



I.D.E.A. Industry Update - April 29, 2005

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*****Define Yourself in a Whole New Way**

Most businesses make the mistake of defining themselves by what they sell. *"We sell computers, insurance, cars, mayonnaise or seats on airplanes"*. Whatever it is that they sell, that's how they define themselves.

The problem is that when we define ourselves by what we sell, our focus tends to be on us and our need to sell more. In order to get focused on our customers it's far more useful to define ourselves, not by what we sell, but by how we and what we sell HELPS our target customers.

Here's a great example. In the past year I've spoken to a number of mortgage companies. When I ask them what business they're in, their answer is always the same, *"We sell mortgages!"*. Sure, and everyone wants six of those.

Let's look at what their business looks like when we simply redefine it by how they help people, rather than by what they sell... *"We are in the business of helping people to buy a home and to own that home mortgage-free as quickly, conveniently and inexpensively as possible."*

Now that's a definition of their business that will focus them on creating a compelling customer value that will make a powerful emotional connection with their target customers, because it's congruent with what their customers are trying to achieve in their lives.

So, first, using the mortgage company example above for guidance, take a piece of paper, right now, and define your business by how you and what you sell helps your target customers. (Source: Donald Cooper)

*****Tyson Foods Calls for Open Border**

Tyson Foods, the largest meat processor in the world, has filed a brief to an appeal court in San Francisco to support the efforts of the USDA in opening the American border to Canadian cattle. The Tyson brief calls the court order that's keeping the border closed bad law and bad for consumers.

A preliminary injunction was granted in early March by a federal judge in Montana at the request of the Ranchers-Cattlemen Action Legal Fund (R-CALF). The injunction has prevented implementation of the USDA's minimal risk rule, which would re-establish Canadian live cattle exports on animals under 30 months of age.

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According to Tyson, "The overall result of the district court's approach is higher domestic beef prices for consumers and greater friction with our trading partners, all with no corresponding public health benefits."

Tyson calls R-CALF "a small group of self-interested cattlemen who are concerned only with prohibiting the import of cattle with which they would otherwise have to compete."

Like most American meatpackers, Tyson has been running its U.S. beef plants at reduced levels of production due in part to the continued ban on Canadian cattle. From three to five per cent of the cattle purchased for the company's U.S. plants have historically come from Canada. *(Source: by Kevin Hursh; Reprinted in part from the AgExpert Express newsletter by permission of AgExpert Management Software and Farm Credit Canada.)*

*****Website for Cereal Diseases**

The Crop Diseases Council has launched a new plant disease Web site aimed specifically at growers on the Canadian Prairies. The site is designed to provide direct and easy access to up-to-date information on cereal diseases and best management practices.

The Council's objective is to take a holistic view of cereal disease management by supporting education that fosters an understanding of the inter-relationships between diseases of the seed, leaf and head stages since diseases rarely strike at only one growth stage. Although the emphasis is on maximizing economic return by managing disease, the holistic approach also takes into account food safety and environmental issues.

The site features a number of new fact sheets available for downloading. They provide in-depth information on diseases such as Red smudge in durum, fusarium head blight in wheat and barley, spot blotch in wheat and barley, black or sooty moulds and seed borne diseases. Research papers are also available through a link to the Canadian Grain Commission Web site.

Danielle Oberle is with Adculture Group Inc., the company responsible for maintaining the new site. According to Oberle, they anticipate that the section called "Ask the Expert" will be popular with users. The site allows you to direct specific and detailed questions to a highly qualified expert in your area who will respond directly to your concerns.

The experts are located across the prairies at the following offices: the Semi-Arid Prairie Agricultural Research Centre in Swift Current, Sask.; the Soils and Crops Branch of Manitoba Agriculture, Food and Rural Initiative in Carman; the Crop Diversification Division North office of Alberta Agriculture, Food and Rural Development in Grande Prairie; the Saskatchewan Agriculture, Food and Rural Revitalization office in Regina; the Cereal Research Centre in Winnipeg; and the Lacombe Research Centre in Lacombe, Alberta.

Oberle says the plan is to have new information available on a monthly basis. You can access the site at <http://www.cropdiseasescouncil.ca/> *(Source: by D. Lorraine Andrews; Reprinted in part from the AgExpert Express newsletter by permission of AgExpert Management Software and Farm Credit Canada.)*

*****2005 Labour & Employment Law Seminar**

Lawson Lundell is hosting a free Labour & Employment Spring Seminar on May 19, 2005 in Vancouver. Topics include:

- On the Firing Line: Terminations in the Non-Union Workplace
- Non-Culpable Termination and Accommodation
- Current Privacy Issues
- Labour Relations Update for Unionized Employers
- Human Rights Update

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