



## I.D.E.A. Industry Update - January 19, 2004

### **CLEARFIELD Lentils Coming**, by Kevin Hursh

At the Pulse Days 2004 meeting in Saskatoon, a partnership was announced that will be bringing CLEARFIELD lentil varieties to farmers.

BASF Canada has signed a research agreement with the University of Saskatchewan's Crop Development Centre. In turn, the Crop Development Centre has a distribution agreement with Saskatchewan Pulse Growers to provide CLEARFIELD lentil varieties to growers.

Breeder seed of the first CLEARFIELD lentils should be commercially available in 2006.

The genetics have been developed through traditional plant breeding methods (non-GMO) and should, therefore, not face market barriers.

Weed control will come through the herbicide ODYSSEY, a product of BASF.

Saskatchewan Pulse Growers also announced that a world-class, multi-user, pulse crop research facility will be constructed at the University of Saskatchewan. Through the support of contributors, \$1.8 million has been raised towards the \$3 million needed for construction. Plans are now being finalized for a 13,670 square foot facility, with occupancy scheduled for Summer 2005. *(Reprinted in part from the AgExpert Express newsletter by permission of AgExpert Management Software and Farm Credit Canada.)*

### ***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. **Registration details are online at [www.independentdealers.com](http://www.independentdealers.com).**

### ***Thanks to our Sponsors***

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