



For Immediate Release

MEDIA RELEASE

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Independent Crop Input Suppliers Have a New “I.D.E.A.”

Independent crop input retailers across the Prairies have struck upon a new “I.D.E.A.,” the Independent Dealers Entrepreneurial Association, that is. The Independent Dealers Entrepreneurial Association, known by its acronym “I.D.E.A.,” is a membership-driven organization that provides a forum for networking, sharing of information and professional development.

“Officially, I.D.E.A. was launched in 1999, with a mission to improve the individual businesses of independent agricultural retailers,” notes Allan McDougald, Executive Director of the Association. “However, lately we have really stepped up our efforts to promote the benefits of the I.D.E.A. alliance to independent crop input retailers in Western Canada. We find many farmers prefer to deal with independents, especially after all the mergers and buyouts that have taken place.”

I.D.E.A. has recently completed the development of its corporate identity package, including a logo, which will be turned into a decal members can place at their business location. I.D.E.A. has also launched a new website, at www.independentdealers.com. The website features a searchable membership directory as well as an online service and equipment exchange.

“I.D.E.A. has created a forum through which independent dealers can develop effective business methods to compete with larger corporate entities.” says Dave Dow, President of I.D.E.A. “The Association provides an excellent opportunity to communicate with peers and share ideas with those who in the same line of business.” he continues. “We are nearly 50 members strong right now and intend to keep growing by constantly increasing member services. Our strength comes from our focus on the local community.”

I.D.E.A. features regional seminars on pertinent topics such as handling credit, insurance issues and budgeting. Plans for the future include developing a mechanism to share industry operating numbers with the membership, and launching a quarterly newsletter in the fall of 2000.

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