible oil (the largest percentage of cooking oil and margarine sold in Canada is made of canola oil) and protein meal (meal used in feeding livestock — poultry, cattle, swine, sheep). Canola is a development from rapeseed that today is giving its closest oilseed competitor, soybean, considerable competition in both quality and cost.

Exports of canola products grew considerably in the five-year period of 1976-1980. Oil exports increased from 42.5 million tonnes worth \$23.08 million in 1976 to 172.68 million tonnes worth \$118.78 million in 1980. At the same time, oilcake and meal exports increased to 206.95 million tonnes worth \$37.44 million in 1980 from 51.57 million tonnes worth \$6.08 million in 1976.

In the search for new markets, the federal government, in conjunction with

individual firms and industry organizations, has played and continues to play an extremely important role. Briefly, the task, with regard to canola, is to educate potential foreign markets to the benefits of canola, promote actual sales and follow up with regular "servicing" visits to establish canola markets.

### Education and promotion

The Canadian government in conjunction with the Canola Council of Canada are seeking to establish markets for canola abroad.

As part of this promotion qualified teams of Canadians participate in seminars in countries that might prove to be good markets. Tailored to the needs of the country in question, a team might include experts from federal and provincial governments, universities, canola growers and processors so that everything a country may need to know, from plant breeding through end-product use, can be covered.

The seminars are usually in two sections. The first is devoted to technical papers, lectures and discussions. For the remaining time, the Canadian tour the



*A field of canola, a derivative of rapeseed.*



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