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Bayer Crop Science Canada redefines Canola innovation with new "Advancing Better Canola" initiative

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Bayer Crop Science Canada has launched Advancing Better Canola (ABCs), an industry-wide initiative aimed at redefining canola innovation to better support Canadian farmers. Through 2026, the ABCs will focus on fostering dialogue, collaboration, and advocacy while integrating genetics, agronomy, crop protection, and digital tools to enhance Bayerâ??s role in canola. This initiative reflects a commitment to addressing complex, on-farm challenges and driving meaningful progress in the industry.

The ABCs initiative emphasizes the need for more than incremental improvements in canola innovation. It is built on three strategic commitments: Leadership, to better understand grower needs and advocate for emerging issues; Transparency, to openly share progress and rebuild trust in innovation; and Ecosystem Empowerment, to create integrated systems where genetics, agronomy, crop protection, and digital tools work seamlessly together. These pillars aim to position Bayer as a leader in advancing the canola ecosystem.

Key examples of the ABCs in action include a $45 million investment in the Canola Innovation Centre in Winnipeg, MB, which will focus on breakthroughs in root biology, climate resilience, and crop efficiency. Additionally, Bayer has established an integrated end-to-end canola seed production network across Cranbrook, BC, Lethbridge, AB, and Coaldale, AB, to enhance control over the seed process. These efforts are complemented by the 2024 introduction of Dynamic Shared Ownership (DSO), a new operating model designed to deliver faster innovation tailored to customer needs.

â??Advancing Better Canola is about bringing farmers and industry partners together to explore integrated approaches that address real-world challenges,â?• said Shaun Corneillie, North American Canola, Cereals & Biofuels Lead at Bayer Crop Science. â??As growers face weather variability, cost pressures, and market uncertainty, they need practical solutions and a trusted ecosystem of partners to support their day-to-day operations.â?

The ABCs initiative will roll out throughout 2026 and beyond, encompassing partnerships, thought leadership on the future of canola, transparent dialogue on innovation challenges, and field-based demonstrations of integrated systems. â??Innovation should add clarity, not complication,â?• said Antoine Bernet, Country Division Head of Crop Science Canada. â??With Advancing Better Canola, Bayer is strengthening how the canola ecosystem builds for the future.â?