



GenomePrairie



Dr. RN Johnston

President & CEO, Genome Prairie



Canola & Genomics: Trends, Challenges, Opportunities

Trends

- Increasing pace of research
- Increasing linkage with industry
- Increasing internationalization of effort

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Canola & Genomics: Trends, Challenges, Opportunities

Challenges

- Increasing consumer expectations for higher quality, lower cost
- Continuing concern regarding GMOs
- International competition

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Canola & Genomics: Trends, Challenges, Opportunities

Opportunities

- Improved yield, quality of product, reduced environmental impact, better economics
- Novel products, application to other crops
- Better understanding of core biology (plant development, disease resistance, genome structure)

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For more information on Genome Prairie:

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