



press clip

# Monola the good oil on profits

By SARAH SLEE

**G**ROWING the newest Monola variety, 77TT, has increased returns by \$50 a tonne above mainstream triazine tolerant canola for Frances grower Peter Hannaford.

He was attracted by the \$45/t premium paid for Monola and said he would continue to grow the crop if yields remained comparable with other TT canola varieties.

Impressed by the performance of NuSeed's triazine tolerant Monola 77TT in local trials and National Variety Trials, Peter sowed 160 hectares of the crop last season.

"The newer varieties of TT Monola yielded as well as other TTs in our local McKillop Farm Management Group trials. The same thing happened all over the country, so we thought we'd have a crack at it," he said.

"Once we knew it could yield the same, the \$45 bonus was very attractive."

In addition to the \$45/t premium paid by Nuseed, Peter saved about \$5/t on freight by transporting Monola to Riverland Oilseeds crushing plant at Millicent, rather than delivering canola to the receival site at Frances.

While his freight costs from farm to silo are more to Millicent than Frances, he saved the \$29.50 Frances-to-Portland freight charge, netting him another \$5/t overall. Peter said Riverland Oilseeds had also been helpful in allowing flexible after-hours delivery of grain.

Peter has been growing TT canola for the past decade, utilising the crop for chemical rotation.

This year, the Monola 77TT yielded 1.8t/ha, with an oil content of 45 per cent. The best paddock yielded 2.2t/ha, with an impressive oil of 46pc.

"The yield was really quite good considering the heat wave we

had," he said.

"The Monola handled the heat surprisingly well and would probably have yielded a lot better if we'd had a cooler finish."

Landmark Naracoorte senior agronomist Craig Hole said Monola offered the same agronomic advantages as TT canola, with the added benefit of a price premium, which was enticing many of the region's canola growers to trial the crop.

"Most regular canola growers are giving it a go to some extent to check out how it goes against other TT varieties," he said.

"So far it has compared favourably for yield and oil, even through this tough season."

Craig said adoption of Monola would continue to grow, as long as new varieties continued to come through the system, offering the same yield as other TTs.

"Given that Monola is a specialty product with health benefits over regular canola, the end market should also continue to grow, which provides a win-win situation for growers and marketers alike," he said.

NuSeed's South Australian representative Sam Price described Monola as a specialty canola oilseed variety containing unique traits, derived from conventional breeding methods.

"Basically, it's a more versatile version of traditional canola oil. The high oleic properties of Monola oil provide for wider end-use application, which consumers are demanding," he said.

Compared with other commonly-used vegetable oils, Monola oil has the lowest saturated fat content, yet is high in desirable monounsaturated fat. It is virtually free of trans-fats, free from cholesterol, and has earned the National Heart Foundation tick of approval.

Sam said there had been good adoption of the mid-mid/late maturing Monola 77TT, especially

in the Naracoorte region.

Growing conditions and proximity to the Riverland crushing plant delivery point at Millicent also made the Millicent, Lucindale, Penola, southern Bordertown and Mount Gambier districts ideal for Monola production.

Nuseed also offered an alternative variety, Monola 76TT, which was an option suited for earlier growing areas.

"Early indications show that both Monola 77TT and Monola 76TT have performed well in the 2009 Main Season NVT trials, right throughout South Australia. Growers and advisors should look at the Monola varieties as high performance alternatives to the traditional TT varieties on offer," Sam said.

Becoming a Monola grower is very straightforward. Farmers are required to have an NGR number and sign a 'Monola grower contract', available through their nearest Monola retailer.

The marketing of Monola is very price-transparent through Riverland Oilseeds, based on the ASX canola futures market or the daily cash price, whichever was higher.

The same premiums and discounts regarding canola specifications apply for Monola. Growers have the option of participating in forward markets through fixed tonnage contracts with Riverland Oilseeds, warehousing and/or accepting a cash price on the day of delivery to the Millicent plant.

"With a limit to the contracts available and going on last season's feedback, I would encourage interested growers to contact their nearest Monola retail store, or Nuseed, promptly to avoid missing the opportunity for 2010," Sam said.

He said Nuseed Monola was a good example of dedication to adding value at primary producer level.

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