

SETTING GOALS

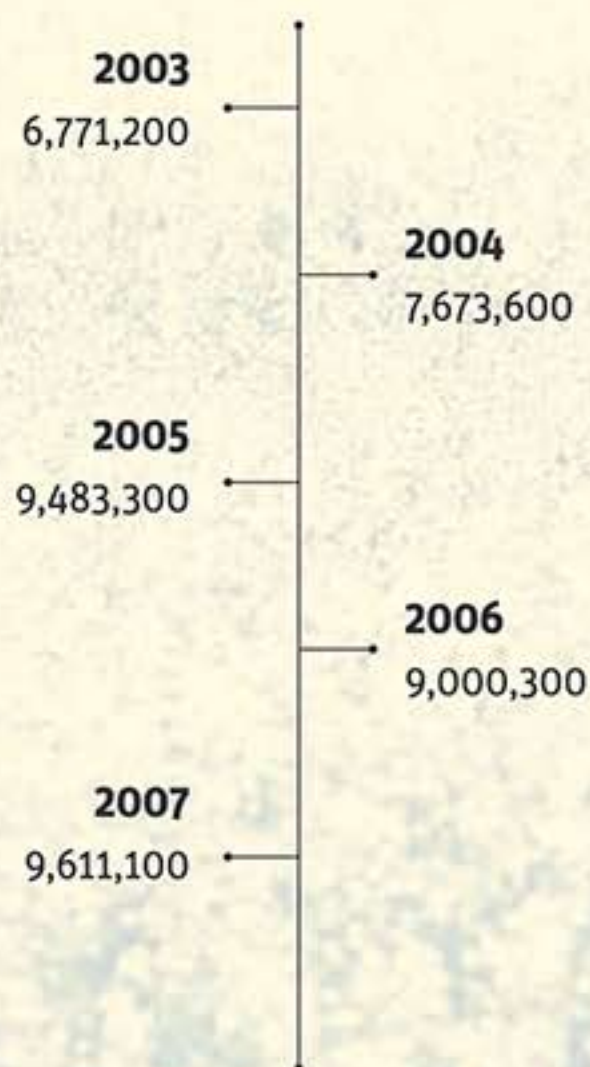
It's easy to miss the gigantic leaps made in Canadian canola production if looking at it only year by year. However, as covered by *The Western Producer* over the past 20 years in real time, week by week, Canada's canola industry has set bold targets and has so far continued to beat them.

It started in 2003 when the Canola Council of Canada set a modest "7 by 7" target, aiming to see Canada consistently produce and sell seven million tonnes of canola per year. At the time, Canada was capable of reaching seven million tonnes, but not always. However, by 2007 Canadian canola had begun a steady increase and had reached almost 10 million tonnes of production.

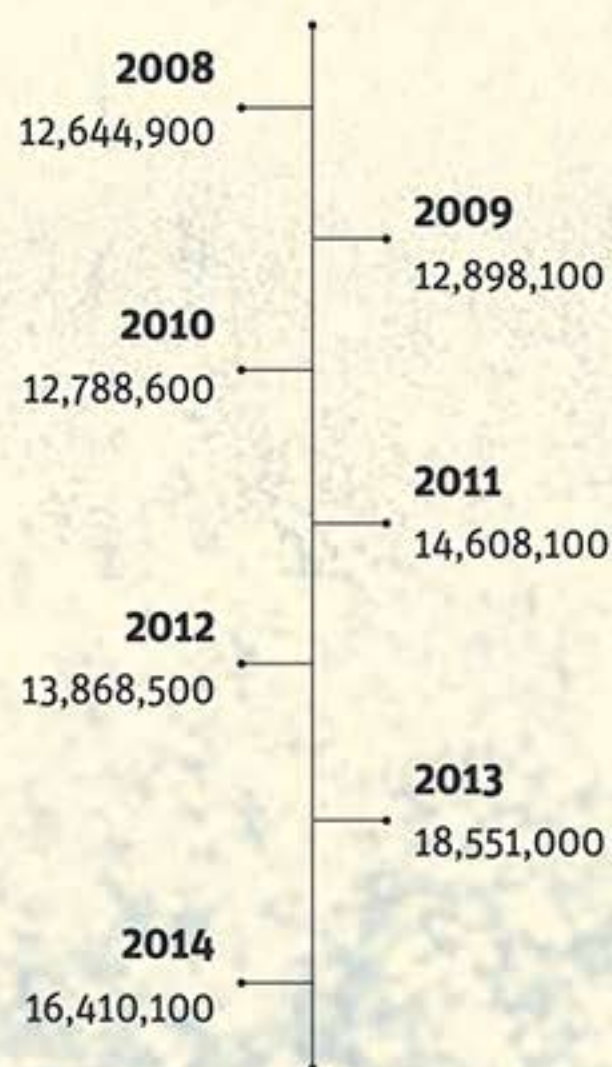
In 2007, the canola council unveiled the "Growing Great 2015" target of not only producing 15 million tonnes per year by 2015, but also boosting oil content and crop quality. This target was surpassed in 2013 with an 18 million tonne crop.

In 2014, the council launched "Keep it Coming 2025," which aims at producing 26 million tonnes per year by 2025, as well as plans for increased domestic processing, sustainability, reliability and other improvements. For the first time the goal looks difficult to achieve, with repeated droughts, the spread of clubroot and other production challenges preventing farmers from producing consistently good crops. Canola production peaked in 2017 at 21.5 million tonnes and has averaged about 19 million tonnes in the five years since. Production plunged to 13.8 million tonnes in 2021 but crawled back to 18.2 million in 2022. This year it is expected to fall below 19 million tonnes after yet another drought year.

2003 target: seven million tonnes a year in seven years



2007 target: 15 million tonnes a year by 2015



2014 target: 26 million tonnes a year by 2025

