



I.D.E.A. Industry Update - December 12, 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) **until December 29**. 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 in the mail.**

Durum and Feed Barley PROs Rise, by Kevin Hursh

Durum and feed barley values showed a small improvement in the Canadian Wheat Board's Pool Return Outlook released November 27.

Compared to the previous month, durum values were up by \$2 to \$4 a tonne, while the feed barley PRO improved by \$6 a tonne (about 15 cents a bushel). Milling wheat values were unchanged from last month, while designated barley values were down by \$1 a tonne.

On feed barley, the CWB says limited supplies and a recent surge in Middle Eastern demand has given a boost to current market prices. On durum, the CWB says stronger than expected import demand from the European Union and limited exporter competition from other exporters continues to support global prices. However, global import demand for durum is still expected to be down compared to last year.

Complete information on the November PRO is available at www.cwb.ca. (Reprinted from the *AgExpert Express* newsletter by permission of *AgExpert Management Software and Farm Credit Canada*.)

Agronomy Update 2004

Agronomy Update 2004 is a conference scheduled for January 13-14, 2004 at the Capri Centre in Red Deer, Alberta. The conference will cover issues such as the Insect Forecast for 2004, how to Approach Field Diagnostics, Yield Goals, Crop Insurance and much more. For registration details, call 1-800-387-6030 or 403-742-7942.

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Sask Pool Signs Agreement on Strong Gluten Durum, by Kevin Hursh

In an effort to access high quality durum varieties, Saskatchewan Wheat Pool has signed an agreement with WestBred LLC in the United States, a subsidiary of Barkley Seed Inc. The agreement gives the Pool the opportunity to obtain exclusive Canadian rights on durum wheat developed from the desert durum varieties grown in Arizona.

The Pool already has AC Navigator durum, a high gluten variety. The company is hoping to develop durum varieties suitable for Western Canada with even higher gluten strength. This trait is prized by European pasta makers.

Also under the agreement, a marketing subsidiary of Barkley Seed will market the Pool's proprietary strong gluten durum varieties including AC Navigator into Italy. *(Reprinted from the AgExpert Express newsletter by permission of AgExpert Management Software and Farm Credit Canada.)*

Supreme Court to Hear Monsanto vs Percy Schmeiser, by Kevin Hursh

Various groups are getting ready for the third week of January when the Supreme Court of Canada will hear the appeal of Saskatchewan farmer Percy Schmeiser in the well publicized case involving Monsanto's Roundup Ready canola.

The Canadian Canola Growers Association has been granted leave to intervene in the appeal. The CCGA claims not to be supporting either Monsanto or Schmeiser, saying it will support the right of farmers to access existing and new products of biotechnology.

Schmeiser was convicted in lower courts of violating Monsanto's patent on Roundup Ready canola. *(Reprinted in part from the AgExpert Express newsletter by permission of AgExpert Management Software and Farm Credit Canada.)*