**TODAY’S CONSUMERS** are increasingly concerned with the origins of the food they consume.

- **65%** of Americans WANT TO KNOW MORE about where food comes from.
- **79%** of consumers are familiar with SUSTAINABILITY BUT ONLY **21%** are able to recall a SUSTAINABLE BRAND.

65% of Americans want to know more about where food comes from. Consumers recognize backyard vegetables taste better when the soil is cared for.

Sullivan, Higdon & Sink, Food Think – Emerging Faith in Food Production

**NUDURING CANOLA FROM HIGH-YIELD SEEDS TO HIGH-QUALITY OIL**

Only Cargill has a stake in the entire North America specialty canola process, from high-quality seeds to high-quality oil.

**FOOD MANUFACTURERS & FOODSERVICE**

- Oil Delivered to Customer

**FOODSERVICE:**

- Clear Valley® provides a higher smoke point, and offers a longer fry life with cleaner flavor.

**FOOD MANUFACTURERS:**

- Clear Valley® has higher stability and longer shelf life.

**PROCESSING & DISTRIBUTION**

- Refine, Purify & Deodorize
- On Farm Storage
- Crush
- Remaining seed material used in animal feed

**CROP PRODUCTION**

- Planting
- Crop Emergence
- Crop Development
- Swathing
- Harvest

**SEED DEVELOPMENT**

- Trait Selection
- Canola Breeding
- Seed Production

**SEED PRODUCTION:**

- Idaho Falls, ID
- Aberdeen, SK, Canada

**GROW & ANALYZE**

- 110,000 varieties/yr

**BRIAN & MICHELLE HEGGOTT** have been farming together for **28 years** in Bruno, Saskatchewan

**21% less land needed today** compared to 2008 to produce the same amount of oil. **7% increase in yields** for growers.

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