



I.D.E.A. Industry Update - December 2, 2003

I.D.E.A. 5th Annual General Meeting and Conference

The I.D.E.A. 5th Annual General Meeting and Conference will be held Thursday January 29 and Friday January 30, 2004 at the Howard Johnson Hotel, Canmore Alberta (1402 Bow Valley Trail, Canmore, AB, Toll Free: 1-888-678-4656). Call to reserve your room now. A block of rooms has been reserved at the special rate of only \$79 (plus taxes). Make sure you identify yourself as a delegate of the Independent Dealers Entrepreneurial Association conference. Bring your family and stay through the weekend . . . Canmore is a beautiful vacation spot!

This year, we are thrilled to feature Donald Cooper as our keynote speaker. Drawing from his unique experience as both a world-class manufacturer and an award-winning, innovative retailer, Donald Cooper delivers the "straight goods" on how to increase market share and profitability in the face of ever increasing competition. His insights of Human Marketing® are intended to help reinvent your business to add more value to your customers' lives and more dollars to your bottom line. Since 1991, Donald has won seven Awards of Excellence for marketing, including the Retail Council of Canada's Innovative Retailer of the Year. Watch for registration details, coming soon.

U.S. Bioterrorism Law Affects Canadian Farmers, by Rae Groeneveld

A new American law is expected to play a role in the ability of Canadian farmers to export south of the border.

On June 12, 2002, President Bush signed into law The Bioterrorism Act of 2002. This Act is to be administered by the United States Food and Drug Administration (FDA) in collaboration with U.S. Customs Border Protection. The Act and regulations are designed to improve the ability of the U.S. to prevent, prepare for, and respond to bioterrorism and other public health emergencies.

As American lawmakers take steps to protect their food supply, Canadian farmers may now have more red tape to go through if they export food commodities across the border. The FDA is actually going to be requiring some farms to register with them before exports can occur.

"There will be a big impact on farms that are shipping product into the United States," said Alan Carson, a Senior Policy Economist with Manitoba Agriculture and Food who has analyzed the new U.S. Bioterrorism Act.

There is some confusion about the extent to which this new law will impact Canadian producers. FDA information suggests farms are exempt from having to register under the new rules. However, as Carson investigated this new law, he discovered only some farms may be exempt.

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"For example a farm raising livestock that produces feed for use on site only is classified as a farm, therefore, does not have to register. By contrast, someone who is producing feed and is using it on their own farm, but is also selling it, is now classified as a mixed facility and would have to register." Carson says the wording of this new law will mean each Canadian farm will have to look at their operation and determine whether or not they have to register.

The other major aspect of the new law is called 'giving prior notice'. This means the FDA needs to know ahead of time when food is shipped into or through the U.S. While many farms may be generally exempt from registration, farms must still provide prior notice when shipping food product to or through the U.S.

The new law is coming into effect relatively soon. "It will be a prohibited act to ship product into the United States, as of December 12, 2003, unless you've given prior notice and unless you're registered," concluded Carson.

To contact the FDA, call 301-575-0156 or more details are available from their Web site at www.fda.gov. *(Reprinted from the AgExpert Express newsletter by permission of AgExpert Management Software and Farm Credit Canada.)*

Only 70 Per Cent of Durum Accepted by Kevin Hursh

On November 18, the Canadian Wheat Board announced acceptance levels for 2003-04 Series A delivery contracts.

All of the wheat and feed barley committed by farmers was accepted, but the acceptance level on durum wheat was only 70 per cent. According to the CWB, there were ample supplies of high-grade, high-protein durum produced in 2003.

As well, there is reduced international demand as a result of strong domestic durum crops in North Africa. Countries like Algeria, Morocco and Tunisia and usually major customers for Canadian durum.

The CWB may be able to accept more durum in the subsequent series of delivery contracts. *(Reprinted from the AgExpert Express newsletter by permission of AgExpert Management Software and Farm Credit Canada.)*