

February 23, 2010

SaskCanola Kicks off Saskatchewan Day at 2010 Vancouver Games

Vancouver...The Saskatchewan canola industry is being celebrated at the Saskatchewan Pavilion in Vancouver today. As part of the industry's heart-healthy promotion of canola oil, SaskCanola sponsored and hosted the *Kickoff* to Saskatchewan Day Breakfast setting the stage for Saskatchewan Day activities at the 2010 Vancouver Winter Games.

"We are thrilled to bring the heart-healthy message of canola oil and our agriculture industry success story to the Vancouver Games," Catherine Folkersen, Executive Director, SaskCanola stated.

"Today's breakfast features a variety of Saskatchewan products and ingredients including canola oil, Saskatchewan lentils, oats from Avena Foods in Regina, saskatoon berries from Prairie Berries in Keeler, cherries from Prairie Sun Orchard in Vanscoy and farmers sausage from Harvest Foods in Yorkton".

"The Saskatchewan canola industry is proud of its accomplishments and our producers are leaders in a booming agriculture sector. Miles of golden canola fields producing the world's heart-healthiest oil are processed in the province and exported around the world. We not only grow it– we share it. Saskatchewan is the global centre for canola production, processing and research, generating \$5 billion in economic activity within our province."

On February 20, 2010 SaskCanola also took the heart-healthy and canola industry messages to some 9,000 visitors who attended the Saskatchewan Pavilion as part of the SaskCanola Feature Day. Its participation at the Pavilion from February 20 to 23, 2010 highlights the Saskatchewan industry and market place.

"As a crop and as oil, canola is definitely Saskatchewan gold! There is no better place to share this than with the hundreds of thousand of people here at the 2010 Vancouver Games," Folkersen concluded.

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