



I.D.E.A. Industry Update - December 22, 2004

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

The I.D.E.A. 6th Annual General Meeting and Conference will take place February 7-8, 2005, Winnipeg, SK, in conjunction with the CAAR Convention. This year's theme is "Accelerating Your Success" and features speakers such as Ben Hudye of Hudye Soil Services Inc, a member of I.D.E.A., Agri-Trend Agrology Ltd., and Orlyn Kostenuk of Performance Training. We're also pleased to present Dr. Brian Little as our keynote speaker. Look online at www.independentdealers.com to find our conference agenda and the conference registration form. Also, you should have received a package of information in the mail regarding the conference. Let us know if it didn't arrive.

*****Long Distance Plans**

Are you interested in I.D.E.A. obtaining a long-distance plan for members? If so, give us a call and tell us what specific elements interest you. We'll do the footwork and get back to the membership.

*****I.D.E.A. Office Holiday Hours**

The office will be closed beginning December 23, 2004 through to January 2, 2005, opening again on January 3, 2005. However, we will be checking email and voicemail periodically.

*****Most-Hated Vegetable Gets a Sugary Makeover**

Scientists at Syngenta, the supplier of 80 of Europe's brussels sprout seeds, have, according to this story, neutralized the genes that give the greens their traditional rank smell and slightly bitter taste and replaced them with others that boost sugar levels. The story says that some strains of the sprouts arriving on Christmas dinner tables this year will taste sweeter -- just right for the sugar-high generation. Food tests on children, who were blindfolded so they did not know what they were eating, proved highly successful with many panel members seeking second helpings -- until they realized. The new sprouts are not genetically modified in the sense of having artificial genes introduced from other species. They are the result of an intensive breeding program started five years ago when plant breeders realized that sprouts were becoming catastrophically unpopular. A survey showed they had become Britain's most-hated vegetable. (Source: Agnet)

Merry Christmas and a Happy New Year!

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