



CANOLA DIGEST

ISSN 0715-3651

Volume 21, No. 8

inside canola

Strategic plan	2
Semi-annual Board meeting	2
Statistics	
Measures of merit	
- Sept/Oct	3
Deodorized oil - Aug/Sept	3
Crushings - September	3
End users course	4
Canadian in India	4
ACM useful tool	5
Preliminary quality	5
Research at Guelph	6
CUAP projects	7
Japan/Canada Consults	8
Trouble shooting in Mexico	9
Mexican demand triples	9
Lobbying lessons	10
Names in the news	11

Funding shortfall

Once again canola breeding is facing a serious shortage of funding. Only one-quarter of the funds requested of Agriculture Canada by the Council's Research and Technical Committee has been confirmed for the 88/89 fiscal year.

"We were faced with the same situation this past year and we had to make across the board cuts to all projects until we finally secured the necessary funds from Agriculture Canada in May," says Eileen McGregor, Research Coordinator.

"Our funding request for 88/89 is no more than last year — \$200,000. If we cannot secure the entire amount one complete breeding program will go unfunded," she says. "We are continuing to work with Agriculture Canada to access the required funding."

Canola oil American food product of the year

Last year it was big news when Procter & Gamble announced it was switching one of its American vegetable oil brands, Puritan, to 100 percent canola oil.

This year the news is even bigger! The American Health Foundation of New York has named Puritan Oil *Food Product of the Year* for 1987.

To be eligible for the award food products must show innovation which helps Americans adhere to recommended U.S. dietary guidelines. In response to the award Procter & Gamble said, "Puritan is the only leading cooking oil currently available (in the United States) that is made from canola oil, an oil that has only six percent saturated fat, about 30 percent less than other "health" oils, such as safflower and sunflower."

"We developed Puritan Oil in response to the consumer need to reduce the levels of saturated fats in their diets. Puritan Oil can be an important part of a diet designed to reduce the risk of heart disease," said Paul Drzewiecki, Associate Director of Food Product Development at Procter & Gamble.

Procter & Gamble introduced its reformulated canola oil-based Puritan brand in mid-July of 1986, 18 months after canola oil was granted Generally Recognized As Safe (GRAS) status in the United States.

Since the granting of GRAS status exports of canola oil to the United States have been growing by leaps and bounds. For the 86/87 crop year those exports stood at 69,000 tonnes, double the previous crop year's exports of 33,000 tonnes. For the crop year 84/85, which included the six month period immediately following granting of GRAS status, exports were 11,000 tonnes. In the calendar year prior to GRAS, 1984, canola oil exported for

industrial purposes to the U.S. stood at 4,000 tonnes.

The award is just recognition not only of the merits of canola oil but also of the pioneering efforts undertaken by Procter & Gamble in introducing canola oil to the American market. The company has invested considerable time and money into product development, market research and promotion of the reformulated Puritan Oil brand.

From a Canadian canola industry perspective Procter & Gamble's initiatives in positioning canola oil as a healthful food are much appreciated. Not only has the company shown American consumers the benefits of canola oil but its lead has demonstrated to other refiners and end users that there is a role for canola oil in the American market.

"Recognition by the American Health Foundation of the Health benefits of canola oil is a very positive sign for our canola industry," says Les Rankin, General Manager, Commodity Marketing, CSP Foods Ltd.

CSP Foods worked closely with Procter & Gamble for nearly a year prior to the launching of the new Puritan to ensure that Canadian canola oil would meet the exacting quality standards set out by the Cincinnati-based company.

"CSP is proud to be the supplier of canola oil to Procter & Gamble for the manufacture of Puritan oil," says Mr. Rankin.

And the canola industry has every right to be proud that it had the foresight and wherewithal to develop an oilseed which has come to be so widely recognized for its health benefits.

Congratulations . . .

*Procter & Gamble
And congratulations canola oil.*