

KEEP IT CLEAN: HELP KEEP MARKETS OPEN FOR ALL

Protect Canada's access to key export markets, and reputation as a trusted supplier of high-quality canola, cereals and pulses, by ensuring the crops you grow are market ready.

Why Keep it Clean?

Because most of what we grow is exported, the success of our industry depends on maintaining access to key international markets.



MARKET-READY CROPS:

crops that meet the requirements of our domestic and export customers.



90%

of Canadian canola is exported to approximately 50 markets around the world.



Over 20 million tonnes

of wheat, oats and barley are exported every year.



85%

of the Canadian pulse harvest is exported – \$4 billion annually.

How can I Keep it Clean?

Your on-farm practices do make a difference. To avoid unacceptable residue levels in the grain, keep it clean – use only acceptable crop protection products and use them as directed on the product label.

Follow the Keep it Clean 5 Simple Tips at keepingitclean.ca to reduce the risk of rejected shipments due to residues that exceed MRLs, and help maintain Canada's reputation as a quality supplier.



One part per billion = nine canola seeds in a super B truck



5 SIMPLE TIPS TO KEEP IT CLEAN



 **TIP #1 USE ACCEPTABLE PESTICIDES ONLY**

 **TIP #2 ALWAYS READ AND FOLLOW THE LABEL**

 **TIP #3 MANAGE DISEASE PRESSURES**

 **TIP #4 STORE YOUR CROP PROPERLY**

 **TIP #5 DELIVER WHAT YOU DECLARE**



Keep it Clean is a joint initiative of the Canola Council of Canada, Pulse Canada, Cereals Canada, Barley Council of Canada and Prairie Oat Growers Association, providing growers like you with resources to grow market-ready crops.

Visit keepingitclean.ca for the information you need to keep your crops ready for market.

 @KICCanada

