



I.D.E.A. Industry Update - September 23, 2004

***I.D.E.A. Networking Weekend

We would like to hold a networking meeting in Las Vegas this November. The event would include a member meeting as well as opportunities to socialize and attend shows. Let us know if this interests you by filling out the form below and **faxing it back to 306-244-4497**. A member of the I.D.E.A. Board will be calling you to get your ideas and feedback.

Yes, I'm interested in attending a networking event in Las Vegas in November 2004, but need details

No, I'm not interested in attending a networking event in Las Vegas in November 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. Keep posted for details.

***Genetic Modification of Linseed

In research reported this month in *The Plant Cell*, scientists succeeded in producing genetically modified linseed plants that accumulate significant levels of very long chain poly-unsaturated fatty acids (PUFA) in seed. This is the first report of the successful engineering of very long chain PUFA into an oilseed crop, and is an excellent example of how genetic engineering of agronomically important species can provide real benefits to human health and nutrition and the environment.

PUFA are increasingly recognized as important components of a healthy human diet. Increased consumption, in particular of the very long chain PUFA such as those found in fish oils, has been linked to a decreased risk of heart disease, and also to a variety of other health benefits, including protection against inflammatory diseases such as arthritis, irritable bowel syndrome and some cancers, and the promotion of healthy brain and eye development in infants. Scientists have been working on engineering the production of the very long chain PUFA in plants, because increased consumption of fish and fish oils is associated with other nutritional and environmental problems.

The full research paper cited in this report is available at www.aspb.org/pressreleases/Oct026070.pdf
(Source: Agnet)

502 - 45th Street West, Second Floor
Saskatoon, Saskatchewan
CANADA S7L 6H2

Tel: (306) 933-4904
Fax: (306) 244-4497
office@independentdealers.com

******The Expansion of Manitoba's Hog Industry***

In recent years many rural municipalities have fussed over permits for new hog barns, with opponents complaining about smell, noise and the supposedly negative effects on neighbouring property values. As it turns out, most of these fears were unfounded.

A new impact analysis by real estate firm Royal LePage Stevenson shows that property values have risen near intensive livestock operations as a function of their economic benefits. Modern technologies like covers for effluent lagoons can reduce the smell, and tests have shown that air quality downwind from large hog operations can be just as good, even better than the air quality upwind.

This is good news, because hogs are the only bright spot in an otherwise dismal year for farmers. In the last 20 years, the size of Manitoba's herd has multiplied seven times and in some years, this one included, sales will exceed returns from any other commodity. If we had listened to the groups opposing this expansion, the farm economy would be in even worse shape than it is.

The naysayers asked us, "Who would want to live next to a noisy, smelly, hog barn with large trucks roaring past them at all hours of the day and night?" Just as many as before the barns were built, the evidence shows. Hogs have had a bad media rap. (Source: *Frontier Centre for Public Policy*)

******Mainers Hope to Turn Potatoes into Vodka***

Don Thibodeau, a farmer looking to add value to his low-priced potato crop, has launched a business partnership with Maine Distilleries Inc. in hopes of turning humble Maine spuds into high-priced premium vodka and produced in small batches, much like microbreweries that produce specialized beers.

The vodka concept originated with Thibodeau, who was frustrated by market conditions that have led to low potato prices, although the idea is not necessarily new. Maine farmers have tossed around the idea of distilling vodka to utilize Maine-grown potatoes for years, but the consensus was that it wasn't cost effective to produce large quantities at low prices.

Don Flannery, executive director of the Maine Potato Board in Presque Isle, was cited as saying that creating smaller batches of a premium product makes more sense, and potato farmers will be watching the project with interest. Only one US distillery is believed to make vodka from potatoes. Silver Creek Distillers Inc., in Rigby, Idaho, produces vodka carrying the Teton Glacier, Blue Ice and Zodiac labels. (Source: *Agnel*)

******New Weed Identification Tool Available***

A new software program, the "Interactive Encyclopedia of North American Weeds" may be of interest to you. It offers more than 2,400 photographs covering 447 of the most important weeds and crops in the United States and Canada. The illustrated glossary of 565 botanical terms is a program in itself. A unique illustrated interactive identification key now covers all of the weeds in the program. The professionally narrated lessons provide nearly three hours of interactive instruction on the basics of plant taxonomy needed to identify plants.

After 12 years of development, the program provides a balanced and fully integrated teaching and reference resource for weed, crop, and plant identification.

The best way to see if it might be of value to you is to view a demonstration weed home page and obtain more information on the DVD-ROM at the following link: www.thundersnow.com/weedid.htm. The Interactive Encyclopedia of North American Weeds - Version 3 DVD-ROM can be ordered through the North Central Weed Science Society at www.ncwss.org/info/weedncwss.pdf or by calling Bob Schmidt, North Central Weed Science Society, directly to place an order at: 217 352-4212. The price is US\$59.95 each plus shipping and handling.

******Monsanto Chief Technology Officer to Address Chemical Industry Investors***

Monsanto Company's Chief Technology Officer Robert T. Fraley, Ph.D., will address chemical

industry investors at noon EDT on Thursday, Sept. 30 at the 17th Annual Chemical Conference sponsored by Credit Suisse First Boston in New York.

Fraley will provide an update on the company's research-and-development pipeline, and his presentation may also include a discussion of Monsanto's strategic initiatives, product performance, future expectations, and other business matters. Fraley's presentation slides and a simultaneous audio webcast of the presentation will be available through Credit Suisse First Boston's web site. Direct links to the conference-sponsored webcast of Fraley's presentation will be available by visiting the company's web site at www.monsanto.com and clicking on "Investor Information."

Following the live broadcast, a replay of the webcast will be available through Credit Suisse First Boston's web site for 30 days. Additionally, Fraley's presentation slides will be archived at www.monsanto.com.

*****New Markets Newsletter**

Watch your email for details regarding a new internet-based markets newsletter which will be available for I.D.E.A. members, their staff and customers. If you normally receive the *I.D.E.A. Industry Update* by fax, it likely means we do not have an email address for you, so please let us know what it is, by calling 306-933-4404, faxing us at 306-244-4497 or emailing us at office@independentdealers.com.