

FLAX CANADA 2015



***ENHANCING THE
VALUE OF FLAX
THROUGH
INNOVATION AND
COLLABORATION***

Flax Canada 2015



VISION

- In 2015, Canada is recognized as the global leader in the development and commercialization of FLAX products for human and animal health, industrial feed stocks

GOAL

- The goal of FLAX CANADA 2015 is to develop flax into a *5.0 million* plus acre crop yielding a total crop farm gate value of *\$1.5 Billion* (current \$300 Million)
- FLAX CANADA 2015 will deliver a societal benefit to Canadians of at least a *\$15.0 Billion* through health, wellness and environmental sustainability

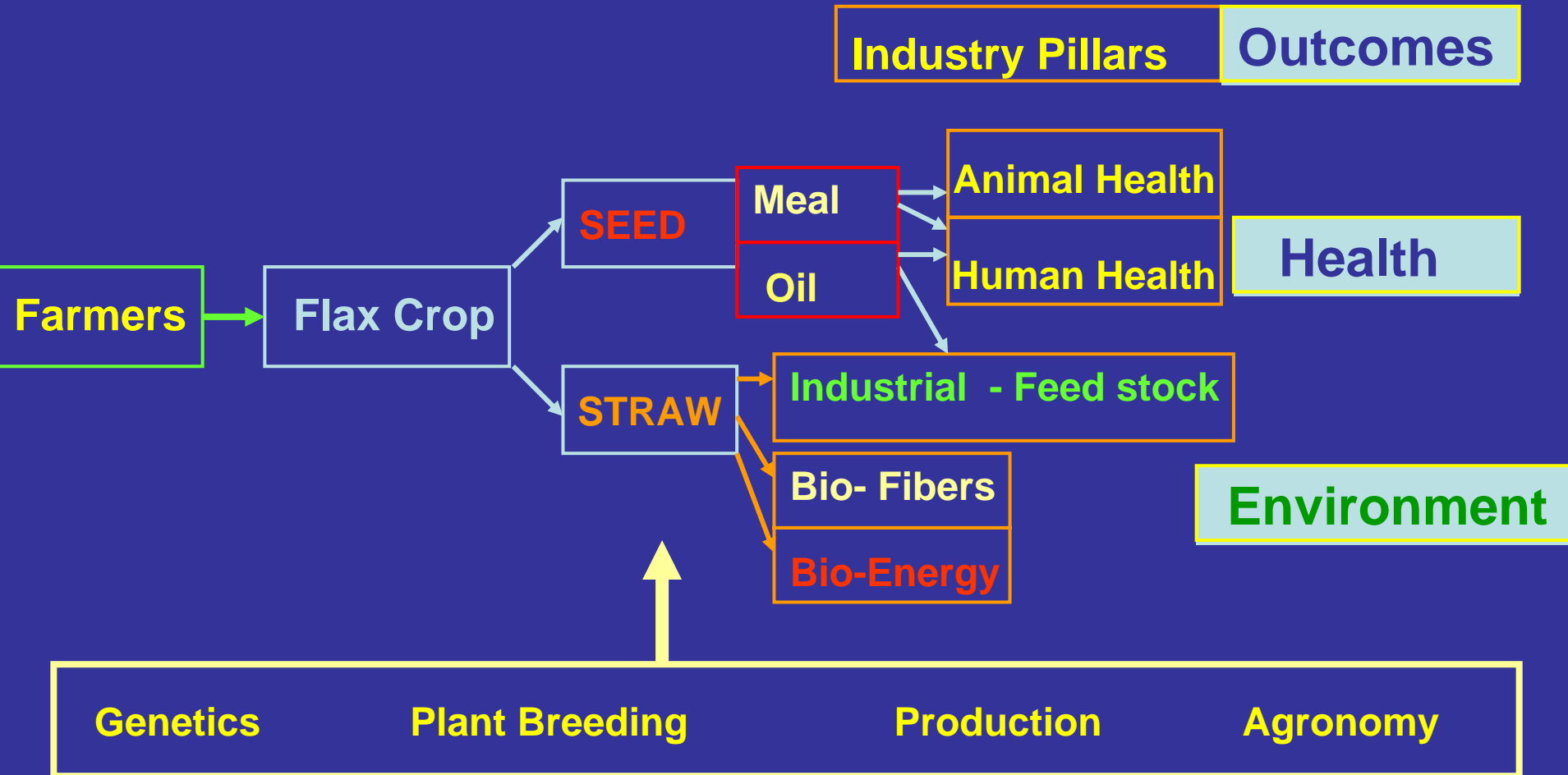
WHY FLAX? WHY NOW ?

- Flax is versatile – many products for many industrial sectors
- Flax is Canadian – highest quality flax in world comes from Canada
- Flax is adaptable – can be grown across Canada – can be segmented by product use
- Flax presents ‘whole crop’ product development opportunities
- Flax is a renewable resource crop
- Flax can contribute to national priorities
 - Health
 - Environment
 - Economic Development
 - Rural re-vitalization



Flax - Canada's Bio-Economy Crop

Total Flax Crop Utilization



HUMAN HEALTH

1. Target = Reduce burden of disease.
2. Emphasis unique nutritional properties of whole flaxseed = significant potential.
3. Must be built on solid science.
4. Multi-national food companies access to health claims through GRAS (Generally Recognized as Safe).



ANIMAL HEALTH & PRODUCTIVITY

1. Establishing feed ingredient parameters as an integral part of the feed ration.
2. Market development and Commercial partnering.
 - Economic value from production through animal feed through to the end consumer (and the health care system)
3. Quality parameters for new healthy food products.



FIBER

1. **Management of Flax Straw at the field level – Whole crop development**
2. **Product and Market development for Flax Fiber and shives – value-added products:**
 - **Pulp and Paper** **Insulation**
 - **Panel Boards** **Textiles**
 - **Biocomposites** **Non wovens**
3. **Pilot Plant processing flax straw into flax fiber**



INDUSTRIAL



Capitalize on the unique features of Flax:

Two distinct fatty acid profiles - very high polyunsaturated fatty acid (PUFA): High n-6 linoleic (Solin and Linola) and very high alpha-linolenic n-3 acid (ALA) content.

- 1. Strategic development of flax oil feedstocks for novel, high value applications as fuel bio-additives, polymer resins and conjugated linoleic acid.**
- 2. Assist in the development of a Canadian linoleum industry and an expansion of the current linoleum market.**

BREEDING & PRODUCTION

- **Develop higher yielding flax varieties:**
 - Higher in oil and protein with levels of ALA approaching 70% and (high or low) mucilage, lower in antinutritional factors (Human Health, Animal Productivity and Industrial Uses)
 - Higher in oil content with higher levels of linoleic acid and (high or low) mucilage content (Industrial Uses)
 - Develop higher yielding flax varieties that are higher in straw yield with improved fiber quality (Fiber)
 - Develop crop management strategies to improve straw management and educate producers (Fiber)

CONTACT

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