

March 2004

# *The* **Canola**

*Journal*



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***Flea Beetle Insecticide Seed Treatment Trial on Canola***

***2003 Bin Run Canola Study***

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## The **Canola** Journal

March 2004  
Volume 2 Issue 1

The Canola Journal is published by:  
Northern Canola Growers Association

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The Canola Journal is published quarterly by the Northern Canola Growers Association in cooperation with the ND Oilseed Council. The Canola Journal is distributed free of charge to North Dakota canola producers and those interested in the canola industry.

Statements of fact and opinion in this publication, including editorial and advertising are the responsibility of the authors and advertisers alone and do not necessarily reflect the opinions of the magazine staff or of the officers and members of the Northern Canola Growers Association.

### Membership

\$40	Grower Member
\$100	Industry Member
\$10	Associate Member

The Northern Canola Growers Association is a nonprofit association made up of producers, industry representatives and associate members, established to promote all aspects of the canola industry. The mission of the Northern Canola Growers Association is to promote and encourage the establishment and maintenance of conditions favorable to the production, marketing, processing, research and use of canola; promote efficient production through farmer education, public and private research and encourage labeling and registration for crop protection products; promote uniform seed and product standards; and to develop and implement agriculture policies to enhance the development of the industry.



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For the Marketing and Promotion of Canola, Canola Meal, Soybeans, Soybean Meal

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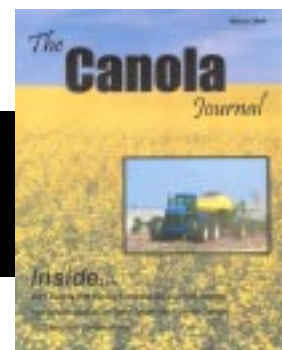
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Canola field and seeding equipment located in northwestern North Dakota.



## NCGA Officials Attend USCA Annual Meeting

**N**CGA Board members Kevin Black, Steve Kakela and Kevin Waslaski attended the annual U.S. Canola Association meeting in Washington, DC in February. USCA board members Tom Borgen of Langdon and Bill Mickelson of Rolla joined them as well as Barry Coleman, Executive Director.

Members met with canola representatives from other parts of the U.S. to discuss canola marketing in the U.S., Food Pyramid changes, research proposals, and other matters important to the U.S. canola industry. Members also met with Senators Dorgan and Conrad and Representative Pomeroy to discuss canola research priorities and concerns.

At the annual business meeting of the USCA, Steve Kakela was re-elected as second vice-president of the board.

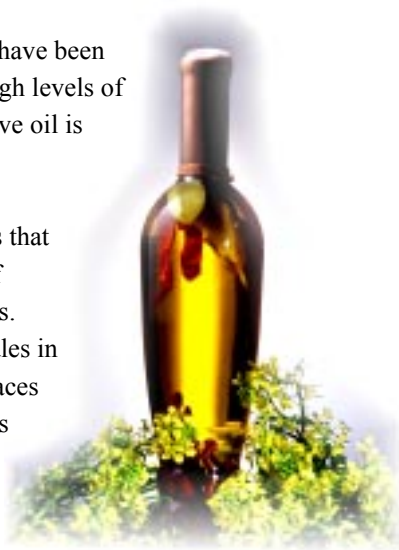
A key presenter at the meeting was Dr. Eric Hentges of the Center for Nutrition Policy and Promotion. He spoke about the proposed rule sent out last fall by the USDA, inviting comments on reviewing and updating the Food Pyramid's patterns based on current nutritional standards. They are asking for comments on the adequacy, methodology and use of the data.

One key point made was that there is a general consensus to distinguish between good and bad fats on the pyramid. This is a unique opportunity for canola oil to take its rightful place on the pyramid, since canola oil shines in all areas of a healthy vegetable oil:

1. Canola Oil has high levels of Omega 3's, which have been well-documented in medical literature to provide unique health benefits;

2. High oleic canola oils which have been increasing at a rapid rate have high levels of the key monounsaturates that olive oil is touted for.

But the key thing to remember is that canola oil has the lowest level of saturated fats of all vegetable oils. The saturated fat in canola oil pales in comparison to olive oil. This places canola oil in a unique situation as USDA reviews comments on updating the pyramid in 2005.



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## Coleman Named Director of Marketing and Health Promotion

Progressive Consulting, Inc., has recently hired Sheri Coleman as its Director of Marketing and Health Promotion for the Northern Canola Grower Association. Holding a Bachelor's of Science Degree in Nursing, Coleman joins PCI, bringing with her an extensive background in healthcare, instruction, prevention and program management. Most recently, Coleman was the Director of Education for the North Dakota Nurses Association. Coleman's primary job duties will be working with the marketing, health promotion and education of canola oil in the domestic and international market.

Coleman joins NCGA with extensive experience in prevention, education, program management and leadership. Having grown up on a farm and livestock operation in Mott, ND, Coleman brings firsthand experience and knowledge of farm life and knows the

importance of bridging the gap between agriculture, marketing and health.

Coleman has provided education for the professional development of registered nurses while directing the CNE-Net program and the Think First program for North Dakota as Director of Education for the North Dakota Nurses Association. Coleman has taught the CNA program at Bismarck State College as well as worked for five years in tobacco prevention and control, leading the Mandan Tobacco Free Coalition. In addition, Coleman has a strong background in grant writing, fiscal management and program management. Coleman secured a Healthy Communities grant of approximately \$300,000 for 5 south central counties in North Dakota through the Department of Health and a \$50,000 annual grant from the Center for Disease Control in Atlanta.



Coleman is a state representative for Synar, a board member of the ND Chapter of the American Heart Association, Vice-Chair of the Leadership Bismarck-Mandan Alumni Committee, and a board member of the Missouri Valley United Way. Coleman holds a BSN, RN degree from MedCenter One College of Nursing.

To reach Sheri Coleman, please contact her at the NCGA office at 4007 State Street, Bismarck, ND 58503, (701)221-2028, scoleman@ndpci.com.

## Collaborative Canola Marketing Plans Rolling

Marketing of canola oil will soon be gaining more momentum as the Northern Canola Growers Association has joined forces with Canola Information Services and the Canola Council of Canada on a new in-depth marketing campaign. In an effort to further penetrate the market on the heart-healthy benefits of canola and its variety of uses, a new marketing theme of **Canola Oil: One Oil...Infinite Possibilities!** has been developed.

Plans for impact in the food industry market include trade shows at the American Dietetics Association, International Congress of Dietetics, American College of Cardiology Scientific Sessions, American Heart Association, Institute of Food Technol-

ogy, and the International Association of Culinary Professionals. Canola Cooks II recipe magazines will be distributed as well as a 'mini-cookbook' with the American



Heart Association logo. The Northern Canola Growers Association contact information will be provided on marketing materials. Assessment will also be made of *Canola Camp*

(held in Canada annually) for feasibility by the Northern Canola Grower Association in bringing a Canola Camp US to the states.

In education to the public on canola, a *Cooking Light on Tour* campaign will be utilized. *Cooking Light on Tour* is a 160 day tour at upscale retailers across the US, interacting with consumers, distributing coupons, samples, recipes, and tips and conducting product demonstrations. Inside the participating stores, retailers build special displays of products on the tour. The tour timetable is from late March to early November.

With the collaborative efforts and increased marketing dollars, it looks to be an exciting year for Canola promotion!

# 7<sup>th</sup> Annual Canola Day Hosted

The seventh annual Northern Canola Growers Association Annual meeting was held in Langdon, North Dakota recently. Over 150 people were in attendance as speakers from North Dakota State University provided information on recent research findings that show yield advantages to split applications of nitrogen fertilizer, and methods of disease control.

Featured speakers for Canola Day were Dave Reimann of Benson Quinn in Winnipeg and Derwyn Hammond of the Canola Council of Canada. Mr. Reimann, Manager of Commercial Accounts for

Benson Quinn, gave an analysis of the canola market in 2004. He indicated prices for oilseeds are extremely favorable and are expected to be strong going into the fall of 2004 as well. He indicated that the tight supply of soybeans in the U.S. has had a favorable effect on canola prices as well as the limited supply of palm oil on the world market.

Derwyn Hammond is an agronomist with the Canola Council of Canada. Hammond discussed the research results from Canadian studies on straight-cutting of canola with conventional headers and with a

special header from Europe. Results from one year of studies have shown some promise with the new straight-cut header and more research data will be needed before specific recommendations can be changed. Hammond also presented information on blackleg control in Canada with a panel of speakers which included Ron Beneda, Cavalier County Extension Agent, and Bryan Hanson, agronomist with the Langdon Research Center. John Lukach, a researcher with the Langdon Research Center, gave a presentation on fertilizer studies in canola to attendees.

## Hanson Receives *Excellence* Award

During the seventh annual Canola Day held on February 11 in Langdon North Dakota, Bryan Hanson of Langdon was presented with the second annual Northern Canola Excellence Award.

The award was established to recognize those individuals that have significantly contributed to the success of the canola industry, within North Dakota and nationally. Hanson was nominated by his peers and chosen by a selection committee for the award.

Hanson is a research agronomist at the Langdon Research Extension

Center, part of the NDSU Agricultural Experiment Station. He conducts very active research programs in canola evaluating varieties and agronomic management. For many years, Hanson was the North Central Region representative for canola research, traveling to Washington, D.C. to report on canola research from this region. Hanson's expertise in conducting canola research has been invaluable to canola producers in the region. Hanson currently is in his 20<sup>th</sup> year of research at the NDSU Langdon Research Extension Center. Congratulations Bryan!

## National Canola Research Program Funding for 2004

The North Central Region of the U.S. Canola Association, which includes North Dakota, Minnesota, South Dakota and Wisconsin, has chosen its canola projects to fund for 2003. A Joint Research Committee met in Fargo, North Dakota in January to allocate funds towards important research projects in canola. This region received \$112,000 in fiscal year 2003 for canola research. The following projects were approved for funding by the Joint Research Committee:

- ♦ Canada Thistle Control in Canola
- ♦ Fall-Seed Winter-Type Canola Evaluations in Minnesota
- ♦ Control of Flea Beetle in Canola Through Insecticide Strategies
- ♦ Canola Disease and Flea Beetle Survey for ND and MN
- ♦ Control of Volunteer Canola
- ♦ Yield Response to Nitrogen Fertilizer by Application Timing
- ♦ Research to Minimize Blackleg in Canola
- ♦ Screening Fungicides for Sclerotinia Management
- ♦ Crop Production Center Trials in NW Minnesota

## Elections Held

The Northern Canola Growers Association held board of director elections during its annual meeting on Wednesday, February 11th, 2004 in Langdon, North Dakota. Bernie Bachman of Langdon and Ryan Pederson of Rolette were elected by the membership as producer directors on the

NCGA board, replacing Jason Hanson of Devils Lake and Mike Roark of Berthold. Vance Stueness, representative with Syngenta, was also elected, replacing Barry Rongen of Devils Lake as an industry director on the board.

# Northern Canola Growers Association

*Members are our lifeblood, our source of leadership, and the visible testament to the success of the North Dakota canola industry. Take an active part in the canola industry today—join the NCGA.*

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