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PROGRAM BACK IN HIGH GEAR

Grow With Canola prepares for early new year campaign

After a few months respite, the CCC's Grow With Canola campaign is picking up momentum. Plans are scheduled to kick off the five year program at a series of canola grower association annual meetings in Saskatchewan, Manitoba and Alberta in January, 1985.

Grow With Canola's overall focus is to increase the Canadian average yields of canola by 25 per cent from 1985 to 1989. By emphasizing productivity, the multi-faceted program provides the incentives for growers to become aware, to learn, and to apply production techniques that will help improve yields.

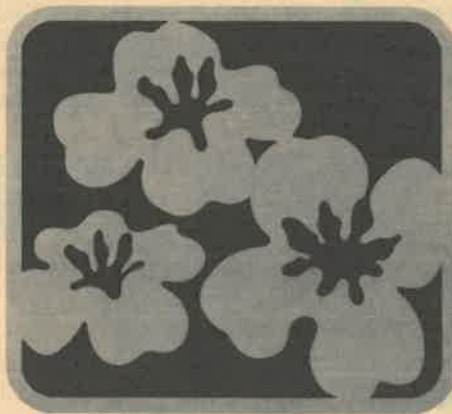
A driving force behind the program is Walter Paszkowski, past chairman of the CCC board. "We regard this program as a significant step in helping growers to improve productivity," he says.

"The resulting increases in productivity and yield will help meet growing domestic market requirements and assure importing countries of Canada's commitment to long-range security of supply," adds Paszkowski. "One of the program's incentives to growers is that it acts as a blueprint to increase profits."

At the core of the project is a 175-page growers' manual, being prepared by Phil Thomas, supervisor of oilseed crops, Alberta Agriculture, for Canada-wide application.

The manual contains a wealth of information about growing canola. "We've designed the publication as a major reference source relating to growing canola," says Phil Thomas who began com-

(continued on page 9)



Grow with Canola

The Grow With Canola program's logo is designed to give the campaign a sense of unity.

piling information for the project in May, 1983.

The manual provides the base for the majority of subsequent information transfers over the course of the campaign. The reference material is to be contained in a 3-ring binder which enables updated information to be added on an on-going basis.

The manual is divided into 11 sections covering such topics as soil preparation and fertility, the effects of weather and moisture on growth, the stages of swathing and harvesting and weed, insect and disease control.

Following the grower meetings, the manual is scheduled for wider distribution during a series of promotional tours and meetings during the five year program.

The range of other tasks to be done in connection with the project is extensive. A multi-media advertising campaign will use a number of communication techniques to keep growers and the general public informed about activities of the program and to promote special events. The Grow With Canola logo has been developed to give the campaign a unified effect. To widely publicize the logo, the industry will be encouraged to feature the colorful design in advertising and promotional material.

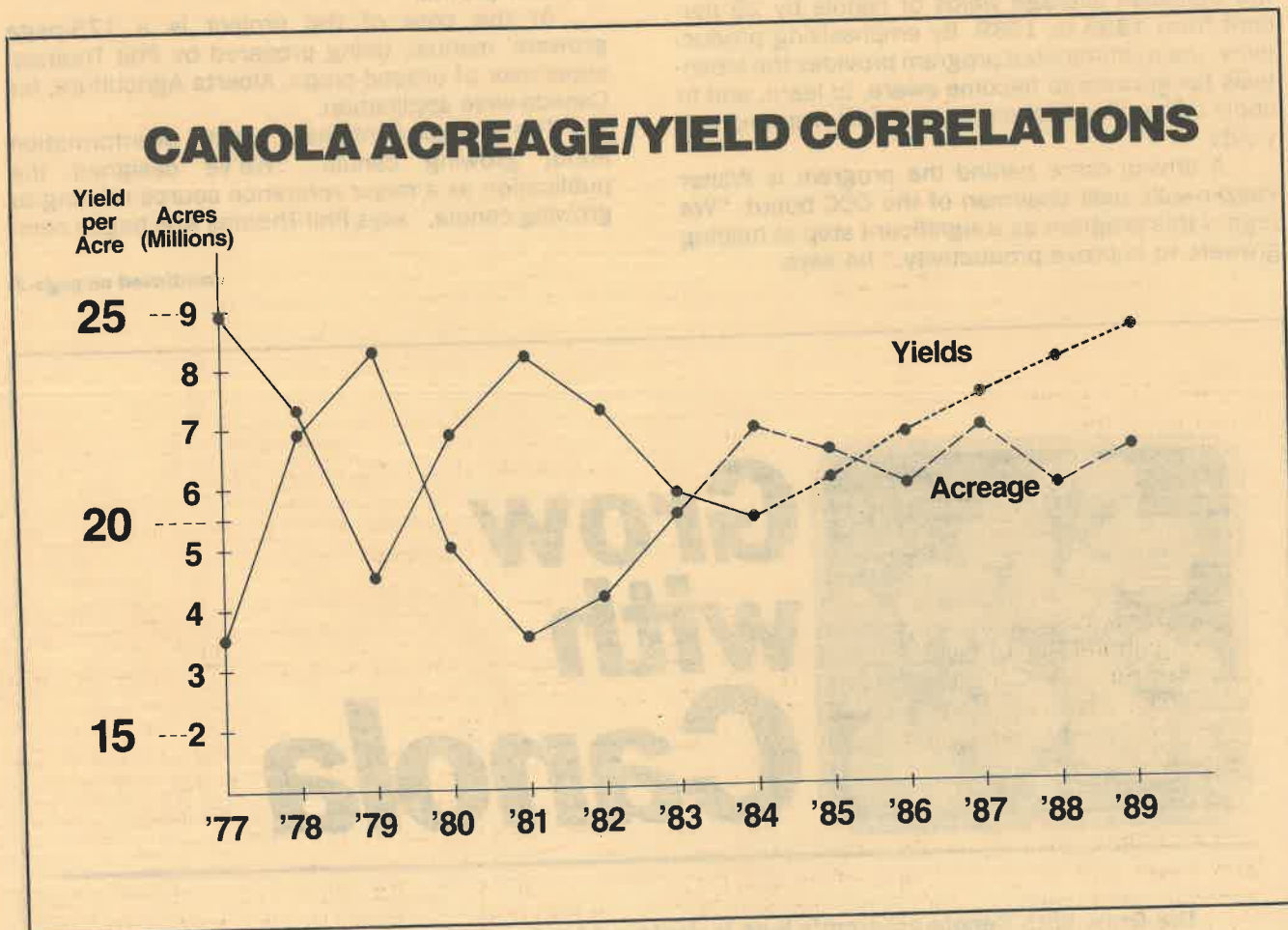
On-farm demonstrations

Another significant area is a proposed series of on-farm demonstrations in each province to assist in the transfer of technical information directly to the farm level. To be located in various canola growing regions, these on-farm demonstrations are designed to show growers how combinations of good husbandry practice lead to optimum yields.

Everyone a winner

After a slow start, the Grow With Canola program now is back in high gear. "We've got a lot of catching up to do to meet targets," says Walter Paszkowski. "As we pick up speed, we're going to need widespread support and co-operation from both private and public sector organizations. People throughout the industry are keenly interested in this program's outcome."

Walter emphasizes the need for an industry-wide effort to ensure the program's success. "Participation makes everyone end up being a winner."



This graph illustrates the main objective of the program to increase yields by 25 percent over five years.