



REVIEW THE 2021 KEEP IT CLEAN PRODUCT ADVISORY BEFORE YOU SPRAY

Keep it Clean has released its 2021 Product Advisory to inform Canadian growers of market risks associated with certain crop protection products when used on some crops. Keep it Clean, which includes the Canola Council of Canada, Pulse Canada, Cereals Canada, Barley Council of Canada and Prairie Oat Growers Association, updates this list annually as part of its effort to ensure Canadian growers and their advisors are aware of the impact certain crop protection products can have on market access.

“The Keep it Clean advisory is an important resource for growers to ensure our crop stays export ready,” says Corey Loessin, a pulse, cereal and canola grower from Radisson, Sask., who also serves as Chair of Pulse Canada. “This advisory provides timely, relevant information on products that may pose a marketing risk for each major crop type, all in one place.”

You can review the 2021 Keep it Clean Product Advisory at keepitclean.ca/product-advisory to learn which products may restrict marketing opportunities for your cereals and pulse crops.

Keep it Clean is hosting a webinar on Thursday, April 29 at 11 a.m. CDT (10 a.m. CST/MDT) to review the crop protection products that may create market risk and to answer questions from growers like you and farm advisors. Learn more about the webinar and register by visiting keepitclean.ca/webinar.

CONSIDERING MARKET ACCESS IN YOUR FARM DECISIONS

As an export-driven industry, growers know that the success of Canadian agriculture depends on steady and predictable access to major international markets and crop protection product application decisions are an important part of that.

Fred Grieg, who grows barley, canola, corn, flax, oats, peas, soybeans, sunflowers and wheat near Reston, Man., says he thinks about market implications of crop inputs and other decisions before seeding begins.

“Before you even seed, it is important to understand where you’re selling that end product and how decisions you are making may restrict how you market it,” says Grieg. “My family has kids involved in the farm now. To be good stewards, moving forward especially, I think we’ve got even more reason to not restrict any of our markets.”

Remember to review the 2021 Product Advisory and consult with you grain buyer before making product applications in 2021. This will ensure that the products you plan to apply are acceptable to the customers of Canadian agriculture commodities.

[Keep it Clean](https://keepitclean.ca) 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 and advisors with resources for growing crops that meet the requirements of our domestic and export customers.