



## I.D.E.A. Industry Update - December 21, 2001

### **Designated Barley Values Drop in Latest PRO ... by Kevin Hursh**

The Canadian Wheat Board has released its December Pool Return Outlook for the 2001-02 crop year. Wheat and durum values are mixed as compared to the November PRO. Wheat ranges from \$3 up to \$2 down per tonne. On durum, the PROs vary from \$2 up to \$3 down.

The CWB says most wheat prices continue to drift slightly lower, but some grades show increases from the last forecast. The price spreads between higher quality hard wheats and lower quality soft wheats have continued to narrow.

The CWB says North American durum markets are affected by increased farmer deliveries in the U.S. As well, seasonal rains in the Mediterranean Basin have improved seeding conditions for North Africa's 2002-03 durum crop.

Projected feed barley returns remain unchanged from last month. Export feed barley supplies are limited, as most will be sold into the domestic market.

The PRO for designated two-row barley decreased by \$3 per tonne as compared to last month, while six-row barley values are down by \$2 per tonne. The CWB says global two-row markets are being pressured by large Australian malting supplies despite poor harvest conditions in some areas of that country. Six-row values have weakened as the U.S. market remains quiet.

### **Spring Credit Advance Program Renewed for 2002**

The federal government has renewed the Spring Credit Advance Program for the 2002 growing season. The feds expect farmers to take out more than \$700 million in interest free loans.

The Spring Credit Advance Program or SCAP provides interest free loans of up to \$50,000 to help individual farmers. SCAP loans are guaranteed by the Government of Canada with administration handled through local producer groups as well as the Canadian Wheat Board.

Producers repay the loans at the end of the season or may transfer the balance into an advance under the Advance Payments program once their crop is in storage.

Last year, the SCAP loan maximum was raised from \$20,000 to \$50,000. More than \$670 million in loans were delivered to 33,000 producers through the program.

SCAP applications will be available in the early spring and producers should be able to receive the money by mid-April.

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# REGISTRATION

## Independent Dealers Entrepreneurial Association (I.D.E.A.) Third Annual General Meeting and Conference “Profitability in Tough Times”

February 11 & 12, 2002

Sheraton Hotel

161 Donald Street, Winnipeg, Manitoba

Tel: 204-942-5300, Reservations: 1-800-463-6400

### REGISTRATION INFORMATION

The registration fee is \$25 per person, including GST. The fee is waived for I.D.E.A. members who register prior to January 15, 2002. Registration includes the Welcome Reception on February 11, as well as lunch and conference activities on February 12. Full payment must accompany registration. Register by January 15, 2002 and be automatically entered to win \$100 cash in our Early-Bird Draw! Please make cheques payable to the “Independent Dealers Entrepreneurial Association”

Mail your registration to:  
Independent Dealers Entrepreneurial Association  
502 - 45th Street West, Second Floor  
Saskatoon, SK S7L 6H2

### REGISTRATION FORM

NAME \_\_\_\_\_  
ORGANIZATION \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY/TOWN \_\_\_\_\_  
PROVINCE \_\_\_\_\_  
POSTAL CODE \_\_\_\_\_  
PHONE \_\_\_\_\_  
FAX \_\_\_\_\_  
EMAIL \_\_\_\_\_  
NUMBER OF PEOPLE ATTENDING \_\_\_\_\_  
TOTAL FEES INCLUDED (@\$25 PER NON-MEMBER) \_\_\_\_\_

Are you a member of I.D.E.A.?

- Yes
- No, send me more information

Questions? Contact the I.D.E.A. office by phone at 306-933-4904.

# AGENDA

## Independent Dealers Entrepreneurial Association (I.D.E.A.)

### Third Annual General Meeting and Conference

#### “Profitability in Tough Times”

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### CONFERENCE AGENDA

#### Monday, February 11, 2002, Solarium Room

- 7:00 p.m. Welcome Reception (Appetizers and Cash Bar)

#### Tuesday, February 12, 2002, Manitoba A& B Rooms

- 9:00 a.m. I.D.E.A. Business Meeting (I.D.E.A. Members Only)
- 10:00 a.m. Networking Break
- 10:15 a.m. Keynote Address and Workshop  
“Engineering Your Business Systems to Maximize Performance for You and Your Customers”  
Larry Martin, CEO, George Morris Centre, Guelph, Ontario
- 12:00 noon Buffet Lunch
- 12:45 p.m. Larry Martin Workshop, continued
- 2:30 p.m. “Performance Management - Working on Your Business to Dramatically Impact Profitability,” Ian Craven, Management Consultant, Meyers Norris Penny
- 3:30 p.m. Closing Remarks

# ABOUT OUR SPEAKERS

**I.D.E.A. Third Annual General Meeting and Conference  
"Profitability in Tough Times"**

**February 11 & 12, 2002 • Sheraton Hotel • Winnipeg, Manitoba**

## **Larry Martin Chief Executive Officer George Morris Centre**

Founded in 1990, the George Morris Centre is a Canada-wide, not-for-profit organization with operations in Guelph, Ontario and Calgary, Alberta. As an independent think-tank, the Centre provides industry decision makers with critical information and analysis on issues affecting the Canadian agri-food sector. The Centre's products and services assist public and private sector clients who are adjusting to change, and those leading the change.

Larry was born in Missouri and raised on a dairy farm in Ohio. He was educated at Ohio State University and the University of Illinois. At the U of I, he was sponsored by the Ford Foundation to conduct his dissertation research in India. Larry joined the faculty of the Department of Agricultural Economics and Business, University of Guelph in 1972, teaching marketing and risk management until 1986 when he was appointed Chair of the Department. Upon completing his term as Chair, the George Morris Centre had been conceptualized and someone was needed to turn a dream into reality. Larry was appointed the first Director of Canada's only independent agri-food think-tank in 1990, and CEO when the Centre became a not-for-profit corporation in 1998. He is involved in the Centre's work on strategy, strategic analysis, trade and domestic policy analysis, and risk management.

Larry has worked with the Winnipeg Commodity Exchange to revise their Futures Contracts. He has co-authored George Morris Centre Reports on trade agreements and trade disputes, the competitiveness of Canada's agri-food sector, and strategic alliances. He teaches short courses on Futures Trading and has participated as an expert witness in several trade disputes, including EEC Beef, Canadian Hogs and Pork and U.S. Corn. Larry has published or presented over 150 research papers.

## **Ian Craven, PAg, MBA Management Consultant Meyers Norris Penny**

Since the 1940s, Meyers Norris Penny has helped individuals and businesses in Western Canada get results. Originating as a full-service accounting firm, today, Meyers Norris Penny offers a diverse suite of services to meet the ever-changing needs of individuals and businesses. The company's advisory services go well beyond traditional accounting services to include corporate finance, human resource consulting, business and strategic planning, succession planning, valuations support, self-employment training and agricultural advisory consulting. Meyers Norris Penny employs more than 950 people in 32 full-time and 31 part-time offices in urban and rural locations across Western Canada.

Ian is an Agrologist, has a BGS degree from Brandon University, and an MBA from the University of Manitoba.

He has helped to develop financing proposals for major projects for clients of Meyers Norris Penny, Backswath Management Inc. and Manitoba Credit Unions over the last several years.

As a lending consultant with Credit Union Central of Manitoba, Ian provided training to commercial lenders and provided advice on other lending issues.

Ian was a director of the Farm Debt Review Board for Manitoba, involved in policy issues as well as mediator for farmer/lender financial reviews.

He has co-ordinated several software development projects for Backswath Management Inc., United Grain Growers and other organizations.

Ian recently represented financial institutions in Manitoba on the Manitoba Farm Business Management Council, is a past President of the Winnipeg chapter of MIA currently sits on the Provincial MIA council and is a member of the Canadian Agricultural Marketing Association.

Ian has 15 years of experience as a grain and oilseed producer in Western Manitoba.



### **BASF and Dow AgroSciences Reach CLEARFIELD Canola Deal**

The big herbicide companies BASF and Dow AgroSciences have reached a global agreement whereby Dow AgroSciences will develop new Nexera canola varieties for the CLEARFIELD Production System.

In Canada, products designated for use with CLEARFIELD canola include Odyssey and Pursuit Ultra as well as the newly launched Absolute. All provide broad spectrum weed control for these specific varieties, which are considered non-GMO.

Nexera canola varieties, from Dow AgroSciences produce Natreon quality oil that is viewed as a healthier and naturally stable alternative to partially hydrogenated vegetable oils.

The first commercial varieties resulting from this agreement are to be available in 2004.

### **Agronomic News**

Looking for the latest in agronomic advice to help your customers? Look online at:

[http://www.ppi-ppic.org/ppiweb/agbrief.nsf/\\$webcontents](http://www.ppi-ppic.org/ppiweb/agbrief.nsf/$webcontents)

### **I.D.E.A. Annual General Meeting and Conference**

The I.D.E.A. Annual General Meeting and Conference is scheduled to take place February 11-12, 2002 in Winnipeg, Manitoba. This is must-attend event. Conference details and registration information follows.

*Seasons Greetings from I.D.E.A.*

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