



## I.D.E.A. Industry Update - June 29, 2004

### **\*\*\**Alberta Carrots are the Sweetest in North America, Scientist Says***

Research scientist Chris Neeser was cited as saying that the carrots grown in Alberta are among the sweetest in North America, due to the Prairie province's summer cycle of hot days and chilly nights, adding, "That increases sweetness, the amount of sugar in the root crop. You can often taste different sweetness in carrots you buy in the store. I brought them home for my family and they're much sweeter than what we typically buy in the store." (Source: *AGNET*)

### **\*\*\**Saskatchewan Attracting More Immigrant Farmers***

Saskatchewan's immigration program is working to bring more immigrant farmers into the province to help bolster Saskatchewan's agricultural economy.

"Since the establishment of a new category for farm owner-operators in 2002, the province has nominated 20 immigrant farmers from the United Kingdom, Germany and elsewhere," Immigration Minister Pat Atkinson said. "Many of these farmers have already landed in Saskatchewan and have settled here with their spouses, children and other family members."

In addition to the 20 farmer nominees, more than 50 family members have also either settled in Saskatchewan or are making arrangements to move here.

Several more farmers from the U.K. who are thinking about immigrating to Saskatchewan met today with Atkinson and provincial immigration officials at the Western Canada Farm Progress Show in Regina. They were joined by a number of farmers and family members who have already used the Saskatchewan Immigrant Nominee Program (SINP) to immigrate to the province.

Established in 2002, the SINP's farm owner-operator category was one of the first examples of Saskatchewan's immigration program being opened up to bring more people to the province. Last month, a new category for foreign students was also established.

Over the coming months, the program will also be opened up to more skilled workers and business people.

The province's target for 2004-05 is 300 nominations, a significant increase over past years.

"I'm confident that the ongoing enhancements to our immigration program will enable us to meet or exceed our goals for this year," Atkinson said. "This could mean approximately 1,000 new people coming to Saskatchewan to help build our province and our economy." (Source: *Government of Saskatchewan media release*)

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**\*\*\*Moo Corp to visit local Dairy Farms**

During the months of July and August 2004, a Moo Corp representative will be visiting local Manitoba Dairy Farms in order to increase awareness of this new and different company. The Moo Corp representative will have packages for the children on the farm, full of treats and toys that the kids will love. There will also be an information package on the Dairymaster equipment.

The vehicle being driven to conduct these visits is a red Jeep, clearly marked with the Moo Corp logos.

Moo Corp is a relatively new Canadian Distributor for the Dairymaster line of milking, feeding, and manure handling equipment. John Ness, the lead in sales and marketing of Dairymaster equipment introduced the line to North America more than 10 years ago.

“I brought the first Dairymaster claws to North America, and installed them for a progressive thinking Dairyman who was willing to think out of the box of the prevailing method of milking cows in North America,” says Ness. “Today, he currently gets an average of 36 kg of milk per day from his herd of high producing Holsteins. At the time I thought this machine had the potential to milk cows more efficiently than the machines I had been selling for the previous 18 years. There were no slips, the cows milked rapidly and the cows milked out completely, plus we saw a great improvement in teat ends.”

Moo Corp thought it would be a great idea to go out to the farms and visit the families to help increase awareness of the company and its products, rather than sending out information packages without the personal contact.

Moo Corp is owned by the Cobmar Group of Companies, which also includes Managro and Ramboc Enterprises. Moo Corp is based in Headingley, Manitoba. *(Source: Media Release)*