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## February 2009

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Volume 13 Issue 1

## Canola Day, Legislative News

Be sure to attend the 12th Annual Canola Day next Wednesday, February 11th, at the Langdon Activity Center in Langdon. Enclosed is an agenda for the day's events. Our keynote speaker for this year will be Mike Jubinville of ProFarmer Canada. Mike is an expert authority on canola markets and will offer his insight into the oilseed market in 2009 and 2010. Growers who are not current subscribers to ProFarmer Canada can get one month's free trial to the service by attending Canola Day.

In state legislative news, HB 1489 is a bill that would allow a credit of state income tax to adopt or add equipment to an existing or new facility for crushing soybeans or canola. This bill would provide an incentive for crushers to expand or upgrade facilities in the state to process either canola or soybeans. The bill was heard in the House Finance and Tax Committee on February 3.

Another bill, SB 2208, seeks to increase the checkoff rate for sunflowers from 3 cents per

hundredweight to 4 cents per hundredweight and for flax from 2 cents per bushel to 3 cents per bushel. Additional funds would be used primarily for research and marketing. The bill was passed unanimously out of the Senate Agriculture Committee on January 23 and it also passed unanimously out of the Senate Appropriations Committee on January 30. It now heads to the Senate floor for a vote. The Northern Canola Growers Association Board of Directors voted not to seek an increase in the checkoff rate for canola at this time as it felt market conditions were not right for an increase. Additionally, the NCGA would like to seek sufficient input from growers and industry before requesting an increase. The board may have legislative priorities for funding in the next legislative session in 2011 which may necessitate a request for an increase. Growers will be informed about any proposed changes throughout the next year and feedback will be sought regarding the support for an increase. NCGA will continue to monitor these bills.

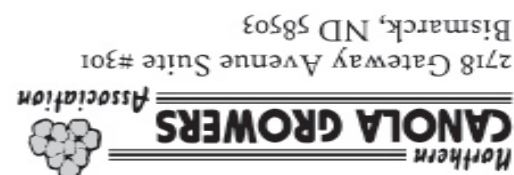
## USDA Annual Crop Production Report

The USDA reported in its January 12 Production Report that U.S. canola yields in 2008 averaged 1,461 pounds per acre, a 19% increase from 2007. The yield is the third highest since records began in 1991. Planted area is estimated at 1.01 million acres, 14 percent below last year's acreage.

For the 2008 canola crop, USDA estimated U.S. production at 1.45 billion pounds, up 14 million pounds from 2007. In North Dakota, the largest canola producing state in the U.S. with over 90% of production, total production was 1.31 billion pounds, down less than 1 percent from last year. Planted acres in North Dakota totaled 910,000 acres.

Canola: Area Planted, Harvested, Yield, and Production by State and United States, 2006-2008

State	Area Planted			Area Harvested		
	2006 <i>1,000 Acres</i>	2007 <i>1,000 Acres</i>	2008 <i>1,000 Acres</i>	2006 <i>1,000 Acres</i>	2007 <i>1,000 Acres</i>	2008 <i>1,000 Acres</i>
MN	28.0	31.0	23.0	27.0	30.0	22.0
MT	10.0	8.5	7.5	9.8	8.1	7.4
ND	940.0	1,080.0	910.0	935.0	1,070.0	895.0
Oth Sts <sup>1</sup>	66.0	56.5	70.5	49.2	47.4	64.6
US	1,044.0	1,176.0	1,011.0	1,021.0	1,155.5	989.0
	Yield			Production		
	2006 <i>Pounds</i>	2007 <i>Pounds</i>	2008 <i>Pounds</i>	2006 <i>1,000 Pounds</i>	2007 <i>1,000 Pounds</i>	2008 <i>1,000 Pounds</i>
MN	1,330	1,280	1,600	35,910	38,400	35,200
MT	1,120	1,190	1,910	10,976	9,639	14,134
ND	1,370	1,230	1,460	1,280,950	1,316,100	1,306,700
Oth Sts <sup>1</sup>	1,351	1,405	1,378	66,476	66,595	89,030
US	1,366	1,238	1,461	1,394,312	1,430,734	1,445,064



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## NCGA Board of Directors

**Ryan Pederson President**  
204 State Street  
Rolette, ND 58366  
701-246-3785

**Tom Borgen Vice President**  
9147 Hwy 1  
Langdon, ND 58249  
701-256-3943

**Kevin Waslaski Secretary/ Treasurer**  
521 18th Avenue  
Langdon, ND 58249  
701-256-2064

**Keith Peltier**  
361 Edgewater Drive  
West Fargo, ND 58078  
701-341-1454

**Bernie Bachman**  
10145 94th St. NE  
Langdon, ND 58249  
701-256-3148

**Brian Jenks**  
5400 Hwy 83 S.  
Minot, ND 58701  
701-857-7677

**Chad Effertz**  
4489 Hwy 41 N  
Velva, ND 58790  
701-338-2589

**Wally Brandjord**  
171 Burnetts Rd.  
Bottineau, ND 58318  
701-263-4934

**Greg Mitchell**  
PO Box 65  
Rolla, ND 58367  
701-477-3033

**Eric Mack**  
1388 Hwy 97  
Velva, ND 58790  
701-338-2491

**Jon Wert**  
11191 59th St. SW  
New England, ND 58647  
701-579-4304

## NCGA Staff

**Barry Coleman**  
*Executive Director*  
coleman@ndpci.com

**Sheri Coleman**  
*Associate Director*  
scoleman@ndpci.com

**Lindsey Dale**  
*Communications Specialist*  
lindsey@ndpci.com



## **NCGA ON THE GO!**

### JANUARY

Lake Region Round Up: Devils Lake 6  
Ag Coalition Meetings 8,22  
Sheri elected another term as United Way Board member 16  
NCI Meeting 26  
KMOT: Minot 28-30  
NCGA Board Meeting 29

### FEBRUARY

Ag Coalition Meetings 5, 19  
Mr. Food outdoor taping 7  
Go Red Presentation: Langdon 10  
Canola Day: Langdon 11

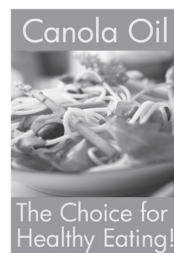
### MARCH

Ag Coalition Meetings 5, 12, 26  
USCA Meeting: Washington DC 18-20  
ND Agriculture Day: Bismarck Capital Bldg 19  
Harvest ND 27

## **New Canola Marketing Magnet Hits the Scene!**

For the 2009 marketing year, NCGA has designed a unique and useful marketing tool that will be eye-catching and right at hand in your kitchen. This credit-card sized magnet will stick to your refrigerator

in one piece as well as pull apart to reveal 26 mini pages of canola information and recipes. The concept of this project started from Board member Tom Borgen, requesting to have something



small enough to tuck in his pocket to take along with him and share with others when educating them on canola. We have now expanded our initial brochure to encompass the home and recipes and make it into something that can be used again and again.

The new magnets were introduced at the KMOT show in Minot, January 28-30, 2009, and will also be available at Canola Day in Langdon on February 11.

## **Canola Gourmet**

Great excitement continues with Canola Gourmet! Sheri Coleman has had several TV and radio interviews on Canola Gourmet and the importance to the canola industry, the most recent being last week at the KMOT show in Minot. The focus continues to be on the importance of connecting agriculture to health, education and of course the bottom line being increased usage in homes and restaurants and increased

canola oil sales. Several companies have purchased larger volumes from Capital Books for canola promotion as well as a steady stream of sales around the globe. Canola Gourmet is carried in Barnes and Noble bookstores among others and carried on many online book sites and can be seen in three Mr. Food segments for its additional "cameo" roles.

# Shelf Talkers are Talking!



## **Canola Oil...**

- For all of your cooking and baking needs
- lowest in saturated fat
- cholesterol free
- trans fat free
- great omega 3's
- versatile
- grown right here in ND
- best for your cardiovascular and diabetic health

Across the shelves of North Dakota supermarkets, you will start to see a recipe card-sized tool to educate consumers. On the front of the card, you will see varying family-friendly photos of different age groups doing activities from cooking in the kitchen to being active outdoors. There will also be several bullet points on the healthy attributes of canola. On the back of the card, you will see a fatty-acid comparison chart for consumers to see for themselves

Cooking Fat/Oil	SATURATED FAT	POLYUNSATURATED FATS	MONOUNSATURATED FAT			
Canola Oil	7	21	11	61		
Safflower Oil	8	14	1	77		
Flaxseed Oil	9	16		57	18	
Sunflower Oil	12	71		1	16	
Corn Oil	13	57		1	29	
Olive Oil	15	9	1		75	
Soybean Oil	15	54		8	23	
Peanut Oil	19	33			48	
Cottonseed Oil	27	54			19	
Lard	43		9	1	47	
Palm Oil	51		10		39	
Butter	68			3	28	
Coconut Oil	91				2	7

SOURCE: NUTRIENT PARTS CORPORATION

northerncanola.com 701.221.2028

\*Trace Fatty acid content normalized to 100%

the outstanding profile that canola oil has above other oils. We are very excited about this project and feel it will be a very useful tool for consumer education, especially at the point of contact when making their oil purchasing decisions. Partnership collaboration in this project has also involved Dan's SuperMarket chain.

## **Comparison of Dietary Oils**

## **Go Red**

On yet another adventure to the northeastern reaches of North Dakota on February 10th, Sheri Coleman will present to a group of women in Langdon as part of their Go Red series. Go Red For Women is a national movement founded by the American Heart Association to help you to fight back against the No. 1 killer of American women. If you would like more information on the Go Red campaign, go to: [www.goredforwomen.org/](http://www.goredforwomen.org/).



Coleman will be discussing the healthy attributes of canola oil as it pertains to a heart healthy diet as well as teaching the attendees how to convert their recipes or even their mothers or grandmothers recipes that may contain saturated or "bad" fats into healthier dishes using canola oil with "good" fats...and even less fat overall!

# Heating Up the Kitchen at Canola Day!

At the 2009 Canola Day, Sheri Coleman is stirring things up a bit and presenting at 1:30 p.m. This time we'll talk about "Hot Topics" in the kitchen and starting things out with a canola oil tasting experience of four different canola oils, then we'll take each oil and show a cooking application and make a tasty and healthy dish. Sheri will also be available for cookbook signing and one lucky attendee will walk away with a gourmet gift basket. This is one you won't want to miss!

