Canadian Food Soybeans – A Global Success Story

14th Australian Soybean Industry Conference

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World Oilseed Production

- Soybeans
- Cottonseed
- Rapeseed
- Peanut
- Sunflower
- Palm
- Copra
Canadian Soybean History

- Soybean production expands after World War II
Canadian Soybean History

- Soybean production started growing after World War II

- Victory Soy Mills built in Toronto in 1945
Canadian Soybean History

- Soybean production started growing after World War II
- First soybean crushing plant in Canada in 1945 (Toronto)
- Soybean growth in Canada was modest until late 1970’s
Canadian Soybean History

- Long-term plan developed in mid 1970’s
Canadian Soybean History

- Industry members got together in the early 1970’s and developed a plan

- What areas could Canada compete in relation to U.S. or South America?
Canadian Soybean History

- Result of 1970’s meetings
  - food soybeans
Canadian Soybean History

- Decided to spend efforts and time on small niche market – food soybeans

- First container of SQWH (Special Quality White Hilum) to Hong Kong and Japan in 1971
Japan Food Soybean Usage vs. Canadian Soybean Production (tonnes)
Canadian Soybean History

- Decided to spend efforts and time on food soybeans
- First container of SQWH to Hong Kong and Japan in 1971
- SQWH - main Canadian export type of soybean
Canadian Soybean History

- Customers ask for more consistency in shipments – beginning of segregation
Canadian Soybean History

- Customers more consistency in shipments
- IP (Identity-Preservation) practices started to expand
Canadian Soybean History

- 1992 – formation of the Canadian Soybean Exporters Association (CSEA)
Canadian Soybean History

- CSEA membership includes all sectors of industry
Canadian Soybean History

- Much of CSEA success had to include having the producers understand what was needed and why it was needed
Canadian Soybean History

- Producer information sessions
- Producer training seminars
- Producers meeting our end customers and getting them to talk to each other and understand each other
CSEA Development

- Outgoing mission trips
CSEA Development

- Worked with our government embassies and consulates
CSEA Development

- Seminar presentations to soyfood manufacturers and soybean buyers
Canadian researchers established testing parameters for soy varieties
Ontario Soybeans Acres & Yield


Acres: 0, 500000, 1000000, 1500000, 2000000, 2500000

Bushels per acre: 0, 5, 10, 15, 20, 25, 30, 35, 40, 45

Graph showing the trend of acres and yield for Ontario soybeans from 1945 to 2005.
CSEA Development

- Incoming mission trips
  - SE Asian countries
  - Western Europe
  - Bob Colton, OAF
CSEA Development

- Successful in portraying a ‘team’ approach to our customers – the team very much included our producers
- Important to have a stable producer base
Canadian Soybean Exports
I.P. Production

- 2001 - CSEA I.P. national soybean standard – first in the world
## IP Standard Details

### Producer Level
- Seed Standards
- Planting
- Field Season
- Harvest
- On Farm Storage
- Transportation

### Processor Level
- Elevator Receiving
- Elevator Storage
- Processing
- Loading
- Auditing
I.P. Production

- 2001 - CSEA I.P. national soybean standard
- 2004 - CIPRS national soybean standard, developed and audited by Canadian Grain Commission - traceability
I.P. Production

- 2001 - CSEA I.P. national soybean standard
- 2004 - CIPRS national soybean standard (CGC) - traceability

Demand for food safety – HACCP, ISO – both for industry and producer
I.P. Production

- 2001 - CSEA I.P. national soybean standard
- 2004 - CIPRS national soybean standard (CGC)
- Demand for traceability - CIPRS
- Demand for food safety – HACCP, ISO

Pharmaceutical and industrial requirements
Demands of IP Soybean Buyers

- **Assurance of Quality**
  - Protein profile, large seed size, non-GMO, sugar profile, clean, bright colour
  - What you say you are going to sell is in fact what you are selling
Demands of IP Soybean Buyers

- Assurance of Traceability
  - Adequate IP standard to work from and adhering to standards (audit)
Demands of IP Soybean Buyers

- **Assurance of Food Safety**
  - Becoming one of the most important factors in many areas of the world
  - Pesticide residue testing – Japan, Taiwan, China
Demands of IP Soybean Buyers

- Assurance of Supply
  - Consistency
  - Quality
  - Service
Demands of IP Soybean Buyers

Commitment to Research & Development

- New and improved soybean varieties
  - Sizing (bigger is better)
  - Profiles (protein and sugar)
  - Resistance (disease, drought)
  - Health (Omega, fatty acids, isoflavones)
Problems Over the Years

- Competition
- Stable producer base
- Non-tariff barriers
- Consistent quality soybeans
- GMO growth
- Return to farmer for growing IP soybeans is not keeping up with risks and demands
GMO Issue

- Soybeans are seen as a direct food consumption product
GMO Issue

- Soybeans are a direct food product
- Consumer opinion in many Asian countries is long-term risk to human health and the environment
GMO Issue

- Soybeans are a direct food consumption product
- General consumer opinion in many Asian countries is that GMO poses a possible long-term risk to health and environment

- **Australia must decide to**
  either continue as non-GMO
  or pressure government to introduce GMO varieties –
  two sides to this issue
Future of IP

- Growing demand for I.P. products, especially food
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- Food safety concerns will increase demand for I.P. products
- Industrial, pharmaceutical and health areas have been and will be requiring I.P. products
- GMO varieties will be under I.P. production

- Record keeping will become more vital for producers and processors (HACCP, ISO)
Personal Thoughts

- Need for Specialization - products and services
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Customers are asking:

- What sets you apart from others in your industry?
Personal Thoughts

- Need for Specialization - products and services
- Customers are asking what sets you apart from others in your industry

- Alignments and alliances will become more of a reality
Personal Thoughts

- Need for Specialization - products and services
- Customers are looking to find out what sets you apart from others in your industry
- Alignments and alliances will become more of a reality

- An aging world demands more safe and healthy foods
Personal Thoughts

- Food safety concerns around the world
Personal Thoughts

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- Changes in food production will happen - HACCP & ISO at both the farm and processing level
Personal Thoughts

- Food safety concerns around the world
- Changes in food production – HACCP & ISO
- **Adaptability and innovation will be key for future growth**
Canadian Soybeans

The Trusted Taste of Quality