



## **I.D.E.A. Industry Update - December 20, 2002**

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

Plans for the I.D.E.A. Fourth Annual General Meeting and Conference are underway. Our format will be similar to last year, with a host reception just prior to the CAAR convention on February 10, 2003, followed by our Annual General Meeting and Conference on February 11, 2003. Mark your calendars and plan to attend.

### **Joint Venture Targets Growing Demand for Seed Treating Facilities**

Five western Canadian companies have teamed up to supply turn key seed treating facilities in the Canadian Prairies.

Convey-all, Graham Seed Farms Ltd., Ramboc Enterprises and Wheatland Bins / Meridian Industries have pooled their specific talents to deliver custom applications systems to cereal and pulse commercial seed retailers in western Canada.

Seed treating systems are a custom combination of bins, treating systems, conveyors and site installation that involves multiple suppliers and site co-ordination. The joint venture can now supply a total custom designed, pre-engineered package, installed at your site. Systems can include conveyors by Convey-all, design and supply of the treating systems by Graham Seed, bins and hoppers by Wheatland/Meridian and package design and site installation by Ramboc Enterprises.

According to Bob Graham of Graham Seed Farms, the "Just in time treating" concept is driving increased demand for high quality custom seed treating applied just before seeding. "We are now able to supply custom seed treating systems without custom prices. By utilizing standard building blocks from the partners, any system configuration can be easily and economically installed. We look forward to working with this group of professionals in providing upgraded seed treating capability to the prairie seed industry."

Logan Leys of Ramboc Enterprises comments on how this new venture builds upon existing relationships. "We have worked with Convey-all, Wheatland and Meridian Industries before in providing turn key fertilizer systems for many years throughout western Canada. By combining our existing experience in the fertilizer system construction business with the seed treating system knowledge from Graham Seed Farms, we are confident in our abilities to provide retailers with practical solutions."

Disease control initiatives like the Alberta Fusarium Control Program, and the increasing breeder reliance on pesticides to control disease puts new emphasis on "seed as the basis of pest control."

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### **Sunflower Industry Goes for Third Check-Off Vote**

At the recent annual meeting in Portage la Prairie, members of the National Sunflower Association of Canada directed their board to hold another check-off vote.

"It's essential for the association to have a check-off to survive and thrive," says Grant Fehr of Keystone Grain in Winkler, the new processor representative on the board.

Fehr says the board must clearly tell processors, seed dealers, chemical dealers, and producers what a properly funded association will do for them. Just as important, also tell to them what they'll miss, should the check-off fail.

"Once the check-off is in place, the organization can move forward," he adds.

Kelvin Rothenburger of Thornhill, president of the NSAC said about 60 producers and about 20 other industry representatives attended the Portage meeting.

With three new growers and a new processor representative on the board, he's looking forward to developing the strategy of the next vote.

"With some new members on the board, maybe we'll have some more ideas," he adds.

The board will decide which check-off method to present to the growers in the proposed April 3, 2003 vote at the January meeting in Souris.

### **Look Out for Grasshoppers**

Grasshoppers are expected to be an even bigger problem in Saskatchewan in 2003. Saskatchewan Agriculture, Food and Rural Revitalization has the new grasshopper forecast map posted on its website. A big part of the province is rated as severe and very severe for risk of hoppers.

The map is based on adult grasshopper populations observed at some 2100 sites last fall. The higher the number of adult hoppers, the more eggs would have been laid. The very severe category is where grasshopper counts exceeded 24 per square metre. Severe is 12 to 24 per square meter.

The heaviest concentration of severe and very severe infestations includes Saskatoon, Kindersley, Swift Current, Shaunavon, Moose Jaw and Regina. There are even some severe infestations well into southeastern Saskatchewan.

Provincial Insect Control Specialist Scott Hartley says 2002 was a strange year for grasshoppers. The cold spring delayed their emergence, but then they came with a vengeance and did a lot of damage.

Based on the forecast, next year could be much worse, but weather conditions will play a big role.

### **New CEO for CWB**

Measner as the new President and CEO of the organization. Measner will replace Greg Arason who is retiring at the end of the year.

Ken Ritter, Chair of the Board, said Measner was the board's choice because of his proven track record in the grain industry.

"Adrian brings over 28 years of industry experience from the time he began his career at the CWB in the Weather and Crop Surveillance department to his current role as Executive Vice-President of Marketing at the CWB," said Ritter in a prepared statement.

A total of 35 applicants were considered with eight interviews conducted.

Measner was raised on a farm at Holdfast, Saskatchewan. He joined the CWB in 1974 after graduating with a B.Sc. Honours degree from the University of Saskatchewan.

## ***SEASONS GREETINGS***

I.D.E.A. Industry Update will return in the new year.