Pacific Coast Canola, LLC
Growing Canola for Specialty Oils
WSU Oilseed Conference
January 23, 2013
Market for Specialty Canola Oil

- Food choices are expanding due to increasing market segmentation
  - “Commodity” Canola Oil
  - Expeller Pressed
  - Non Genetically Modified (non-gmo)
  - High-Oleic
  - High-Oleic Non-GMO
  - Organic (Oil & Meal)
Growing Specialty Canola

- Each type must be identity preserved
- PCC will assist with obtaining seed
- Certain elevators/stations will handle particular varieties
- Farm stored growers have the most flexibility
- Non-GMO varieties will require different weed control regimes
- Different premiums for different types
Program for 2013

• Immediate focus on Non-GMO
• U of I Varieties: Amanda, Athena
• Clearfield spring varieties
• European Spring Varieties
• Any producer or elevator interested in Non-GMO please contact PCC
• PCC will assist with transportation and storage requirements
Program for 2014 and Beyond

- Begin agronomic testing of high-oleic varieties in 2013
  - Thus far all high-oleic varieties are spring
- Expand Non-GMO production in western states
- PCC will always be large buyer of commodity canola.