



**New Canola Website:  
Canola Council Launches Site Featuring Canola Stand Establishment**

Apr. 20, 2009

Source: Canola Council news release

Is there an optimal canola seeding rate to maximize farm profitability?

What are the most important agronomic considerations, from seeding to 21 days after emergence?

Is it possible to manage poor plant stands for profit?

A new on-line source from the Canola Council of Canada (CCC) is providing information on these and many other questions. Through the SEED Smart link at [www.canolacouncil.org](http://www.canolacouncil.org), agronomists and producers can access up-to-date agronomic information from the CCC Crop Production team and other industry experts. SEED Smart can also be accessed directly at [www.seedsmart.org](http://www.seedsmart.org).

"Our objective is to provide producers with the information they need to maximize their profitability," says Arvel Lawson, program manager for crop production for the CCC. "Stand establishment is critical to success, so we intend to keep updating this site to ensure producers have the information they need, when they need it."

The site offers a free download of the SEED Smart Tips Card, or to order in bulk for 15 cents per card. This quick hits card condenses the most essential information about stand establishment.

Other free downloads include:

- Early seeding tips
- Estimated canola plant populations under various seeding conditions
- Factors affecting canola survival from seeding to 21 days after emergence
- Factors that affect canola germination, seed and seeding vigour
- Managing poor plant stands in canola
- Plant populations for profitability
- When to seed

Another feature is SEED Smart Radio, an on-line radio resource for early season seeding tips. A new clip will be added to the site each week until the middle of May; make sure to check back each week for tips ranging from leveling your drill to selecting your optimal seeding speed.

The essential reference book for canola growers - the *Canola Growers Manual* - is also available for free download or online order