

Alberta Seed Growers' Association

Winter Issue, December 2010

PRESIDENT'S MESSAGE

Richard Stamp

I want to extend a "Warm Welcome" to the 2010 Winter Edition of the Alberta Seed Growers' Association (ASGA) newsletter. I am convinced that the majority of producers were looking forward to finally completing harvest. With the arrival of winter, we can then declare that we are through with the 2010 production season.

With the unpredictable year, it has been challenging to make progress on the number of projects that your board set forth the previous year. We have an ambitious slate of initiatives that we anticipate will direct our association over the next number of years and we will pursue these in the importance of relevance to the industry.

As sponsor of Farm Tech for the past three years, it was decided to move the 2011 annual ASGA meeting to the Mayfield Inn, host site for Farm Tech. Having our meeting at the Mayfield will allow seed growers to attend both events during the week without moving from site to site. With this change of venue to our annual meeting, the schedule of events has been changed also, so please review the AGM agenda. An educational series of presentations will be held again this year. Thanks to all of the "younger" seed growers who attended last year's workshops, we appreciate the great turn out that was evidenced.

The seed.ab.ca website will be revamped, updated and expanded over the next few months. After meetings with Issues Ink your board has come to an agreement that they will also be our website provider. As the website continues



to be utilized additionally each quarter, it was a natural fit to combine the magazine and the website provider. Solidifying both entities will reinforce the seed.ab.ca property of products as the number one resource for reliable and trusted crop varietal information.

A number of fusarium meetings were held in 2010 with little resolve to the concerning issue. At a meeting of both the directors of the Association of Alberta Co-op Seed Cleaning Plants and ASGA this past spring, a motion was unanimously approved which declared: "That the provincial government and municipalities enforce the pest control act pertaining to fusarium graminearum, or if unable to do so, request that in areas that are being effected by fusarium graminearum, that those particular municipalities be given exemption under the pest control act with respect to fusarium graminearum as stated in the Pest Control Act".

Today, the impact of this disease is starting to show. We have growers from all parts of the province being discounted on their cereal grades because of fusarium. I have

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Publications Mail Agreement
No. 40030841. Return undeliverable Canadian addresses to:
Issues Ink
301-313 Pacific Avenue, Winnipeg, MB R3A 0M2
PRINTED IN CANADA



VISION To ensure that pedigreed seed produced in Alberta strengthens global crop based value chains.

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had calls from companies this fall stating they will not do business in this province as they will not break the law. At the same time we have growers not testing because they believe that they do not have fusarium. We have others who have made up their own rules for the past many years, regardless of how it affects their customers. The entire situation is in disarray and affecting everyone in this province in some way, shape or form. Today, as always, I will say test your seed. What we do after testing the seed, is up to the market place and possibly the courts if this issue is not resolved soon.

I want to personally thank our national directors as they vision the future of our entire certification industry. We have a very large country and it is an immense job to make sure everyone is represented. I also want to thank our manager, Lorena Pahl for the excellent and professional representation she portrays on behalf of the ASGA.

Please call me if you have concerns and possible solutions in which we can work together on. I look forward to seeing you at the AGM in January.

A very blessed and safe Christmas season is wished to you and your families.

Richard Stamp
President, ASGA



Seeding Opportunity!

Place your member ad in **seed.ab.ca** today and reach more than 62,000 Alberta farm households! Printed twice per year, you receive great exposure while supporting your association.

As an ASGA member, you can put your company's name on the map for one incredible price!

Contact issues@issuesink.com or 1-877-710-3222 today for more information or to book your ad in the Spring 2011 edition.

seed.ab.ca
ALBERTA'S SEED GUIDE

Notice of the 82nd Annual Meeting

January 24 & 25 2011

Mayfield Inn & Suites

16615 – 109 Ave Edmonton, Alberta

All room reservations must be made through our office by contacting Lorena at 403.782.8022 or lorena.pahl@seed.ab.ca. Room rates for 2011 are \$133.00 for Deluxe Queen and \$143 for Deluxe King plus applicable taxes. There is a limited number of rooms available so please book EARLY!

Cut-off Date for Hotel Reservations: December 22, 2010

Members of the Alberta Seed Growers' Association receive a complimentary registration for the 2011 annual meeting. Registration fee of \$140.00 for non members & guests will be applicable. Pre Registration is required, form is available on at the end of the newsletter.

Your 2011 Annual General Meeting Registration includes:

- Monday afternoon "Customer Service/Marketing Tactics Workshop"
- Monday evening's Banquet & Entertainment
- Tuesday Breakfast & Lunch
- Tuesday's Annual General Meeting & Convention materials

Director Vacancies

The term of office of the provincial directors shall be two years with one half of the directors retiring each year and the retiring directors eligible for re-election. Three provincial director positions are open for nominations.

The term of office of the National Director shall be two years. The Alberta National Grower Directors shall be elected in alternating years at the Annual General Meeting. A director position may be filled for a one year term to establish alternating terms. Retiring directors shall be eligible for re-election. One national director position is open for nominations.

Those interested in becoming a director or wanting more information regarding the qualifications of becoming a director are asked to contact the Chairman of the Nominations Committee, Ron Markert either in person, by phone at 403-485-6708 or e-mail at info@markertseeds.com.

2010 Nominations - Chairman

Ron Markert

Box 1150

Vulcan, Alberta T0L 2B0

Phone: (403) 485-6708

Email: info@markertseeds.com

2010 Resolutions - Chairman

Ryan Mercer

RR8-10-26

Lethbridge, Alberta T1J 4P4

Phone: (403) 320-6620

Email: ramercer@shockware.com

Alberta Seed Growers' Association

Lorena Pahl, General Manager

Phone: (403) 782-8022

Fax: (866) 798-1826

Email: lorena.pahl@seed.ab.ca

5030-50 Street

Lacombe, AB T4L 1W8

www.seed.ab.ca

82nd Annual General Meeting

January 24-25 2011
Mayfield Inn & Suites
Edmonton, Alberta

Tentative Agenda

Monday, January 24, 2011

1:00 – 5:00 p.m. Workshop – Customer Service/Marketing Tactics with Rob Hannam,
Synthesis Agri-Food Network & Shawn Brook, Issues Ink
3:00 – 6:00 p.m. Registration/Exhibits
6:00 – 7:00 p.m. Reception
7:00 – 10:00 p.m. Banquet
Awards Presentation
Entertainment: Jason Werhun – That Magic Funny Guy

Tuesday, January 25, 2011

7:00 – 7:45 a.m. Buffet Breakfast
7:00 – 8:00 a.m. Registration
Exhibits

ANNUAL MEETING

8:00 – 9:30 a.m. Call to Order
Approval of Agenda
Minister of Agriculture – Honorable Jack Hayden
Greetings from Association of Alberta Co-op Seed
Cleaning Plants Ltd.: Steven Miller
President's Address: Richard Stamp
Introduction of Board
Disposition of Annual Minutes
Appointment of Nominations Committee: Ron Markert
Appointment of Resolutions Committee: Ryan Mercer
9:30 – 10:00 a.m. National CSGA Report
10:00 – 10:30 a.m. Refreshment Break
10:30 – 11:30 p.m. University of Alberta's Wheat Breeding Program Update
Dr. Glen Hawkins, Research Associate
seed.ab.ca update Shawn Brook, Issues Ink
11:30 – 12:00 p.m. Lunch
12:00 – 1:00 p.m. Auditor's Report
1:00 – 1:30 p.m. Appointment of Auditor
Budget
Disposition of Resolutions
1:30 – 3:30 p.m. Succession Planning/Panel Discussion
Jonathan Small, Farm Management Consultant, Meyers Norris & Penny
3:30 – 3:45 p.m. Refreshment Break
3:45 – 4:00 p.m. Election of Directors
4:00 – 5:00 p.m. Bear Pit Session
5:00 – 5:30 p.m. Resolutions
5:30 p.m. Adjournment



Speaker Bios



Shawn Brook, President, Issues Ink

Shawn is a values-based and solutions-focused executive with over 10 years of general management experience across multiple private and public sector industries. This experience, which includes sales, marketing, promotion, communication, and business development, in tandem with his work in the publishing sector, combine to help clients find solutions to enhance their businesses and increase their return on investment.

Through active leadership and a commitment to client-centric communication, Shawn has led calculated change by identifying new business potential, process improvement opportunities, leadership and personnel capitalization, and implementation of actions determined through strategic planning.

Concurrent with leading his private business practice, Shawn is a hockey, baseball and volleyball coach as well as President of his high school alumni athletic association and his local Kinsmen Club. These leadership roles outside the office in conjunction with his executive role within Issues Ink provide Shawn with current and New Age business strategies as well as the tools needed to best practice his management abilities.



Jonathan Small, BSc, PAg, CAFA, Farm Management Consultant, Agriculture and Food, Meyers Norris Penny LLP

Jonathan Small, BSc, PAg, CAFA is a Farm Management Consultant with Meyers Norris Penny's Red Deer office. In this role, he provides management consulting services to medium-sized farms to large-scale corporate farming operations. Jonathan advises on many farm-related projects, such as litigation support, trade disputes, community ag and value-added ventures, corporate finance, and macro-economic studies.

With more than 28 years' experience, Jonathan has worked internationally, from the United Kingdom to Saskatchewan, in production economics and farm management issues across a broad range of farm types. These include grain, cattle, dairy, sheep, fruit, hogs, and root crops. Jonathan earned his Bachelor of Science degree in Agriculture from the University of London. He holds the Professional Agrologist designation and is a member of the Canadian Consulting Agrologists Association.



Rob Hannam, President, Synthesis Agri-Food Network

Rob Hannam has been an active member of the agri-food community his entire life. It began while growing up on his family's farm operation near Guelph, Ontario and continues today with his business, Synthesis Agri-Food Network, a successful consulting and communications firm that includes local, national and international clients.

Rob's career began with Ontario based First Line Seeds, a soybean seed company serving Canadian farmers. There he launched NutriLine, a food soybean export business that utilized an IP production system to supply food companies in Canada, Japan and Southeast Asia.

He then moved to the position of marketing manager for a life science company and was based both in Canada as well as the United States. Following that he spent five years with a marketing communications agency focused on agriculture.

Rob has a passion for agriculture, marketing and new technology. He will share his marketing experience and apply it to the seed sector in the CSGA Seed Business Success workshops.

Alberta Seed Growers' Association 82nd Annual Meeting Women's Agenda

January 24-25, 2011
Mayfield Inn & Suites, Edmonton

Monday, January 24, 2011

1:00 – 5:00 p.m.

Workshop – Customer Service/Marketing Tactics with Rob Hannam,
Synthesis Agri-Food Network
and Shawn Brook, Issues Ink

3:00 – 6:00 p.m.

Registration/Exhibits

6:00 – 7:00 p.m.

Reception

7:00 – 10:00 p.m.

Banquet

Awards Presentation

Entertainment: Jason Werhun – That Magic Funny Guy

Tuesday, January 25, 2011

7:00 – 7:45 a.m.

Buffet Breakfast

10:00 a.m. – 4:00 p.m.

'Spa Day' at Eveline Charles, West Edmonton Mall.

*Thank you to the generous sponsorship & continued support by
Monica Klaas & Bayer CropScience!*



Jason Werhun – That Magic Funny Guy

If you crossed Criss Angel and Jim Carrey, the result would be Jason – That Funny Magic Guy. One part skilled magician. One part hilarious comedian. 100 % high energy entertainment! With more than 15 years of experience as a full-time professional magician, performing for festivals, resorts and corporations across North America, Jason is an entertainer you can count on to connect with your audience and bring that "Wow" factor to any event. If groups such as Xerox, MGM, Texas Instruments, and Esso trust him, maybe you should too.

EVELINE CHARLES™ SALONS | SPAS | BEAUTY MD

Alberta Seed Growers Ladies Spa Day TUESDAY JANUARY 25TH, 2011 10:00 A.M. TO 4:00 P.M.

MASSAGE

Slip into a heated massage bed and relax as your massage therapist works to melt your stress away. **TENSION RELIEF MASSAGE:** A targeted massage intended to provide relief right where you need it...All you have to do is ask.

BEAUTY FACIAL

After diagnosis, your skin specialist will create a facial just for you. Your service includes cleansing, exfoliation, steaming, extractions, massage to face & neck and a soothing hydrating mask. You will be given a personal prescription to maintain your skin's optimal health from home.

HAND & FOOT CARE

Beyond beautiful feet and hands, regular manicures and pedicures have many health benefits including increased circulation, soft and supple skin and early detection of nail diseases.

MANICURE - Your hands deserve the full treatment! Your service includes a warm hand soak, nail & cuticle shaping, EvelineCharles Scrub, hand massage and a paraffin dip to seal in moisture.

PEDICURE - Get perfectly groomed feet! Your service includes a warm foot soak, nail shaping, cuticle grooming, callous removal, scrub & body butter application to the knee, foot massage and a moisturizing paraffin dip. Take home your spa sandals and polish.

SHAMPOO BLOW DRY

Perfect for a quick styling! Your service includes a relaxing wash and condition of the hair, scalp massage and styling to finish.

COSMETIC APPLICATION

Let one of our specially trained consultants' help you look like a star! We will share with you cosmetic tricks and tips to achieving everyday perfection, even on those days that you just do not have time. Gives you a flawless look that is just for you and you get to choose products to take home with you!

Deadline to reserve your spa time is Monday January 10th, 2011
Please call Marian Stamp at (403) 739-2233



Escape the world's largest shopping and entertainment centre and treat yourself in our brand new location right in the middle of this shopper's paradise! Boost your mind, body, and spirit and enter the relaxing grandeur of one of our largest spa facilities and one of the best spas in Edmonton. The West Edmonton Mall (WEM) location boasts the largest retail area and make-up counter within **EvelineCharles**. All the better to help you get gorgeous before heading back out into the shopping fray!



WORKSHOPS Monday, January 24th 1-4:30PM

Seed Business Success Workshop

**Why do your customers keep coming back?
When products and prices are similar, how can you stand out?**

If you can't answer these questions, don't miss the CSGA's Seed Business Success workshop, held in conjunction with your Provincial Seed Growers meeting:

**Customer Service Excellence
January 24, 2011
1:00—2:30 pm**

This interactive workshop was designed specifically for Canadian seed grower-retailers. You'll discover how to become a more successful business with satisfied customers.



PERSONALIZATION
VALUE PROPOSITION
WORD-OF-MOUTH MARKETING
SOCIAL MEDIA
VIRAL MARKETING

Marketing Tactics

In today's technology-driven business sector how people learn about your business is changing. While there is no replacement for a personal relationship and the power of a handshake, successful marketing of your business is now comprised of many layers, mediums and opportunities to connect with your customer.

Join Shawn Brook, president of Issues Ink and publisher of seed.ab.ca, Monday, January 24 at 3:00 to get the basics on marketing and branding your business and what all the social media buzz is about.

FarmTech

2011

Mayfield Inn & Suites
16615 - 109 Avenue
Edmonton, AB

Join us...
Jan. 26-28

...Alberta's premier crop production and farm management conference.

FarmTech 2011 Highlights

Agriculture Industry
Showcase exhibits and
amazing gold sponsor
special events

37 speakers from Europe,
USA and Canada

Host organization annual
meetings and special events

2011 Banquet Speaker:
Catriona Le May Doan



This year, FarmTech continues to build on a focus on technology, environment, agronomy and management.

We have an exceptional line-up of concurrent and keynote speakers, featuring: **Chantal Hebert**, National Columnist, The Toronto Star; **Gregg Doud**, Chief Economist, Beef USA; **Merle Good**, Business Development Specialist, AARD; **Jay Bradshaw**, President, Syngenta; **Drew Lerner**, Senior Agriculture Meteorologist, World Weather, Inc.; and our 2011 banquet speaker, **Catriona Le May Doan**, "The Fastest Woman on Ice".

FarmTech includes over 50 concurrent sessions featuring researchers, producers, and experts from Europe, USA, and across Canada.

www.farmtechconference.com

REGISTER BEFORE JAN. 6th, 2011

for Early Bird Discounts!

**For complete details and the latest updates,
Toll Free 1-866-FARMTEC**



Please join us in our 3rd Annual "Seed Industry Discussion" where Sean Gardner with Monsanto looks at Monsanto's Global Approach to Technology Investment in Wheat on Friday January 28th, 10-11am in the Rundle Meeting Room.

Sean Gardner, Global Wheat Lead, Monsanto

Sean Gardner is Monsanto's Global Wheat Lead – in charge of the global wheat commercial strategy and the U.S. WestBred wheat seed business. Prior to that, his most recent role was as Global Chemistry Lead, with responsibility for the Roundup business. Previously Sean was in Winnipeg, Canada – as Canola Lead then as Regional Lead for Canada. Sean joined Monsanto as part of the acquisition of the PBI Cambridge wheat seed business from Unilever in 1998 where he was Cereal Seed Business Lead. Subsequently he was Sales Team Lead for Western Kansas and E Colorado; Roundup Product Director for Europe-Africa in Brussels; Country Lead Spain and Portugal and Area Lead for the Mediterranean based in Madrid, Spain. Before joining Monsanto Sean had various roles in Unilever, which he joined as a graduate trainee after university.

Seed Treatment Sector is Booming

As a seed dealer, it is crucial that you help educate farmers on how they can increase their bottom lines. One way for growers to increase profitability is with the application of seed treatments.

With higher commodity prices and new trait technologies promising increased yields and better agronomic performance, more growers are turning to seed treatments to protect their valuable investments. "There is a significant return on investment for growers and they are now willing to protect that investment," says Mark Jirak, crop manager for Syngenta Seed Care.

Terry Culp of Precision Laboratories says growers are realizing there is not one silver bullet, but rather "they see that it's a combination of good genetics and agronomics, and included in that now is 'what other treatments or enhancements go into that?' And it's not just one, but a combination of products."

Seed companies have realized seed treatments can protect the yields growers purchase when they invest in seed; therefore, new players are joining the game and new collaborations are being forged. The end result is a whole new crop of innovative products on both the biological and chemistry sides of the business.

And it seems growers around the world are catching on to the benefits seed treatments provide. Most of the major row crops planted for 2010 had at least some

form of seed treatment. The global seed treatment market was estimated at over US\$2.5 billion in 2009 and will continue to grow because seed treatments are considered a cost-effective method to protect the increasingly valuable seed.

While many companies have conducted research into other biological products, they are only now starting to hit the market. "When you talk about sustainability, when you talk about green, when you talk about increasing crop yield by maximizing the efficiency of a plant, biologicals are going to be the way to go," says Brett Young co-chief executive officer Lloyd Dyck. "The biological side is probably the next revolution and we're going to see some major changes."

There are many companies working in this area and, as a result, numerous products are coming to market. Biological products work with specific micronutrients or elements within the plant to promote or improve plant growth and development. Products in the market today include:

- plant growth promoting rhizobacteria—this can be in the form of inoculants for canola, cereals or soybeans, among other crops
- seed-applied PGPRs that aid in nutrient uptake such as enhancing phosphate availability
- catalytic soybean seed treatments that can increase yields
- inoculants or seed lubricants that provide yield benefits, enhance flowability of treated seed and increase placement accuracy
- bionematicides for corn, soybean and cotton, as well as soil applied applications for use on fruits and vegetables
- applied crop enhancers, which are seed treatments that help modulate or stimulate plant growth

New products are also in the pipeline on the chemistry side. Many companies are working on transferring research results and technologies from areas as diverse as automotive coatings, textile chemicals and vitamin capsules to seed treatments. New pigments originally developed for the textile industry, for example, have been tailored to meet seed industry specifications.

Companies are also looking at new formulation combinations and are tweaking existing seed treatments so they contain less of the active ingredient and are easier to use on seed.

However, the face of the sector is also changing. New companies such as Chemtura are entering the business

and collaborations are creating new opportunities to drive innovation in seed treatments.

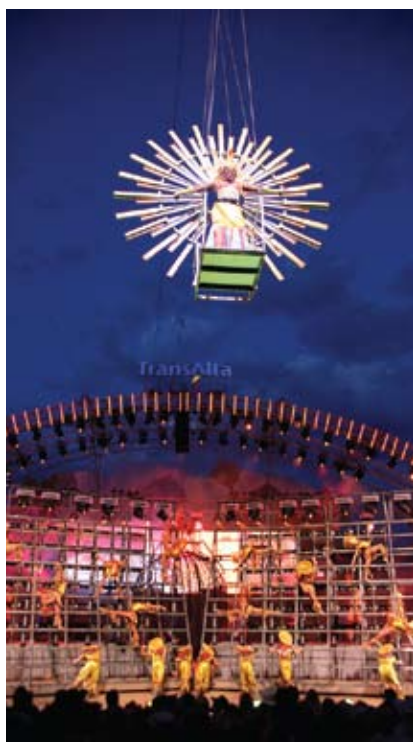
According to some, it is collaborations such as these that will drive the future of the sector. "We're going to see more companies coming together to pursue a product," says Culp of Precision. "We'll be looking for partners that can marshal joint resources to move a project forward."

This will also include biological products being paired up with traditional chemical products to make more effective seed enhancement products.

Widespread acceptance of seed treatments across crop areas has led to unprecedented growth in the seed treatment market that will continue in the future. "We are looking for what combination of things will get the maximum benefit of this seed," concludes Culp. "The future is exciting as we look at non-traditional areas to see what we can learn from nature to increase profits for growers."

Talking Points

- Seed treatments are helping growers protect the yield they purchase when they invest in seed.
- New players and collaborations are resulting in a whole new crop of innovative products on the biological and chemistry sides of the business.
- The biological side of the business is growing quickly as these products increase yields by maximizing the efficiency of plants.
- Collaborations will drive the future of the sector—we are going to see more companies coming together to pursue and market products.



Circle the Wagons

The Alberta Seed Growers' Association is excited to announce that the National CSGA Annual General Meeting is coming to Calgary, Alberta July 11-14, 2012 at the Deerfoot Inn & Casino. 2012 is also the centennial year of the Calgary Stampede, on July 6-15, which promises to make this AGM a memorable occasion. Look for more details coming soon.



**CANADIAN FORAGE SEED PROJECT
SUMMARY OF STOCKS AVAILABLE & 2011 PRICES**

Variety		Estimated Available (kg)	Price (\$ / kg, FOB Company)
Algonquin	Fdn #1	6,200	\$12.00
	Fdn #2		
Beaver	Fdn #1	None	
	Fdn #2		
Rambler	Fdn #1	1,150	\$10.50
	Fdn #2		
Aurora	Fdn #1	1,000	\$10.00
	Fdn #2	1,050	\$8.00
Leo	Fdn #1	850	TBA
	Fdn #2		
Yukon	Fdn #1	None	
	Fdn #2		
Climax	Fdn #1	None	
	Fdn #2		
Champ	Fdn #1	None	
	Fdn #2		
Boreal	Fdn #1	26,350	\$10.00
	Fdn #2		
Carlton	Fdn #1	7,146	\$11.00
	Fdn #2		
Prairieland	Fdn #1	None	
	Fdn #2	None	

CANADIAN FORAGE SEED PROJECT MANAGING COMPANIES

Algonquin Alfalfa

Pask Farms Ltd.
Box 40
Atwater, SK S0A 0C0
Attn: Murray Pask

Tel: (306) 745-2571
Fax: (306) 745-2564
Email: office@paskfarms.com

Aurora Alsike Clover

BrettYoung Seeds Ltd.
P.O. Box 99, St. Norbert P.S.
Winnipeg, MB R3V 1L5
Attn: Darrell Dziver

Tel: (204) 261-7932
Fax: (204) 275-7333
Email: darrell.dziver@brettyoung.ca

Beaver Alfalfa, Champ Timothy, Yukon Sweet Clover, Climax Timothy, Leo Trefoil, Rambler Alfalfa

Pickseed
Box 4, Grp. 200, R.R. 2
Winnipeg, MB R3C 2T6
Attn: Terra Ewacha

Tel: (204) 633-0088
Fax: (204) 694-1690
Email: tewacha@pickseed.com

Carlton Brome

Peace River Seed Co-op Ltd.
Box 9
Sexsmith, AB T0H 3C0
Attn: Janet Roy

Tel: (780) 568-2922
Fax: (780) 568-3715
Email: jroy@prseed.com

Boreal Creeping Red Fescue

John Zuelzer & Son Canada Ltd.
42 Manchester Drive
Sherwood Park, AB T8A 0T4
Attn: Rick Lusk

Tel: (780) 417-6543
Fax: (780) 417-6567
Email: rick.lusk@zuelzer.ca

Prairieland Altai Wild Rye

Sunshine Seeds Ltd./
Ken Long Forage Seeds
P.O. Box 1086
Magrath, AB T0K 1J0
Attn: Gordon Card

Tel: (403) 653-4114
Fax: (403) 653-4124
Email: gordcard@shockware.com

CONGRATULATIONS! OLDS COLLEGE SEED FAIR AND HAY SHOW WINNERS.

The 2010 Awards Luncheon for the Olds College Seed Fair and Hay Show took place November 11, 2010 at AgriTrade, Red Deer. Congratulations to the following recipients of the overall Pedigreed Championships! For a complete listing of all winners please go to www.seed.ab.ca.

AGGREGATE PEDIGREED SEED EXHIBITOR – **Rene Victoor**, St. Albert, received a silver tray sponsored by Alberta Seed Growers' Association

BEST PEDIGREED CEREAL – **Garry Weigum**, Three Hills with a sample of Stettler Hard Red Spring Wheat

BEST PEDIGREED OATS – **Chelsea Tomlinson**, Red Water with a sample of AC Morgan oats

BEST JUNIOR EXHIBIT – **Jayden Victoor**, St. Albert

PEDIGREED HRS WHEAT – **Garry Weigum**, Three Hills with a sample of Stettler

PEDIGREED CPS WHEAT – **Rene Victoor**, St. Alberta with a sample of AC Foremost

PEDIGREED DURUM – **Don Metzger**, Three Hills with a sample of Strongfield

PEDIGREED MALTING BARLEY (2 OR 6 ROW) – **Rene Victoor**, St. Albert with a sample of AC Metcalfe

PEDIGREED GENERAL PURPOSE BARLEY (2 OR 6 ROW) – **Bill Baier**, Clyde with a sample of Seebe

PEDIGREED PULSES – **Rick Mueller**, Barrhead with a sample of Canstar Field Peas



Gordon Charlebois, UFA and Jamie Victoor



Barry Gordon, Committe member and Garry Weigum

CSTA Receives \$140,000 Investment

The Government of Canada is helping the Canadian Seed Trade Association strengthen exports and foster the development of international markets. The announcement was made this week at CSTA's semi-annual meeting in Winnipeg. An investment of \$140,000 will help CSTA spread the word about Canada's high quality seed industry.

"Canadian farmers produce a wide variety of top quality seeds and our Government is proud to support their hard work," said Minister Vic Toews. "This investment will help the CSTA undertake trade advocacy, participate in trade missions and prepare promotional material that will help create a stronger international market for Canadian seeds."

Canada's seed industry is recognized and respected around the globe. Its products have a wide appeal in international markets, with Canadian seed being exported to approximately 70 countries. In 2008-2009 more than 276,000 tonnes of seed were exported, valued at more than \$378 million, representing an increase of 39 per cent from five years earlier.

"The funding that CSTA receives from the AgriMarketing program allows us to participate fully in the development of international rules and standards that govern the trade of seed," said CSTA president Wayne Unger. "Trade is critical to many of our members, and decisions made in international forums have a huge impact on us. It is very important to the Canadian seed industry and Canadian agriculture that we are actively involved in establishing rules and facilitating trade."

Where on the Web

Click here for the complete press release on AAFC's investment.

http://www.agr.gc.ca/cb/index_e.php?s1=n&s2=2010&page=n101116

Alberta Seed Growers' Association Registration Form

**January 24-25, 2011
Annual General Meeting
Mayfield Inn & Suites, Edmonton Alberta**

For the 2011 Annual Meeting we are requesting that all delegates pre register for the event. All seed growers with membership in the CSGA have prepaid their Annual Meeting Registration fee (part of CSGA membership fee). Actual payment for any other delegates and spouses will not be required until you check in at the registration desk at the event. Additional meal tickets may also be purchased at the registration desk.

Registration	Name	Additional Fees
Prepaid Seed Grower		N/A
Prepaid Seed Grower		N/A
Prepaid Seed Grower		N/A
Additional Delegates		@\$140.00
Additional Delegates		@\$140.00

Will you be attending the Customer Service/Marketing Tactics Workshop Monday afternoon?

Yes No

All room reservations must be made through our office by contacting Lorena at (403) 782-8022 or lorena.pahl@seed.ab.ca. Room rates for 2011 are \$133.00 for Deluxe Queen and \$143 for Deluxe King plus applicable taxes. There are a limited number of rooms available so please book EARLY!

	Arrival Date	Departure Date
Deluxe Queen \$133 + taxes		
Deluxe King \$143 + taxes		

Cut-off Date for Hotel Reservations: December 22, 2010

Registrations received prior to the 22nd will be entered in a draw for 1 free registration at FarmTech (\$300.00 value).

Please fax back completed form prior to December 22 to 1-866-798-1826.

Alberta Seed Growers' Association

*VISION To ensure that pedigreed seed produced in Alberta
strengthens global crop based value chains.*