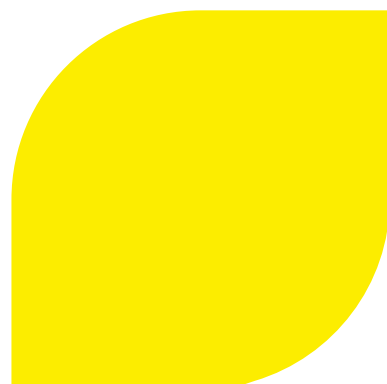
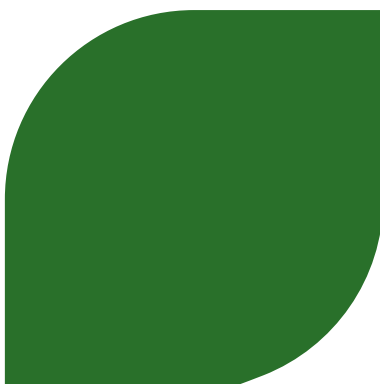
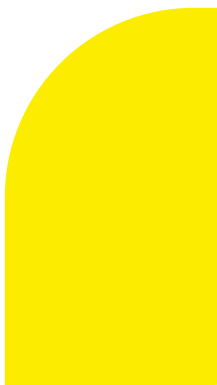




2024 - 2025

# ANNUAL REPORT





## SOY CANADA LEADERS



**Brian Innes**  
Executive Director

### From the Executive Director's desk:

Optimism and momentum continued to be abundant at Soy Canada over the last year. It was a year of optimism as we reflected on the momentum that comes from 10 years of bringing together a diverse industry. It was also a year of optimism with the renewal of the Soy Quality Program – a remarkable feat to go from cancellation to renewal in just over a year. Momentum also showed in how exporters and growers embraced a collective approach to sustainability through the continued growth of our Sustainable Canadian Soy program. And finally, our market development momentum continued with another record-breaking customer mission, reaching more end users than ever before. Let's keep the momentum going.

**Brian Innes**  
Executive Director



**Jason McNaughton**  
Chair

### From the Chairperson's desk:

It always helps to have the wind in the right direction. We saw this in our soybean industry last year with record yields, good quality and strong demand. As chair, I've seen that good fundamentals are helpful, but they are not sufficient for us to make Soy Canada work. I've seen our momentum moving us forward because of how members participate and contribute. From celebrating our 10th anniversary at Sirski farms to how members came together to agree on a path forward for the Soy Quality Program, the results of our work together are a testament to how our community comes together. It has been a privilege to chair Soy Canada over these past four years. If we keep the spirit of coming together that I've seen, I'm sure our community will have many more successes to be proud of.

**Jason McNaughton**  
Chair



## INDUSTRY LEADERSHIP

**Soy Canada provides leadership and a voice for Canadian soybeans when challenges or opportunities emerge that require value chain collaboration and coordination.**

### Leadership in action

Based at GrainsHQ in Ottawa with five other national grain organizations, Soy Canada keeps its finger on the pulse of federal policy affecting the soybean industry and advocates on priorities needed by the value chain. In the last year, Soy Canada focused on improved access to international markets, enabling a competitive rail and container supply chain, and seeking regulatory excellence such as the full adoption of electronic export documentation. As part of our advocacy, our board hosted a 10th anniversary breakfast for MPs and Senators in October 2024. While celebrating the anniversary, we shared how federal policies were hindering our success and advocated for solutions.



### Sustainable Canadian Soy continues to expand

Now in its second year, the Sustainable Canadian Soy program has expanded to include many major soybean exporters and growers in both Ontario and Quebec – six exporters currently serve customers by providing verified Canadian soybeans. This program helps to expand market opportunities and serve customers seeking verified sustainable soybeans. As the program continues to grow – in the number of participating exporters, volume of soybeans produced, and demand for verified soybeans – so will the opportunities across the entire Canadian value chain.



**SUSTAINABLE  
CANADIAN SOY**

### PARTICIPATING EXPORTERS:







## MARKET DEVELOPMENT & BUILDING DEMAND FOR CANADIAN SOYBEANS

Small but mighty, the Canadian soybean industry has an excellent reputation that is trusted worldwide. Soy Canada works to build upon that reputation and develop opportunities for members to connect with customers both domestically and internationally.

### Food-Grade Variety Finder helps customers get what they need

The Food-Grade Variety Finder offers essential information on the quality characteristics of Canadian food-grade soybeans, allowing customers to search for varieties tailored to their specific end-use needs. It's a comprehensive database of food-grade soybean varieties, featuring data from more than 1,600 food-grade soybean variety samples that are tested through the Soy Quality Program.

The Food-Grade Variety Finder saw over

**44,000**

page views by more than

**35,000**

users from April 1, 2024 to April 1, 2025.



Presenting to customers



Products made from Canadian soy

## Connecting

## Enabling business

### Building markets, strengthening connections

Soy Canada's well-attended outgoing market development mission and virtual seminars are among its most popular initiatives, drawing interest from both Canadian and international participants. As a core component of Soy Canada's mandate, market development efforts help promote the Canadian soybean industry and demonstrate to new and existing global customers that Canada is a reliable, high-quality source of soybeans capable of meeting the growing demands of global soy customers.



February 2025  
outgoing mission

2

countries



Japan



Indonesia

Visited three cities



Jakarta



Tokyo



Osaka

Strong participation from  
growers and exporters –

**20+**  
delegates

Meetings with

**220+**  
customers

**4**

food manufacturing  
facility tours



December 2024 virtual  
market development seminar

**100+**

virtual attendees

**8**

industry speakers

Nine participating countries:



Live seminar presented in three languages



English



Korean



Mandarin



## MARKET ACCESS & TRADE POLICY



Tariff and non-tariff barriers limit access to markets, limiting the value of our exports and creating risk. Soy Canada works to prevent and resolve emerging and ongoing issues by bringing the sector together to be more effective at working with governments and import partners. We provide our members with better knowledge to mitigate trade risk and expand access to new opportunities.

### Working for value and stability

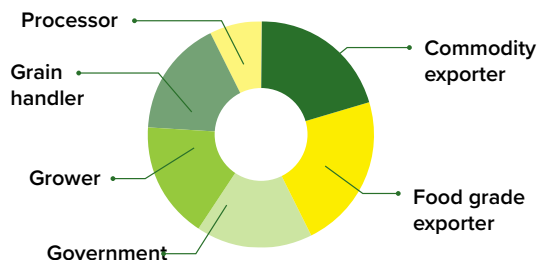
Amid global trade disruptions and geopolitical challenges, Soy Canada remained committed to working to maintain existing markets, opening new ones, reducing risks, and enhancing value.



### European Union

In May 2023, the European Union approved a regulation requiring all soy imported into the EU to come from land that was not deforested. Since then, Soy Canada has taken the lead in bringing the value chain together to help producers, exporters and processors navigate this upcoming market access requirement. Our EU deforestation working group has met regularly to create a space for collaboration, to share information as well as expected impacts and concerns. More than 100 hours of time has been invested collectively by members and impacted stakeholders ahead of implementation in December 2025.

### Participation by segment in EU deforestation working group



### Indonesia

In December 2024, the Canada-Indonesia Comprehensive Economic Partnership Agreement (CEPA) was signed. Soy Canada provided advice to the Canadian government throughout the negotiations, resulting in an agreement that eliminates tariffs on soy exports and creates new obligations to reduce non-tariff barriers related to seed innovation and crop protection products.

Fresh on the heels of free trade agreement being signed, a Soy Canada delegation visited Indonesia in February 2025 as part of its Indo-Pacific mission. During the visit, we met with Indonesian government representatives to discuss how regulations can enable trade and allow importers to purchase the quality of soy they want.

Soy Canada enabled the value chain to coordinate around upcoming market access requirements – with participants investing 100+ hours.



## COORDINATE RESEARCH & INNOVATION

With complex and diverse needs across the country, getting the best results from research and innovation investment requires coordination along the value chain. Soy Canada enables alignment to ensure investments in research and innovation have the greatest impact on growing opportunities and reducing risk.

### Driving results: the success of the Soy Quality Program

One of the greatest highlights of the past year was the transition and renewal of the Soy Quality Program. It provides independent, third-party compositional and functional analysis of Canadian food-grade varieties so we can be the origin of choice for our customers.

### A legacy of quality

After more than 30 years at Agriculture and Agri-Food Canada's Harrow facility, the government announced its cancellation in November 2023. The industry came together to identify new funding, a modernized mandate and a new delivery partner in the Canadian Grain Commission. Today, our dedication to excellence in soy quality testing remains strong.

### 2024 program highlights:

**27**

seed companies and exporters participated

**1,600**

variety trial samples tested

**72**

soy food performance certificates issued

Results were delivered early, while maintaining the integrity and consistency that is critical to the success of the program.

#### November

Agriculture and Agri-Food Canada announced the cancellation of the Soy Quality Program

#### January - May

Soy Canada brought members together to shape the program's future



#### June - July

Soy Canada members and the board of directors agreed on a new direction to secure the future of the Soy Quality Program



#### August

Canadian Grain Commission agreed to deliver the program

#### October

Launch of new Soy Quality Program with Canadian Grain Commission



Canadian Grain Commission

Commission canadienne des grains

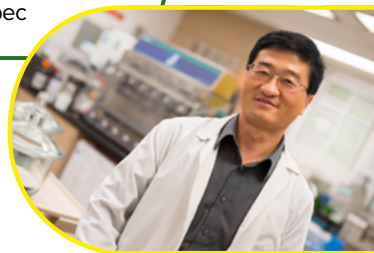
#### October - November

Soybean sample submissions were submitted from Manitoba, Ontario and Quebec

#### February

Results of 1,600+ variety samples were published. Canadian Grain Commission participated in Soy Canada's Indo-Pacific outgoing market development trade mission

Dr. Ning Wang, head of the Soy Quality Program with the Canadian Grain Commission





## OUR BOARD

Soy Canada is governed by a board of directors made up of **representatives from across the country and the value chain.**

Back row from left to right: **Ernie Sirski**, Manitoba Pulse & Soybean Growers; **Dale Heide**, Delmar Commodities; **Garth Baxter**, AgriBax Global Inc; **Ramzy Yelda**, Producteurs de Grains du Québec; **Crosby Devitt**, Grain Farmers of Ontario. Front row from left to right: **Jeff Stonehouse**, The Andersons Canada; **Andrea Faubert**, Corteva Agriscience; **Jason McNaughton**, Chair, Hensall District Cooperative; **Melvin Rattai**, Vice-Chair, Manitoba Pulse & Soybean Growers; **Jeff Barlow**, Grain Farmers of Ontario. Absent: **Michelle Wall**, Secretary-Treasurer, Syngenta; **Winston van Staveren**, Saskatchewan Pulse Growers.



## OUR MEMBERS

