

Producers
Cooperative Oil Mill
Manufacturer of Cotton Seed Products



“Farmer Education through Communications”

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Challenges

- **Winter Wheat**
 - Grown every year for generations
 - Farmers are reluctant to change
 - Very little if any crop rotation.
 - Weed infestations
 - Resistance issues
 - Extensive, not intensive cropping
 - Low profit per acre w/ 20 to 60 bu/a yields.
 - Weather





“Boots on the Ground” Approach

- Model designed to promote canola acre growth and expansion in the southern Great Plains
- Work one on one with producers, universities, and industry involved with winter canola in all areas of production
- It has been key to increase acres
 - Farmers are hungry for knowledge
 - Need a high value cash crop
 - Demand for oilseeds are huge
 - Gives farmers confidence





Growing an Industry

- University / county extension staff
- Country elevator operators
- Crop production providers
 - Fertilizer dealers
 - Chemical dealers
 - Seed dealers
- Crop insurance providers
- Farm implement dealers
- Producer meetings
- Producer organizations
- Farm shows
- Producer organizations
 - GPCA
 - OOC
- Media





Summary

- Farmers need assistance out in the field
- Time Management
- Growing winter canola has resulted in better wheat farmers
- Cannot afford not to grow canola



Questions?

