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Envisioning a brighter, more golden horizon – looking back to look forward: examining the state of the global rapeseed industry

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Growing globally in market versatility and demand, rapeseed shows tremendous promise as a profitable crop for growers. With interest, investment and innovation in this global crop continuing to gain traction, just how bright is the horizon for rapeseed? In order to look forward, we need to take a look back to understand the progression of the rapeseed industry and how that helped set the potential ahead for this once underestimated crop.

There's been decades of milestones through rapeseed's evolution that have set the stage for a promising future. Blackleg and clubroot tolerance, herbicide resistance and pod shatter reduction technology are just a few of the examples of rapeseed's proven legacy of solving growers' problems and maximizing yields.

However, with most historical successes like this, come additional challenges and opportunities for rapeseed that will both define and determine its horizon ahead, and unlocking the future growth of the rapeseed industry will require the continuation of solving growers' problems, but also embracing the new and evolving challenges and opportunities in all key growing regions.

In the face of increasing disease pressures and threats, limited land availability, an ever-changing regulatory environment, and societal expectations for more sustainable solutions, now, more than ever, focused partnerships and innovation are key, and need to evolve hand-in-hand to ensure that the successes we've seen in rapeseed yesterday continue for tomorrow. And today's opportunities such as increasing demand and yields, alternative uses for oils, acreage expansion, and discovery of new technologies, require us to take action now as collaborators and innovators, to turn those opportunities into impactful solutions for growers and the entire value chain.

But what's that going to take in terms of partnerships, technology, and investments? Let's have that discussion now.