

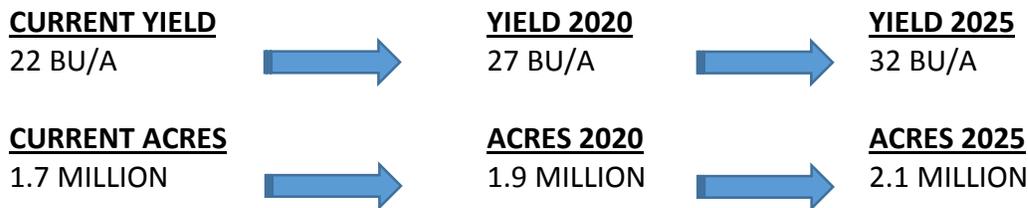


FLAX COUNCIL OF CANADA

FLAX INDUSTRY – NEW VISION

Flax industry stakeholders met last January in a strategic planning session to develop a vision for the future. The key agronomic issue facing growers has always been yield, so in recognition of this issue, specific targets were set for yield and the corresponding acreage increases.

STRATEGIC AGRONOMIC GOALS



Yield objectives in the short term can be accomplished by effective communication of Best Management Practices. At the core of longer term goals will be a sustainable prairie wide plant breeding program which will be the driver for agronomic improvements in varietal development. In tandem with the breeding program will be new gene editing technology which can produce traits capable of providing growers with virtually unlimited solutions to other agronomic needs and in time we expect these new traits to also have a positive impact on yield.

KEY COMPONENTS TO YIELD IMPROVEMENTS

	<u>27 BU/A BY 2020</u>		<u>32 BU/A BY 2025</u>		<u>TOTAL</u>
BMP'S	4 BU/A		2 BU/A		6 BU/A
RESEARCH	1 BU/A	+	1 BU/A	=	2 BU/A
GENE EDITING	0 BU/A		2 BU/A		2 BU/A

These agronomic goals when accomplished will have a corresponding impact on both increased production and the subsequent need to expand the scope of our export markets.

MARKET DEVELOPMENT IMPACT

PRODUCTION

1.0 MILL MT



MT 2020

1.3 MILL MT



MT 2025

1.7 MILL MT

EXPORTS

.700 MILL MT



MT 2020

1.0 MILL MT

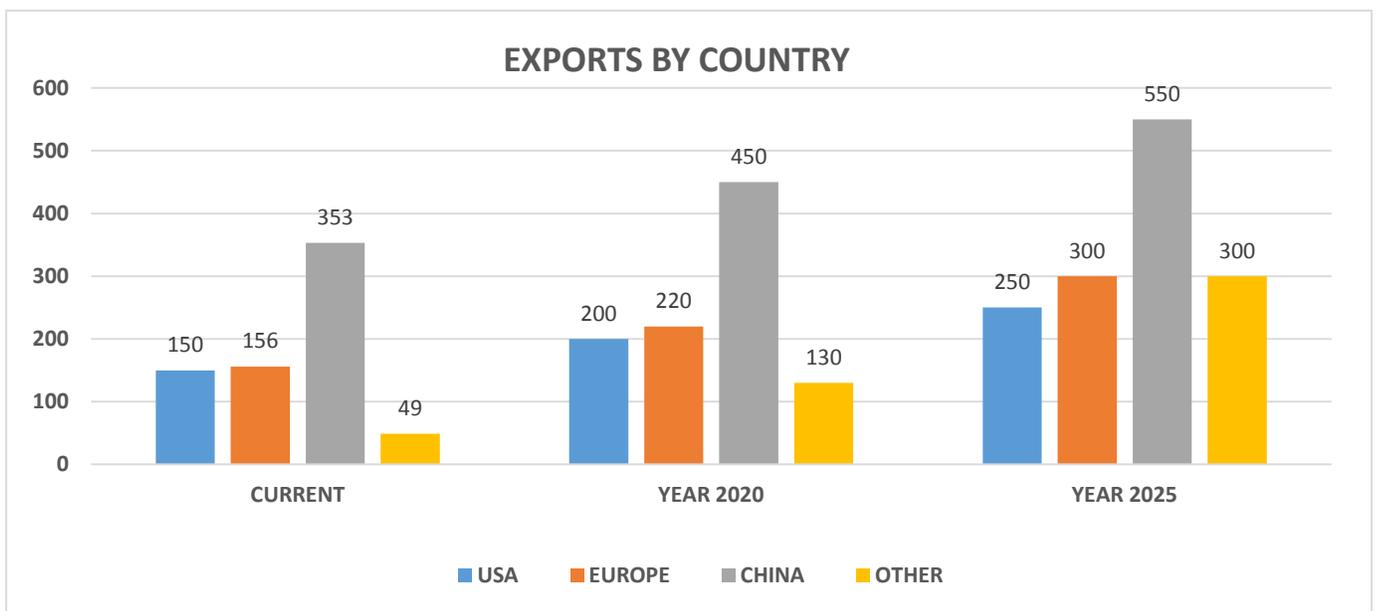


MT 2025

1.4 MILL MT

Going forward the need is for broader focus on the three fundamental areas of food, feed and industrial use. Growth in the U.S. has the potential to be in all three areas. Europe is currently an industrial market for Canadian flax however, additional growth opportunities for the human consumption market will eventually develop. The Chinese market has virtually unlimited potential and in the 'other' category we are including the potential of the Indian marketplace whose population will soon exceed China and holds tremendous potential for flax.

EXPORT MARKET GROWTH



The future for flax can far exceed the great story we have to tell consumers regarding health and nutritional benefits. Now these same health benefits are being transferred through feed formulations to produce omega-3 enhanced meat, dairy and poultry products. The industrial market has always been fundamental to flax and will continue to be an important part of the industry. Growing markets in a sustainable manner will require a comprehensive strategy involving all three areas.