



## I.D.E.A. Industry Update - January 24, 2003

### **I.D.E.A. Fourth Annual General Meeting and Conference: February 10-11, 2003, Saskatoon, SK**

The I.D.E.A. Fourth Annual General Meeting and Conference is quickly approaching. Information regarding our exciting agenda as well as the registration form has been distributed by email, fax and mail. An extra copy of the registration is attached, for your convenience. You may also access conference details online at [www.independentdealers.com](http://www.independentdealers.com).

Thanks to our conference sponsors: PLATINUM: Agrium, Ramboc, Syngenta; SILVER: Brett-Young, Dow AgroSciences, Kenmex Insurance, Nexus Ag, Northpoint Distribution Inc., Northstar Seed Ltd., Univar; BRONZE ENHANCED: IMC; BRONZE: Cargill Wholesale; MaXfield Inc.; Polywest Ltd. SUPPORTING: MaX-Quip Inc.; Ranco.

*"We are proud to once again sponsor IDEA at the Platinum \$5,000 level. As always we here at Agrium want to do what we can to support Independent Fertilizer Retailers in Western Canada and we believe IDEA is a great vehicle to do just that. We greatly appreciate every tonne and wish IDEA members and all Independent Retailers a prosperous 2003."* – Todd Denzin, Dealer Sales Manager and Kevin Helash Manager, Canadian Sales, Agrium

### **Wheat and Durum PROs Drop**

In the January Pool Return Outlook released by the Canadian Wheat Board for the current crop year, wheat, durum and feed barley price estimates are lower, while malting barley is unchanged compared to last month. Wheat values are down by \$10 to \$16 a tonne compared to December. The CWB says the export pace has been lower than expected and the USDA has increased its forecast of wheat ending stocks. There has also been strong export competition from Russia, Ukraine and other emerging exporters. A strong Canadian dollar has also contributed to the lower PRO.

Since the peak reached in October, the PRO for top grade wheat has dropped by more than a dollar a bushel. The Saskatchewan PRO for No. 1 CWRS wheat, 12.5% is now \$5.95 a bushel, with 3 CWRS at \$5.22. The feed wheat PRO has dropped to \$2.90.

On durum, the January PRO is down by \$5 to \$11 a tonne, with the largest decline on No. 5 CWAD. The CWB says above average export programs from the EU and Syria have kept pressure on global durum prices while limiting demand for North American durum. It's early to predict the upcoming crop, but the CWB says excellent rains across North Africa have helped durum production in that region recover from last year's drought, potentially tempering next year's export demand.

The Saskatchewan PRO for No. 1 CWAD, 12.5% has dropped to \$6.45 a bushel. No. 3 CWAD is at \$5.39 with No. 5 CWAD at \$3.07.

The PRO on feed barley is down \$5 a tonne from last month, while designated barley is unchanged.

### **Mexico Becomes Third Largest Export Market for Alberta**

Since the NAFTA agreement went into effect, Mexico has become Alberta's third largest export market.

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According to Marcia O'Connor, Trade Director for Mexico-Latin America with Alberta Economic Development (AED) in Edmonton, "In 2001, beef (nearly \$219 million) accounted for 53% of Alberta's exports to Mexico, followed by canola seed (21%) and wheat (19%)."

AED and Agriculture and Agri-Food Canada have teamed up to present a seminar aimed at helping potential exporters of agricultural products to Mexico. As O'Connor explains, "Many Alberta producers expect export documentation will not be any more difficult than exporting to the U.S., only to find out there are big differences in the two markets."

The seminar will feature some key players in the Mexican market. These will include Kim O'Neil, Commercial Officer with the Canadian Embassy in Mexico City who has been First Secretary for the Agriculture Section since 1999. Luis Perez is a Border Clearance Rep who works closely with key brokers, freight forwarders, shippers and Mexican officials at the Laredo/Nuevo Laredo border crossing. Representatives from Centennial, a national distributor to over 2,000 Mexican consumer stores, and Comercial Mexicana, Mexico's second largest food retailer, will also speak. Additional presenters will include a Freight Forwarder and an Importer/Broker, both from Mexico.

### **Sask Crop Insurance Payments Approach \$1 Billion**

Saskatchewan Crop Insurance has paid about \$900 million for 2002 crop losses and there are more payments to come. The total seems likely to reach the one billion dollar mark, as predicted by the corporation.

Dividing the grain growing region into four, the southeast region has had by far the lowest payouts - only about \$39 million in pre-harvest and yield loss claims. Next lowest is the southwest region of the province at \$140 million.

The northeast region has a total of \$197 million in payouts, a big chunk of that out of the Prince Albert office.

However, payments pale in comparison to the northwest region where an incredible \$518 million has been issued. That's well over half of the total Crop Insurance payments going out of the offices in Rosetown, Kindersley, Saskatoon, North Battleford and Turtleford.

### **Agricore United Delegates to Meet in Winnipeg**

Farmer delegates from across Western Canada will gather in Winnipeg on February 5 and 6 for the Annual Members' Meeting of Agricore United.

The 141 delegates represent 98 Member Advisory Groups established around business areas where Agricore United operates grain elevators and crop production centres. The program features top industry speakers, debate on resolutions and the election of member directors.

For member directors will be elected. Two must reside in Saskatchewan and two can be elected regardless of where they live. Under the new membership structure, a minimum of two member directors must be elected from each of Manitoba, Saskatchewan and Alberta, and one must be elected from the Peace River area. Five are elected "at large" without regard to provincial residency.

Twelve of the company's 15 directors (four each year) are elected by farmer delegates.

Delegates will consider 28 resolutions on a wide range of topics including farm safety net programs, international trade, grain marketing and transportation and the Kyoto protocol.

# REGISTRATION

Independent Dealers  
Entrepreneurial Association  
(I.D.E.A.) Fourth Annual General  
Meeting and Conference  
"Thriving Independently"

February 10 & 11, 2003, Sheraton Hotel  
612 Spadina Crescent East, Saskatoon, SK

## REGISTRATION INFORMATION

The registration fee is \$25 per person, including GST. The fee is waived for I.D.E.A. members and Agwest members who register prior to January 20, 2003. Registration includes the Welcome Reception on February 10, as well as lunch and conference activities on February 11. Tour of the Becker Underwood Facility is at no charge. Full payment must accompany registration. Register by January 20, 2003 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 \_\_\_\_\_  
NO. ATTENDING CONFERENCE \_\_\_\_\_  
NO. ATTENDING BECKER UNDERWOOD TOUR \_\_\_\_\_  
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

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## PROGRAM AGENDA

### Monday, February 10, 2003

- 2:00 p.m. Tour of Becker Underwood Facility
- 7:00 p.m. Welcome Reception (Appetizers and Cash Bar) (South Room)

### Tuesday, February 11, 2003

- 9:00 a.m. I.D.E.A. Business Meeting (South Room)
  - 10:00 a.m. Break
- General Sessions (South Room)
- 10:15 a.m. "Are You Covered? The New Insurance World," Cam Scheeler, Kenmex Insurance
  - 11:15 a.m. "Investing in Your Business with Peer Reviews," Arnie Shaw, Centennial Plumbing, Heating and Electrical
  - 12:00 noon Buffet Lunch (West Room)
  - 1:00 p.m. Workshop, Held Jointly with AgWest: "Employment Standards and Labor Laws," Ken Johnston, K.R. Johnston Human Resources Services Inc.

- 3:30 p.m. Closing Remarks