



MEDIA RELEASE

For Immediate Release

February 6, 2002

“Profitability in Tough Times” Conference, Another Great I.D.E.A.

Remaining consistently profitable is not always easy, and presents an even greater challenge during periods of economic slowdown. As a means of finding new and better ways to raise the bottom line for independent agricultural retailers, the Independent Dealers Entrepreneurial Association (I.D.E.A.), is hosting its third annual general meeting and conference, “Profitability in Tough Times,” from February 11 to 12, 2002 in Winnipeg, Manitoba. The event (which will take place just prior to the annual convention of the Canadian Association of Agri-Retailers) will focus on the unique business needs of independent farm input supply dealers throughout the Canadian Prairies.

“The key to our association is a networking system,” says David Dow, President of I.D.E.A.. “Having the ability to call other like-minded dealers to meet and discuss issues that we hold in common, and working together as much as possible, is absolutely vital. With that in mind, our conference is designed to help independent dealers gather practical information on how to run their businesses better and more profitably.”

The featured speaker, Larry Martin, Chief Executive Officer of the renowned George Morris Centre, based out of Guelph, Ontario, will lead a workshop to assist independent dealers with engineering their business systems to maximize performance in today’s competitive marketplace. Ian Craven, Management Consultant with Meyers Norris Penny is also on the agenda and will discuss practical methods to dramatically impact profitability for independent dealers.

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502 - 45th Street West, Second Floor
Saskatoon, Saskatchewan
CANADA S7L 6H2

Tel: (306) 933-4904
Fax: (306) 244-4497
office@independentdealers.com

www.independentdealers.com

Alan McDougald, Executive Director of I.D.E.A. notes there will be many valuable networking opportunities available during the event. “The conference gives independent dealers a chance to talk face to face with each other about the unique challenges of running an independent farm input supply business in today’s world. The value of that interaction can not be underestimated.”

Conference activities get underway on February 11, 2002 beginning at 7:00 p.m. with a welcome reception. The I.D.E.A. business meeting, open to members only, begins at 9:00 a.m. on February 12, 2002. General sessions, open to the public, commence at 10:15 a.m. For more information, call (306) 933-4904, or visit the I.D.E.A. website at www.independentdealers.com.

**“Profitability in Tough Times”
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The Independent Dealers Entrepreneurial Association Inc. (I.D.E.A.) was formed in 1999, by independent agricultural crop input dealers across the Canadian Prairies. I.D.E.A. is a membership-driven organization that provides a forum for networking, sharing of information and professional development.

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For more information, contact:

Allan McDougald, Executive Director, I.D.E.A.
Tel: (306) 373-7543

Dave Dow, President, I.D.E.A.
Tel: (780) 967-2772