

Continued from page 3.

CLEARFIELD system”, says Mark Woloshyn, Nexera canola marketing specialist. “Also available are two high performing Roundup Ready® varieties: NX4-104 RR and NX4-105 RR. “These are the first Roundup-resistant Nexera canola varieties to move from the lab to the market. They offer growers hybrid-sized yields plus the convenience of the Roundup Ready system for weed control,” adds Mark Woloshyn.

In its industry-leading canola breeding program, Dow AgroSciences collaborates with other organizations, including the National Research Council’s Plant Biotechnology Institute (NRC-PBI), the Agriculture and Agri-Food Canada Saskatoon Research Centre and the University of Saskatchewan.

The company’s collaboration with the NRC-PBI has been ongoing for a decade, and it was recently announced that the alliance will continue through 2014. “This alliance ensures a cost-shared approach to the development of new agricultural technologies. It also provides a clear path to move new technology from the lab to the marketplace,” says Ripley.

Over the next several years, the Nexera canola breeding headquarters will focus on developing improved oil profiles for industry and health purposes, enhancing canola meal used for animal feed and enhancing agronomic performance.

Nexera canola is now the fastest growing canola brand in western Canada, favoured for its hybrid-sized yields, heart-healthy Omega-9 Oil, IP contract value and Health Bonus. “Omega-9 Oil is highly functional, has a clean crisp taste, and is heart-healthy. We expect demand to continue to increase in the years to come,” Woloshyn says.

Continued from page 1.

It’s really nice to have found the right partnership in sponsorship – from my farming connection to healthy living to competing for gold on the world stage. As a sponsor, Nexera canola has been an excellent fit to mirror my aspirations as an Olympic athlete.

My healthier living regime right now includes training full time to prepare for 2010. In the meantime, the World Cup events this fall will test my ability to compete for gold on the world stage. Olympic trials will be held at the end of December. When you get to the Olympics, anything can happen; I’m working hard to ensure I have my best performance in Vancouver in February.

Thanks again, Nexera canola and Dow AgroSciences. Your support for the past four years has given me peace of mind, and that’s worth gold.

PARTNER IN PROFILE



Dean Klippenstine
Procurement Manager, LDM Foods,
Yorkton, SK

“As Procurement Manager with LDM Foods, I source and manage canola, including Nexera canola, from western Canadian Farmers into the LDM Foods Canola Crushing Facility in Yorkton. I have worked with Louis Dreyfus (LDC) since 2000, at various locations across western Canada, before relocating to Yorkton in 2008.

Nexera Canola varieties offer competitive yields, strong agronomic performance, and higher returns compared to generic canola. Growers also get a choice of marketing options/contracts, and to participate in a growing market...Nexera canola really helps canola growers compete against other oils in the global market, and it is grown right here in western Canada, which keeps the returns here not someplace else...

Louis Dreyfus has very competitive canola offers at all our locations across western Canada, and our staff understands the grain business, because it is our core business. With the LDM Foods crush facility going up at Yorkton, we will be able to offer growers even more marketing and delivery options...

We believe that Nexera canola will be a big part of LDM Foods going forward. With the new and exciting Nexera canola varieties in the works, I can’t help but think Nexera canola will be on every canola grower’s farm in the next 5 to 10 years, with a significant presence.”



Steve Leavitt
Director of Operations, Richardson
Pioneer, Lethbridge, AB

As Director of Operations managing the Lethbridge facility for

Richardson International, I have been helping farmers contract to grow Nexera canola since the program started in the late ‘90s.

Nexera canola offers benefits to growers, the industry and consumers. Since the Nexera program began it has typically brought a better return per acre and provides cash flow throughout the year, plus good agronomics and a good yield. More successful farmers result in a more successful industry in western Canada. Plus there are health benefits to consumers from healthier oil once the end product gets to market.

Our Richardson Ag Business Centre in Lethbridge has attractive offers for growers in the area. We offer competitive contracts, a full agronomic package and full agronomic service in the field, plus marketing expertise to help them sell their crop. With Richardson International being a local processor it allows us to be more competitive and provide more options for canola growers.

As the Nexera canola varieties continue to improve and produce higher yields, more growers will want to grow it. In the next five years I expect to see canola acres increase with Nexera canola in our area.

Pioneer® in association with the sale and distribution of seed is a trademark of Pioneer Hi-Bred International, Inc., used under license by Richardson Pioneer Limited.



Ray R. Elliott
Grain Manager, Bunge,
Harrowby, MB

“My role is to ensure there is an adequate supply of canola delivered to Harrowby to meet crush needs, and oversee the Nexera canola contracting program for Bunge across western Canada...”

As a “specialty canola”, Nexera canola is quite different from conventional canola. It provides diversity in canola production and modified oil that some market segments require. For growers Nexera canola offers an additional opportunity to produce a specific product for which there is a market. It is an opportunity for growers to capture additional value on their farms...

Bunge is the largest canola crushing company in Canada. The company is successful because we meet the needs of customers – both customers who use our oil and customers that provide the seed used to produce it. Our network of crush plants, refineries and oil sales force allow us to adapt to market changes to meet the needs of canola oil customers. This helps us meet the needs of farmers by providing excellent canola movement and competitive returns...

Nexera canola is a young crop, and it will continue to mature. I think specialty oil canola varieties will follow the same trend as conventional canola has, which means they may plateau at times, but they will continue to grow over the next five to ten years.”



Allan Beaton
Market Centre Manager of
Agri-products, Viterra,
Saskatoon, SK

“Producers who choose to grow Nexera canola are growing a healthy product for consumers while also producing a high-yielding crop with good profit potential and a premium attached. Increased profitability on the farm has a positive effect on the sustainability of western Canadian agriculture. With the new Roundup Ready® varieties of Nexera canola, growers can also receive outstanding weed control in crop.

Nexera canola varieties have been developed with a special oil profile that is now the preferred cooking oil in many food preparation situations. By growing Nexera canola, growers are directly contributing to developing healthier food options for consumers around the world.

At Viterra we believe in providing growers with advice, opportunities and access to global markets to ensure they have what they need to succeed. Our retail locations offer an extensive range of products and services to help growers capitalize on opportunities and maximize profits. We also support growers through our network of agronomists across western Canada.

The future of new canola varieties is exciting...As long as consumers continue to demand healthy and abundant food, I expect positive things will come from the Nexera canola program.”

NEXERA NEWS



NEXERA CANOLA PRODUCTION AND MARKETING INFORMATION

NEXERA™ CANOLA CELEBRATES MILLION ACRE MILESTONE



The 2009 season was the most successful to date for Nexera canola, as farmers contracted to grow over one million acres. The continuing growth in production is a sign of healthier farming – healthy returns for growers, healthy demand for the crop, and improved health for consumers.

“Nexera canola is the fastest growing canola brand in western Canada. Our goal is to continue to increase contracts in the future until 25 percent of all canola grown in western Canada is Nexera canola,” says Mark Woloshyn, Nexera canola marketing specialist with Dow AgroSciences.

Blair Helgason is one of many growers who have helped Nexera canola reach the million acre milestone. Helgason farms 5,000 acres with his brother at Foam Lake, SK. The Helgason Brothers have grown Nexera canola for close to 10 years because of the higher value it provides. This year, they are growing 1,100 acres of canola; about half is Nexera canola and the rest is divided between InVigor® and a Roundup Ready® hybrid.

Helgason says most years he gets about the same yield from all three types of canola. “Last year we had one of the top-of-the-line InVigor varieties and there was a bushel difference between it and the Nexera canola, if that. The same with a Pioneer brand Roundup Ready canola hybrid. There’s really just no difference, and then you get a premium on the Nexera,” he says.

The higher value, Helgason is referring to, is one of the benefits of growing global demand for Omega-9 Oil. “Omega-9 Oil made from Nexera canola is the new standard, heart healthy cooking oil replacing commodity canola and soybean oil in restaurants and packaged foods,” says Woloshyn.

Since Nexera canola provides higher value on world markets, it also produces higher value contracts for growers who receive a Health Bonus when they grow it.

Over the years, Helgason has tried several different varieties of Nexera canola. “We’ve tried to grow

all the newest varieties as they come out and every year they seem to get better,” he says.

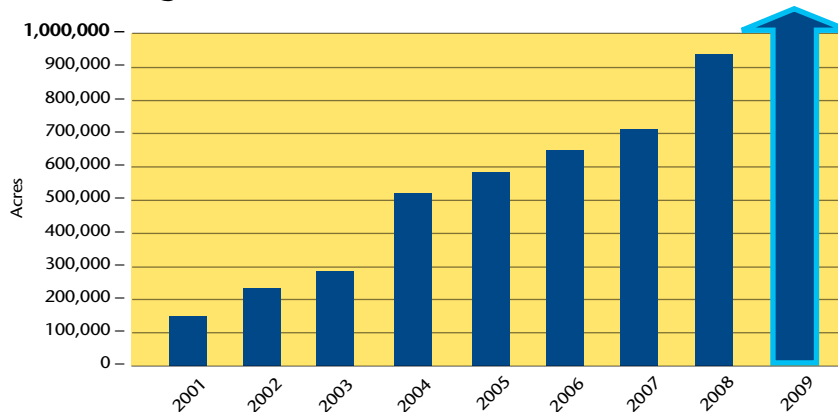
This year he is growing both Nex 845 CL and one of the new NX4 Roundup Ready varieties and his crop is doing well. “It really looks good this year. We have about 300 acres of Victory® from Cargill and both the Nexera CL and the Roundup Ready look better than it,” he says.

Helgason appreciates the health benefit that is increasing demand for his crop. “At the end of the day you feel a little better about growing something that is better for you and healthier for the whole world,” he says.

But, when it comes right down to it, he grows Nexera canola because it’s a strong performer. “You get more money at the end of the year. Now that it’s Roundup Ready, you also have more options for spraying it. I don’t know why a guy wouldn’t grow only Nexera,” Helgason says.

“This million acre milestone is momentous, but it’s only the first of many such milestones we hope to achieve,” says Woloshyn. “The demand for Omega-9 Oil continues to grow, so there is still a huge opportunity for growers to commit more acres to healthier farming in 2010.”

Celebrating the million acre milestone



2010 NEXERA CANOLA CONTRACTS AVAILABLE

Production contracts for 2010 are available this fall through Nexera canola partnerships with Bunge, LDM Foods, Richardson Pioneer, Viterra and Louis Dreyfus along with select independent and co-op retailers. Flexible contracting options are available to meet your individual marketing and delivery needs.

BUNGE **LouisDreyfus** **LDM FOODS** **RICHARDSON** **VITERRA**

GOING FOR THE GOLD ON THE WORLD STAGE

by Kerry Dankers



It’s amazing to think I’ve been receiving a Nexera canola sponsorship for an entire Olympic cycle. The Nexera canola team began supporting my speed skating career in 2006, after I went to my first Olympics in Turin, Italy. That was an amazing experience. Since then, I’ve been building my training cycle in preparation for the 2010 Olympics and Nexera canola has been with me the whole way. It’s nice to know they’ll be cheering me on as I go for gold in Vancouver in February.

It’s great that Nexera canola supports healthy competition on

the ice, just like they support healthy eating with Omega-9 Oil. Globally, they’re contributing to human health. On a smaller scale, they have contributed to my life as an athlete. My life is easier because I don’t have to worry about how I’ll pay for new equipment – or groceries. I can focus totally on skating.

The Nexera canola team has been very supportive and we’ve shared some memorable experiences. I remember talking to farmers about healthier farming with Nexera canola at an event in my hometown Melville, Saskatchewan. I knew many of the farmers who attended. Everything was familiar and everyone

was welcoming – in spite of the weather, which was predictably cold.

Another event that stands out was held during the Olympic Oval Finale in Calgary in March 2008, the last competition of the season. During the Finale everyone tries to race their best time of the year. I tied my personal best, so I had a really good race. The Nexera canola team was there with their families to cheer me on and afterward they greeted me with t-shirts and flags and pictures drawn by the kids.

Events like these have truly made me feel supported. It’s nice to know people are backing me up, not just with financial support, but they also care about me as a person.

Continued on page 4.

THE NEXT GENERATION OF NEXERA CANOLA

Four different varieties of Nexera canola are available for production in 2010 – part of the next generation of Nexera canola, offering growers varieties with improved agronomics and hybrid-sized yields.

“The NX4 varieties are bred to provide strong performance for growers and the same healthy Omega-9 Oil that customers in the restaurant industry depend on,” says Jamie Denbow, crop production specialist with Dow AgroSciences.



Nex 845 CL has been producing hybrid-sized yields on farms across the prairies for three seasons now. It’s a shorter, more compact plant that matures earlier, which makes it easier to harvest.

Grower Wallace Kohle has experienced the easier harvestability firsthand. “It harvests well. It swathes pretty good and it stands up so the swathing is usually easy on it, and it usually goes through the combine fairly well,” he says.

Kohle has grown Nexera canola on his 4,000 acre farm at Wakaw, SK for the past five years. He started with 160 acres, and is now growing over 700. His crop this year includes 650 acres of Nex 845 CL and he is

also trying 80 acres of a new NX4 Roundup Ready® variety. “I’m kind of hoping the NX4 is pretty good because I like the Roundup Ready trait in there,” he says.

Kohle is among the first growers to try the NX4 RR option. These varieties, NX4-104 RR and NX4-105 RR, are the first ever Nexera canola with Roundup Ready technology. They will provide growers with an alternative to other Roundup Ready canola varieties. “We have seen a

huge amount of interest in the new Roundup Ready varieties, because they open up a whole new option for canola growers,” says Rick Warren, crop production specialist with Dow AgroSciences.

The switch to a Roundup Ready Nexera canola variety will allow Wallace Kohle to control kochia in his canola, which has become an issue for him. He is also looking forward to seeing how it yields compared to the Nex 845 CL he has grown successfully in the past.

The other Nexera canola variety available for 2010 is NX4-202 CL, a new CLEARFIELD® variety. The new CLEARFIELD and Roundup Ready varieties both offer healthier,

hybrid-sized yields. “Growers will see competitive agronomics, competitive yields, plus blackleg and Fusarium wilt resistance,” says Warren.

Kohle finds that his Nexera canola yields competitively with other canola varieties. “Last year’s yields were really good,” he says. “The dollar per acre is probably higher with the Nexera because of the extra premium with it.”

“This next generation of Nexera canola varieties really looks promising. Our field trials have gone well and growers who have seen these in plot tours are looking forward to growing them on their own farms in 2010,” says Denbow.

The next generation was born out of advanced plant genetics at the expanded Nexera canola research centre in Saskatoon. “The expansion will help us shorten the time required to bring canola plants from discovery to a registered commercial variety,” says Denbow.

Dow AgroSciences’ canola plant breeding program started in the 1990s, and is now recognized as a leader in the canola industry. As the next generation grows, farmers can expect to see more improved oil profiles, enhanced meal and innovative agronomic traits. “With the oil profile, we will be working on improving the industrial and health benefits, including reducing saturated fat levels,” adds Rick Warren.

Kohle expects to continue to grow Nexera canola. He appreciates the health benefit, and the fact that he is guaranteed a market for his canola in the contract. “As demand grows for healthier cooking oil, the demand is going to keep growing, so we should always have a market for it,” he says.



NEXERA CANOLA SUPPORTS HEALTHIER COMMUNITIES

What do you get when you seed 1375 pounds of Nexera 845 CL canola seed, a small town ice rink and community spirit? Well, if you live in the town of Lipton, Saskatchewan you would call it the Healthier Communities program.

Designed to keep the doors open to their local community rink and social centre, the initiative is a perfect fit with Nexera canola,” says Twila Miller, a Lipton area resident who farms with her husband and works for FarmLink Marketing Solutions.

The ice skating facility and community centre is badly in need of maintenance and repair and skating fees alone couldn’t possibly cover the expenses. So in classic rural community spirit, everyone is pitching in.

“This is really a ‘farmers helping farmers’ initiative. The whole town is involved – from seeding to harvest – to raise money to support our local rink,” says Twila. “We approached Dow AgroSciences and they jumped right in with a healthy donation of Nexera canola seed.”

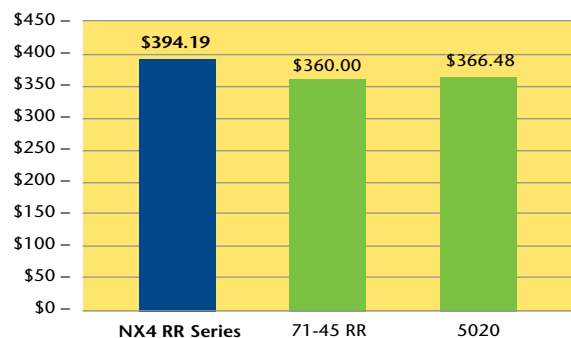
250 acres of land was rented from a local landowner. Other farmers offered their equipment and labour to get the crop in the ground, sprayed and harvested. Crop production companies donated crop protection products and fertilizer, and cash donations from other companies were given to help cover other costs, and the local Richardson location offered to process the crop once it is harvested.

Money raised from this year’s crop – and let’s hope it’s a bin buster – will start to help cover some of the necessary renovations and repairs that could otherwise shut the doors on this community focal point for good. “Without the support of sponsors and folks in the community, the rink just wouldn’t be sustainable,” says Twila.

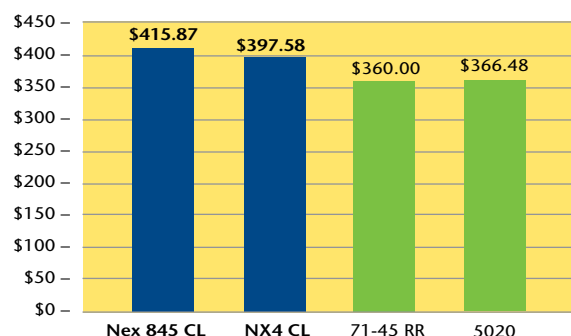
“Local rinks like the one in Lipton are really the heart and soul of our small town farming communities,” says Jason Smith, Dow AgroSciences. “By supporting the rink, we are really supporting healthier communities and that is a natural fit for Nexera canola.”

The next generation delivers more dollars per acre

NX4-RR series vs. commodity canola



NX4-CL series vs. commodity canola



GROWERS SEES NEXT GENERATION VARIETIES IMPROVE

In 2009, Wayne Nichols tried new NX4 RR on 300 acres on his 2,000 acre farm, Rose Valley Farms, at Killarney, MB. He is also growing 700 acres of Nex 845 CL.

Nichols has seen the Nexera canola varieties improve over the past five years since he started growing it. “It has been getting better year by year... Last year my Nexera canola yielded 44 bushels per acre across the board so that was really good, the best I’ve ever had,” he says.

Nichols says his Nexera canola doesn’t always look as good mid-season as some other varieties he has grown, but when it comes time to harvest, it usually yields about the same. “It’s probably about the same. It may yield a little less, but with the premium and the way it usually ends up turning out it’s usually just as good as Liberty® or Roundup®.”

Nichols also sees value in growing a healthier crop for consumers. “I believe in the trans-fat-free oil...and I like to try to grow healthy food,” he says.

The move to eliminate unhealthy trans fat from foods continues, contributing to growing global demand for healthy alternatives like the Omega-9 Oil produced with Nexera canola.

Texas and British Columbia are the latest North American jurisdictions to move to ban trans fat from restaurant food. A ban was proposed in the Texas legislature in April, while a ban affecting restaurants will take effect in British Columbia on September 30, 2009.

"There continues to be a lot of interest around eliminating trans fat," says Robert Hunter, Vice President, Communications with the Canola Council of Canada. "In the past two years 28 percent of restaurants have changed the type of oil they use, and canola oil has been the biggest net gainer."

Trans fat has been linked with coronary heart disease and type 2 diabetes. Canola oil in general is an excellent alternative because it contains zero trans fat. Omega-9 Oil produced from Nexera canola also offers higher stability for cooking and high monounsaturated and polyunsaturated fats.

"Canola oil is now second only to soybean oil by volume in the US. If current market conditions persist, there should continue to be strong demand for Canadian canola across the border," says Hunter.

Once the industry has dealt with the trans fat issue, consumer attention may shift to saturated fat, Hunter adds. "I think we've seen more awareness of the potential issue of saturated fat and the importance of



NEXERA CANOLA GROWS WITH GLOBAL DEMAND

not increasing saturated fat by eliminating trans fat."

Again, canola oil is a good solution because it has the lowest level of saturated fat among common cooking oils.

The demand for Omega-9 Oil specifically continues to grow. "Over 100 global brands now use Omega-9 Oil," says Mark Woloshyn, Nexera canola marketing specialist.

The contracting efforts of Canadian farmers help to ensure a steady supply. "People are becoming more confident in the supply of high oleic oils," says Hunter. "A message we continue to push is that we definitely have sustainable production, so companies can make the switch."

In March 2010 Nexera canola will join the Canola Council of Canada at its annual convention in San Francisco, CA, to share information on the Canadian solution to trans fats. Hunter says topics on the Canola Council's agenda for the convention include: improving canola meal quality for the dairy industry, emerging green energy trends coming out of California, and emerging food trends that influence the US as a whole.

GROWER PREFERS HEALTHIER CANOLA

Jim Brown has had good success growing Nexera canola on his 4,000 acre farm at Erskine, Alberta. He grows the crop partly because it produces better profit potential for him, and partly because he recognizes the health benefit.

"It's healthier for everybody who uses it, that's what it amounts to. We have a lot of restaurant chains using it now, like KFC and it's starting to help," he says.

Brown has grown Nexera canola since the first year it was available. He started with 300 acres, and now almost all of his canola acres go to Nexera – 1,100 this year.

He is currently growing Nex 845 CL "We've been going up as high as 50 bushels with it and pretty much every year we get 40," he says. "It has always been comparative in yield. We have a quarter of InVigor® in this year and looking at them both right now

I don't think the InVigor will make any more than the 845," he says.

Four years ago he did a comparison with a new Roundup Ready® variety and found the Nexera canola outyielded it by two bushels to the acre. "There has always been a \$1 premium on it, so even if it did yield a little lower it would still turn over more dollars," he says.

Brown believes the demand for the healthier oil he produces will continue to climb in the years ahead. "I think there will be more restaurant chains using it so they're going to need more of it to go around...I can't see them having a surplus for quite a while and they're going to need more to keep up with orders, I think," he says.

The bottom line for Brown is that it's working. "We're not going to grow anything else, we'll keep growing it, and I think everybody should," he says.

WIN A TRIP
TO THE CANOLA COUNCIL CONVENTION
IN SAN FRANCISCO

The Canola Council of Canada will hold its annual convention at the Fairmont in San Francisco, CA March 18 – 19, 2010. Enter for your chance to win a trip for two courtesy of Nexera canola. Enter online at healthierfarming.ca.

EXPANDED CANOLA RESEARCH PROGRAM BREEDS NEW VARIETY OPTIONS

To satisfy increasing global demand for healthy Omega-9 Oil made from Nexera canola,

Dow AgroSciences has invested heavily in an expanded canola research and development program in Saskatoon, Saskatchewan.

"We've doubled our capacity over the past two years. We've moved the Discovery Lab from Indianapolis to Saskatoon, expanded our breeding, greenhouse and field programs, and increased our staff from 18 to 37," explains Dr. Van Ripley, Ph.D., canola breeder with Dow AgroSciences.

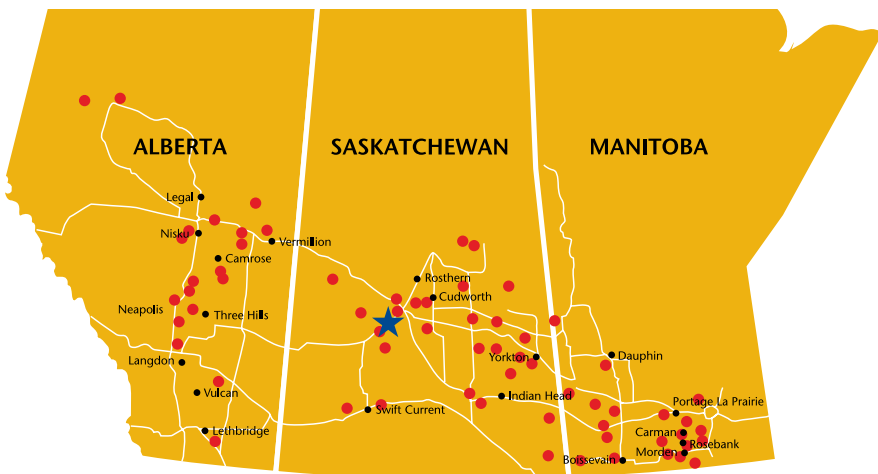
While the Global Nexera Canola Breeding headquarters in Saskatoon was the focus of the expansion, it also extended to field research trial and variety demonstration sites across western Canada. "The land base for field trials in Saskatchewan doubled, and research sites were established in Alberta and Manitoba," says Ripley.

Results of the expansion are already showing up in the area of plant breeding. Since



the expansion started, 21 new potential Nexera canola varieties have reached public registration trials – 9 CLEARFIELD® varieties and 12 Roundup Ready® options.

Growers will have the opportunity to grow 4 high performance Nexera canola varieties in 2010. "Nex 845 CL and NX4-202 CL offer hybrid-sized yields plus strong agronomic performance and the proven benefits of the



★ Dow AgroSciences Breeding Headquarters

● Trial Sites