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Journal

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\$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.

4 Welcome
By NCGA Executive Director, Barry Coleman

5 Researchers Seek Wiser Ways to Fertilize Canola
*By Eric Eriksmoen, HRCC Agronomist
NDSU Communications Dept.*

6 Sclerotinia Forecast Maps
By Art Lamey

8 Canola Disease Incidence in ND & MN In Recent Years
By Art Lamey

10 Canola Meal—An Excellent Source of Protein
By Holly Cline, Contract Feed Nutritionist

11 NCGA Attends IFT Show in Chicago
By Barry Coleman, NCGA Executive Director

12 NCGA Attends American School Food Service Association Trade Show
By Paul Thomas, NCGA Marketing Specialist

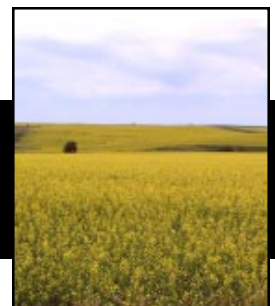
13 Canola Harvest Report
By Barry Coleman, NCGA Executive Director

14 Trans Fatty Acids
Excerpt from Canola Brio, CanolaInfo Publication

15 Specialty Oils
*Excerpt from Canola Brio
CanolaInfo Publication*

Cover Photo:

Canola field located in northwestern
North Dakota



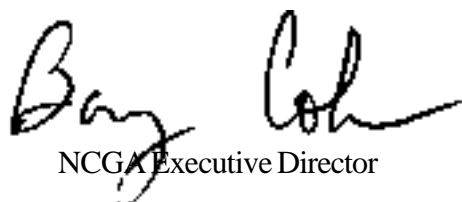
Welcome to the first issue of The Canola Journal. This magazine is brought to you by the Northern Canola Growers Association as a means to provide insight to canola growers of the canola industry and the Northern Canola Growers Association. The Northern Canola Growers Association is funded through checkoff dollars received through the North Dakota Oilseed Council and through producer and industry memberships. 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. The ultimate goal is to ensure profitability for canola growers as they are the lifeblood of the canola market.

“Canola growers should take pride in knowing you are producing.... the healthiest vegetable oil on the market today.”

Our market is indeed a global market with canola prices being driven by the supply and demand situation in the global oilseed complex, with soybeans and palm oil being the main drivers of price. Production issues are constantly evolving and profitable production of canola, as well as other commodities, depends on the astute work and involvement of many people and organizations.

Canola is an exciting oilseed crop with vast potential for success in the U.S. due to its unique health profile. As canola growers, you should take pride in knowing you are producing not only a profitable crop, but also the healthiest vegetable oil on the market today, which is so vital in addressing the needs of the U.S. consumer’s diet.

Growers are encouraged to visit the Northern Canola Growers Association website at www.northerncanola.com for insight into the production and marketing of canola.



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NCGA Attends American School Food Service Association Trade Show

The Northern Canola Growers Association members were represented at the American School Food Service Association (ASFSA) trade show, July 21st through the 23rd in Reno, Nevada. Paul Thomas, Marketing Specialist with NCGA, distributed information to school food service preparers, buyers, dietitians and manufacturing companies serving the school food service sector.

The NCGA's goal at the show was to increase awareness of canola oil for the food service industry. Currently, schools can purchase their oil directly from suppliers or from the USDA commodity program. Most schools are currently purchasing their oil from the USDA commodity program for two reasons, price and ease of ordering. "Many people stopping at the booth commented on how pleased they are using canola oil at home," stated Thomas. "I shared with booth visitors the health benefits and functionality of the oil for use not only for homes but also in school lunches. Every school food purchaser said they would support efforts by the NCGA to work with USDA to include canola as an eligible commodity in the USDA commodity program."

The timing could not be better for the NCGA to petition USDA to include canola in their commodities program. Canola acres and production in the US have risen in recent years to be able to offer a consistent supply of US canola oil. Also, the Administration has taken a

strong stance in encouraging schools and commodity programs to address obesity and health problems many of America's youth face. Canola oil, with its wide versatility of uses and heart healthy nutritional profile make it a great option for schools wanting to improve the nutritional content of their meals.

To achieve a high rate of use of canola oil in school lunches, it is imperative the canola industry convince USDA to add canola oil to its eligible list of purchasable commodities. The NCGA has twice requested canola oil to be deemed eligible for the commodity program but has been

"The NCGA is optimistic that canola acres will continue to expand to meet rising domestic demand."

unsuccessful in each of those attempts. Another effort will be made this fall and winter along with the assistance of the US Canola Association.

The largest hurdle to overcome in convincing USDA to include canola oil is the relatively small supply of US canola versus US consumption and commingling of US and Canadian oil by suppliers. Most of the US canola crush occurs at ADM in Velva, ND. ADM sources a majority of the canola grown in North Dakota but also relies on Canadian sources of canola seed to maintain full crush capacity year round. Since the



commercial marketplace does not differentiate between US and foreign sources of oil, there is little incentive for large crushers to segregate seed and oil sources.

The lack of US grown canola seed to supply domestic commercial demand is one reason the NCGA is currently requesting USDA to allow for canola oil to be an eligible commodity not to pressure USDA to purchase it. Once USDA makes canola oil eligible for the commodity programs, then the marketplace can decide whether it is worth segregating US sources of canola oil from foreign sources to supply the commodities program.

"The NCGA is optimistic that canola acres will continue to expand to meet rising domestic demand. These acres will not only increase in the major spring growing regions of North Dakota and Minnesota, but also in other states where winter varieties of canola are being developed and show promise," stated Thomas. By making canola oil eligible, the canola industry will be creating a potential market for a small crush plant identity preserving US seed or a potential Southern US plant sourcing only US canola. It is a goal of the NCGA to be forward looking and preparing for the future.

Northern Canola Growers Association



***“The Source For Current
Information In The
Canola Industry”***

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today!**

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