



I.D.E.A. Industry Update - October 7, 2005

Being a member of I.D.E.A. means you receive: • a listing in the online member directory • an online service and equipment exchange • access to the Just Members section on the I.D.E.A. website • regional seminars and member conference calls on pertinent topics, such as handling credit, budgeting, etc., at no cost, or special member rates • sharing of industry operating numbers • the I.D.E.A. *Industry Update*, a regular email/fax update dealing with the latest industry happenings • the *Independent Viewpoint* newsletter, published periodically • networking opportunities • a membership decal promoting your business as independent dealer • access to a forum for discussing business ideas and issues • communication with peers, the ability to share ideas and learn from seasoned agricultural dealers • an opportunity to participate in the "Rainmaker" program, a turnkey approach that helps retailers identify and capture opportunities with high potential customers and prospects

*****October Member Conference Call**

A member conference call will be held Tuesday October 11, 2005 at 10:00 a.m. Saskatchewan/Alberta time (and portions of British Columbia) and 11:00 a.m. in Manitoba. Loren Perrier of Agrium will be on hand to provide a fertilizer outlook. Ask questions and exchange views with fellow I.D.E.A. members. To participate in the call, dial 1-888-882-9090. When prompted, enter 6575437, followed by the “#” key. Please ensure you send your contact information to the I.D.E.A. office by Monday October 10 by fax (306-244-4497) or email (office@independentdealers.com) so we can ensure a line is reserved for you.

*****I.D.E.A. Annual General Meeting and Conference**

Mark your calendars and plan to attend the I.D.E.A. 7th Annual General Meeting (AGM) and Conference on the evening of Monday February 13, 2006 in Saskatoon, SK, in conjunction with the CAAR convention. Our brief AGM will be followed by feature speaker Bill Goodbar, VP of AgriCapital who will focus on the state of the agriculture industry. The evening will close with a social, complete with wonderful appetizers and a cash bar. Mark your calendars and plan to attend.

*****I.D.E.A. Member Reception**

The I.D.E.A. is holding a strategic planning session on November 17 and 18 in Canmore, Alberta. Following the meeting, I.D.E.A. are invited to attend a reception on the evening of Friday November 18. Bring your family and stay the weekend. Keep posted for additional details.

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

The next I.D.E.A. member networking weekend will be held Thursday January 26 through to Sunday January 29, 2006 in San Antonio. Costs per person are estimated at \$1,314.00 per person (includes hotel stay at the Marriott Rivercentre, air and taxes. If you are interested in attending, the travel agency requires your **commitment by Monday October 31**. If you would like to attend the networking weekend, please complete the information below and send it back to the I.D.E.A. office by fax (306-244-4497) or email (office@independentdealers.com)

Yes, I will participate in the San Antonio Networking Weekend

Number of people attending

Name

Organization

Telephone Fax

Email

*****European Biodiesel Demand for Canola Oil Increasing**

The European Union is expected to take more Canadian canola oil over the next year, driven by an increasing demand from the bio-diesel sector.

Hamburg-based Oil World has estimated the EU will import 160,000 tonnes of rapeseed/canola oil in 2005-06, up from only 41,000 tonnes the previous year, according to sources. Of the total, 75,000 tonnes is expected to come from Canada.

Oil World said that about 40,000 to 50,000 tonnes of Canadian canola oil have already been purchased, and a ship carrying about 25,000 tonnes left Vancouver destined for Germany in September.

While it may be closer to ship the canola oil to Europe from eastern Canada, there is no capacity to ship tanker oil on the east coast, making Vancouver the logical choice, said a Canadian canola exporter. While the ocean freight may be expensive, "subsidies and bio-diesel are resulting in some strange things happening. We get one or two calls a day looking for some input on the bio-diesel sector, it seems to have caught the world by storm."

According to one Canadian canola crusher official, the interest in vegetable oil for use in bio-fuels has seen an incredible increase recently. Inquiries are coming in from Europe and around the world, but he added the potential demand from the bio-fuels sector would far outweigh Canada's current crush capacity.

The crusher source said Europe would be a nice market to move canola oil into, especially as it shouldn't require non-GMO product. The crusher said European demand for bio-diesel would help increase prices for lower grade canola oil. (Source: farmassist.ca)

HAPPY THANKSGIVING