

## Manual makes debut at growers annual meetings

Saskatchewan canola growers were the first to be introduced to the Grow With Canola program at the annual meeting of the Saskatchewan Canola Growers Association during Farm and Home Week in Saskatoon early in January.

During his opening speech, Harold Yelland, chairman-of-the-board of the Canola Council of Canada, referred to the program's goal of a 25 percent production increase over five years.

"The industry will be able to meet the growing demand from both domestic crushers and customers throughout the world," he said. "We also want to make it a more attractive crop and put more money in farmers' pockets."

There are "dark clouds" on the horizon for the industry as competitors make inroads into Canada's markets, he said. The need for such a program has never been greater, Yelland added.

Government's role in the program is especially important. "As the main benefactor of increased exports, more jobs and expanded economic activity, the government has a real stake in assuring the program's success," said Yelland.

The concept of partnership between government and the private sector is a main thrust of the program which also seeks contributions from other major players in the industry such as chemical companies and the agri-service industry.

During the meeting growers were introduced to the 200-page Canola Growers Manual, prepared by Phil Thomas, oilseed supervisor, Alberta Agriculture.



Harold Yelland, chairman-of-the-board, introduces the Grow With Canola program at the annual meeting of the Saskatchewan Canola Growers Association.



**Grow  
with  
Canola**



Over 300 people attend the Grow With Canola introduction at the Quance Theatre, University of Saskatchewan.