



I.D.E.A. Industry Update - January 6, 2004

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). 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. **This is a can’t-miss event . . . have you registered yet?** See the attached form for registration details.

Thanks to our Sponsors

I.D.E.A. extends deep thanks to our 2004 sponsors: PLATINUM LEVEL – Interag, Ramboc Enterprises, Syngenta; GOLD LEVEL – Simplot; SILVER LEVEL – AgResource, Brett-Young Seeds, Dow Agrosciences, Nexus Ag, NorthPoint Distribution Inc.; BRONZE – Kenmex, Polywest

Price Premiums through CWB Market Development Contract Program, by Kevin Hursh

The Canadian Wheat Board has announced its 2004 - 05 Market Development Contract Program for specific wheat and durum varieties. Price premiums range from \$2.50 per tonne to \$10 per tonne depending on the variety. The CWB runs the program so it can test market identity preserved lots of the specific varieties. Farmers are required to use pedigreed seed in order to participate. The CWB guarantees acceptance and delivery within the crop year of all production that qualifies for the program. There is also a payment for on-farm storage. Sign-up forms will be available in early March from pedigreed seed growers, elevators and the CWB. More information on the program, including the full list of eligible varieties, is available at www.cwb.ca. (Reprinted in part from the AgExpert Express newsletter by permission of AgExpert Management Software and Farm Credit Canada.)

Monsanto Introduces New Roundup

Monsanto Canada is introducing a new Roundup liquid formulation to the western Canadian market in 2004. Roundup WeatherMAX will eventually replace Roundup Transorb, but both will be available this coming season. Incorporating what Monsanto calls Transorb 2 technology for fast leaf penetration, the new formulation is designed to perform well in difficult spraying conditions. In a press release the company describes experiments where Roundup WeatherMAX gave better weed control than competitors when applied in hard water, sprayed on dusty leaves, or washed off by rain within 30 minutes of

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application. The new formulation comes with a 30-minute rainfast guarantee. As well, it is more concentrated. The conventional one-liter rate is now 0.67 liters of product per acre. Users handle 33% less product, so have correspondingly fewer containers to store, rinse, transport and dispose of. Roundup WeatherMAX also features reduced foaming, which allows faster tank refill. *(Source: Farm Business Communications)*

Feed peas Now Entering China, by Kevin Hursh

According to Pulse Canada, Seedtec - Terramax of Regina has become the first Canadian company to ship feed peas to China and sell them as feed peas. China has been a customer for food grade peas for a number of years, but it was only recently that the Chinese government changed the tax and tariff applied to feed peas to put them on par with other feed ingredients such as soybean meal. Tax and tariff parity for feed peas in the Chinese market has been a top priority since the formation of Pulse Canada in 1997. The organization has lobbied officials, conducted feed trials and sponsored seminars in China in order to get the changes. China is home to 454 million pigs, nearly half of all the pigs in the world. Pulse Canada believes this represents a huge opportunity for Canadian peas, when they are price competitive with other protein and energy sources. *(Reprinted in part from the AgExpert Express newsletter by permission of AgExpert Management Software and Farm Credit Canada.)*

Alberta Introduces Farm Implement Compensation Fund, by D. Lorraine Andrews

On December 4, 2003 the Alberta Government passed Bill 55, the Farm Implement Amendment Act. According to Dean Lien, Farmers' Advocate for Alberta and the Farm Implement Act administrator, the new Bill was introduced in response to the skyrocketing costs of insurance bonds that all farm implement dealers require to obtain a business license in the province. He notes, "After September 11, 2001 bonds increased to as much as \$50,000. For many of the dealerships located in some of the dryer areas of the province, there was a significant cash flow issue to make the payment even though the dealership itself was financially stable."

The Act is effective January 1, 2004. It authorizes the formation of a Farm Implement Compensation Fund under the direction of a Farm Implement Board. Dealers will now pay annual levies into the fund instead of being forced to meet the prohibitive bond requirements under the old system. The Board will be a statutory corporation with the ability to set the levies and assessments paid into the fund. Farmers who incur losses related to farm implement warranties or sales contract obligations can now make their claims to the fund. In addition to setting fees and levies, the Board will determine recipients and amounts of compensation paid out of the fund.

The initial levy for 2004 has been set at \$750 per business location. The levies must be paid to the Farm Implement Board while licensing continues to be under the authority of the Minister of Agriculture. In addition to the levy, a \$50 license fee will be assessed for each business location, payable to the Alberta Minister of Finance.

Lien says there has been a good response to the legislation from dealers across the province, some of whom were facing the prospect of closing down their businesses because of prohibitive insurance costs. He describes it as a form of self-insurance, explaining, "Now the levies will all go into a pool of money. If there are no claims, then there won't be any need for a contribution." According to Lien, other provinces have also been investigating similar legislation in response to the high insurance costs faced by dealers. For more information on the program, contact inspectors Dennis Budney or Bernie Yakimyshyn at 780-427-2188. Dean Lien can also be reached at the same number. *(Reprinted in part from the AgExpert Express newsletter by permission of AgExpert Management Software and Farm Credit Canada.)*

REGISTRATION

Independent Dealers Entrepreneurial Association (I.D.E.A.) Fifth Annual General Meeting and Conference "Reinventing Your Business: Focusing on the Essentials"

January 29-30, 2004, Howard Johnson Hotel
1402 Bow Valley Trail, Canmore, AB

REGISTRATION DETAILS

- Registration fee: \$25 per person for members and \$50 per person for non-members (includes GST). Includes the Welcome Reception on January 29, as well as lunch and conference activities on January 30.
- Full payment must accompany registration.
- **Members: Register by January 15, 2004 and your registration is free! Also, be automatically entered to win \$100 cash!**
- A block of rooms has been reserved at the Howard Johnson until December 29 at \$79 per night plus taxes. Call 1-888-678-4656 to reserve your room
- Please make cheques payable to the "Independent Dealers Entrepreneurial Association" and mail to: Independent Dealers Entrepreneurial Association, 502 - 45th St. W., 2nd Fl, Saskatoon, SK S7L 6H2

REGISTRATION FORM

NAME _____
ORGANIZATION _____
ADDRESS _____
CITY/TOWN _____
PROVINCE _____
POSTAL CODE _____
PHONE _____
FAX _____
EMAIL _____
NO. ATTENDING - WELCOME RECEPTION: _____
- ANNUAL MEETING: _____
- CONFERENCE: _____
TOTAL FEES INCLUDED _____

I am a:

Member Sponsor Non-member

Questions? Contact the I.D.E.A. office by phone at 306-933-4904.

AGENDA

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PROGRAM AGENDA

Thursday January 29, 2004

- 7:00 p.m. Welcome Reception (Appetizers & Cash Bar)

Friday January 30, 2004

- 9:00 a.m. I.D.E.A. Business Meeting
- 10:00 a.m. Break
- 10:15 a.m. "Business in Canmore - How it's Done," TBA
- 10:45 a.m. "Human Marketing® . . . How to Increase Market Share and Profitability in the Face of Ever-Stronger Competition," Donald Cooper
- Noon Lunch
- 1:00 p.m. "Using Customer Knowledge to Increase Sales, Loyalty and Profits," Bill Keogh, AgKnowlogy Inc.
- 2:00 p.m. "The 8 Essential Steps to Finding and Keeping the Best Staff," Donald Cooper
- 4:00 p.m. Closing Remarks

About our Keynote Speaker:

As an International Business Speaker, Donald Cooper's powerful insights of Human Marketing® have helped thousands of businesses throughout the world to add more value to their customers' lives, and more dollars to their bottom lines. Donald brings an unusual clarity to the complex issues of marketing, service and business excellence. His ideas are understandable, universal and have received rave reviews from business leaders and sales and marketing managers in over 40 industries, and from 18 countries. Drawing from his unique experience as a world-class manufacturer (Cooper Sports Equipment), award-winning retailer and international business speaker, Donald focuses on every business' biggest challenges.