



Association of Alberta Co-op Seed Cleaning Plants Ltd.  
**SEED PLANT NEWS**

**IN THIS ISSUE**

Provincial Board of Directors Update	1
Maximizing Your Potential – Leaders in Growth	2
Field Tours	3
Research and Development: Imperatives in Research	4
Up Coming Events	5
Lean Thinking	6
Changing the Way You Think About the Future!	9
Ensuring Exports	11

***“Feedback received was very positive and we look to continue this in 2011.”***

**PROVINCIAL BOARD OF DIRECTORS UPDATE**

**Hope everyone has had a very busy, yet safe spring season!**

Your provincial board of directors held their second board meeting of the year on March 15-16, 2010. It was great to be back with a full slate of directors and welcomed both Colin Wager and John McBain. We also held a joint meeting with Alberta Seed Growers’ Association, an annual event, where we were able to review seed.ab.ca magazine and website with both Lindsay Hoffman and Shawn Brook of Issues Ink. It was a very productive meeting where we were able to review story and branding ideas for 2010-2011 as well as initiate the process of revamping seed.ab.ca website.

Your provincial association has removed their affiliation with the Alberta Centre for Excellence in Seed (ACES) board of directors. Initial funding was received in part to explore funding opportunities and the proposed funding model from this outcome was not viable within the association’s network. As the ACES board of directors hope to continue to investigate opportunities, the association expressed interest if such an opportunity arises that will benefit member plants.

We would like to thank those plant managers and board members who helped with the association’s booth at both FarmTech and AgExpo. Feedback received was very positive and we look to continue this in 2011. The association will also have a booth at Agri-Trade Exposition in Red Deer held November 10-13, 2010. We will be looking for assistance from our member plants in the surrounding areas to help at the booth. Please contact Lloyd Lidberg your Region 4 Director or the office if you are interested.

Leaders in Growth Workshop dates have been set! The four day workshop will take place November 15-16, 2010 in Olds and concludes December 7-8, 2010 in Edmonton. Detailed information is available throughout the newsletter. We are asking those who are interested in attending to please fill out and submit the registration form included in this newsletter. Cost is still to be determined as we are hoping to achieve funding through Growing Forward; the release of the Leadership Development grants has been delayed. Upon determination of cost, the association will contact all those interested to confirm your registration.

Your association is working with Olds College to implement a two week training course for new plant employees. Topics covered will include Grading, Pesticide Applicators (Seed Protectant), Weed Seed Identification, Equipment Knowledge, Optical Sorting, Customer Relations, etc. Proposed dates are September 13-24, 2010 in Olds. Please contact the office if you will be interested in sending someone to this workshop. It will certainly help in our planning efforts to determine the number of those interested!

The 2011 Annual General Meeting (AGM) will be held January 13-15, 2011 at the Westin in Edmonton. Planning is well underway as the AGM information will be made available the first week of October. This is well ahead of previous years’ mid November timeline! We hope this gives all member plants more time to review the information with the local board members to help encourage better attendance!

*continued on page 2*

## HEALTH BENEFIT PROGRAM CHANGES EFFECTIVE APRIL 1, 2010

After a review of the current benefit program and feedback from participating members, the Board of Directors voted to make the following enhancements to benefits program offered by the association.

- Life and accident insurance coverage will increase from 100% to 200% of annual earnings to a maximum of \$150,000.
- Long Term Disability insurance maximum coverage will increase from \$2,500 to \$5,000/month. Coverage in excess of \$4,300/month will require approval of a health questionnaire by the insurer.

The adjustments are effective April 1, 2010 and apply to all participating members on the program.

## MANAGERS' ASSOCIATION SCHOLARSHIP CRITERIA

Do you know of anyone who would be interested in receiving a Managers' Association Scholarship worth \$1,000? Please read the following requirements to determine eligibility:

- Scholarships are limited to dependents of members of the Managers' Association
- Students must attend full time secondary education
- Application deadline is July 30, 2010

For further information or to apply please contact Keith Reynolds, Manager, Strathmore Seed Cleaning Plant at (403) 934.3421 or fax (403) 901.0392. Applications can also be mailed to Keith Reynolds, Strathmore Seed Cleaning Plant, 9 Bayside Place, Strathmore, AB T1P 1C8

## PROVINCIAL BOARD OF DIRECTORS UPDATE (continued)

The next meeting of the provincial board will be held during the week of June 28, 2010. If there are any issues that the board should

be addressing please advise your regional director. We are always looking for input and direction from all of our members.

## MAXIMIZING YOUR POTENTIAL – LEADERS IN GROWTH

Success. Have you ever wondered what makes people successful? What sets them apart for everyone else? Whether it is in business, at home or in the community – there are individuals out there who succeed no matter the odds or challenges they face.

Now look in the mirror. Are you maximizing your potential? What is holding you back in life? What changes do you need to make to reach your potential?

The success of high performance people and organizations is based on thinking skills – on beliefs, attitudes and expectations. And this can be taught and learned. But it requires a transformation in the way you think and look at the world.

The question is – are you willing to change?

Adapting to change sometimes requires you think differently; to change from within.

One of the co-founders of The Pacific Institute, Lou Tice, said that "all meaningful and lasting change starts on the inside and works its way out."

The Pacific Institute has over 40 years of service around the globe. They have transformed countries, major companies, individuals and world class athletes. The spectrum is very wide and the positive impact they have made is enormous.

Agriculture is another area where this methodology is also having an impact and has plenty of room to grow.

That is why the Farm Leadership Council (FLC) partnered with The Pacific Institute and created the Leaders in Growth (LIG) program in 2008.

Gregg Cochlan with The Pacific Institute helped develop the Leaders in Growth program so that it is very applicable to the farming community.

"One of the main roles of the Farm Leadership Council is to provide leadership to the farm community – primarily in Western Canada. Through the FLC's insight, one of the things they identified was that producers have quite a lot more potential than they are using," Cochlan explained. "Leaders in Growth is really taking the work that has been done in the field of cognitive psychology and using that application to make a profound difference in the farming community of Western Canada."

The key principle goes back to the fact that change starts on the inside and works its way out. Cochlan said that you can't force change or growth. It has to come from within.

This is especially true, when it comes to changing attitudes and perceptions of the agriculture industry.

That is why having the Farm Leadership Council spearhead this initiative is so important.

"This isn't an outside thing coming to producers; it is being driven from within the agriculture sector. You see these individuals take the program. You see that they are transforming and starting to look at things in a different way. They see there is opportunity in agriculture and the need to set higher goals and expectations."

That was very true for Devin and Nancy Wozniak of Glenavon, Saskatchewan. For the Wozniak's, Leaders in Growth helped them to look past the negative perceptions they had developed about the agriculture industry, the people around them and about themselves.

"This helps me to be a better person and parent, and a more successful business owner. I look forward to teaching my children how to think positively and how it can benefit their lives," Devin stated. "Leaders in Growth challenged me to set the bar higher within my farming operation by not accepting the standards that have been set in the past."

*continued on page 3*

The lessons learned have helped put life into perspective for the young couple.

"I grew up with the belief that some of the land I farm was poor quality and it could not produce a high yielding crop. By changing my attitude toward these standards, and adjusting my farming practices through direct seeding and using higher inputs, I have achieved yields that I thought were impossible."

By blocking out the negativity from others, Wozniak said it has made a real difference in the farming operation and at home.

"I strongly believe that changing my attitude and thinking positively, getting out of my comfort zone, challenging myself and telling

myself "I can be successful" has helped my family farm. I can see others that seem to be stuck in a rut and it makes me think that their attitude is affecting their decisions."

Getting out of that rut and making real, meaningful change is what Leaders in Growth is all about.

Leaders in Growth workshop dates have been set – check out page 9!

Additional information on the Leaders in Growth program is available on the FLC website at [www.ourflc.com](http://www.ourflc.com) or call 1-888-569-4566 for more details.

## FIELD TOURS

Plots, plots and more plots... Bayer CropScience has quite a few new products that will be showcased in plots right across Western Canada. Bayer CropScience's Market Development Group is currently very busy seeding and planning plots, to allow growers to view the wide range of products, including canola varieties, on a more local level. Be sure to contact your local retailer for details of plot tours near you this summer.

### What's Bugging You? (Well, your fields, anyway.)

Raxil® WW is the latest innovation in seed treatment to protect cereal crops against feeding damage caused by wireworms. Consisting of Raxil MD packaged with an insecticide component StressShield™, Raxil WW provides total seedling protection. Although not registered at the time of press, Pest Management Regulatory Agency (PMRA) did grant a Registration Eligibility Decision Letter (REDL), which is a precursor to a full registration.

In the spring of 2009, Bayer CropScience conducted a prairie wide survey of wireworm presence. Wireworms were found in the traditional areas in light brown soils, but also the presence of wireworms in soil types that generally would not be considered as prime wireworm habitat due to high clay content. Minimum tillage practices have created soil structures that not only favour crop growth, but also wireworm survival: hence, areas that were not traditional wireworm areas, could now be prime areas with damage from this devastating pest. Because wireworms do not emerge from the soil, damage is typically subtle, or mistaken for other crop production issues. Growers in ALL areas are encouraged to check their fields for wireworm presence.

Wireworms can remain in the larval or worm stage for years, and feed either on the seed itself or on the young shoots of newly germinated seeds. In fields that later feeding occurs, symptoms may be the yellowing of the oldest leaves on the seedling. Additionally, crops that have been fed upon are also more susceptible to general disease such as root rot, or even early season leaf disease because of the open wound on the plant resulting from the feeding damage.

2010 brings another wireworm survey to a field near you.

## LEADERS IN GROWTH TESTIMONIAL

I want to thank you [the Association of Alberta Co-op Seed Cleaning Plants] for showing us what's coming up in the new year, with our Association for Managers and Boards. I think the "Leaders in Growth" workshops are a great idea. The little introduction we had in January was very motivating for me. I have taken some of these classes before and have learned and remembered a great deal.

I feel that these workshops are very important, especially for a manager and business owner. It helps keep us motivated and thinking out of the box with progressive thinking. These courses have helped me with ideas to motivate staff, board members, myself and even customers.

Sincerely,  
Blair Peregrym  
General Manager  
Stony Plain Seed Cleaning Association Ltd.

## YOUR PHOTOS REQUESTED

The association is putting together a video presentation to add a visual component to our display booth. If you have any photos of your facilities, staff, equipment, processing, etc. that we could use please forward them to the office to the attention of Lorena Pahl. We certainly appreciate your assistance with this project!

## HEALTH CANADA PMRA

Note that Health Canada's Pest Management Regulatory Agency (PMRA) is also planning to inspect a number of seed treatment facilities across Canada in 2010 and 2011. Their objectives are as follows:

1. To collect seed treatment control product use practices information at commercial seed treatment facilities to assess their awareness and compliance with label directions and conditions specified in the Pest Control Products Act (PCPA) & Regulations, specifically focusing on:
  - a) The use of Personal Protective Equipment (PPE) during treating, bagging and handling of seed
  - b) The labeling requirements for treated seed
2. To confirm that only registered pest control products are in storage.
3. To promote compliance by providing seed treatment facility operators with information on Health Canada's PMRA and the PCPA.



*Lloyd Lidberg (left), Director Region 4 presenting 60th Anniversary plaque to Cory Rasmuson, Chairman of Wetaskiwin Seed & Grain Cooperatives Ltd.*

## RESEARCH AND DEVELOPMENT: IMPERATIVES IN RESEARCH

### **An exploration of global trends in R&D in light of climate stress and evolving demand.**

Agriculture has finally returned to global prominence. Unfortunately, it has taken poverty amongst the estimated 800 million global farmers and 200 million more people becoming hungry over the past two years to garner this attention. For years, agriculture has been neglected as evidenced most notably by the decline of investment in agricultural aid from 17.5% to just a meager 3% of global budgets.

Agricultural research has struggled in this climate to gain the attention and resources it deserves. Globally, the most visible organization in agricultural research is the Consultative Group on International Agricultural Resources (CGIAR). It has struggled with aging infrastructure and a lack of visionary leadership to retain the relevance it had during the development of the Green Revolution.

However, the proof is in the pudding, the CGIAR budget has an estimated return on investment of 9.0 – that's \$9 worth of additional food for every \$1 invested. And, this is likely a modest estimate. If you look at specific crops such as spring wheat, an annual investment of US\$70 million has reaped annual benefits of US\$2.5 billion. In rice, the impact is even greater, using an annual budget of US\$28 million to achieve almost US\$11 billion in annual returns. These are the kind of figures that lend evidence to the intuitive belief, that most farmers share, in the power of agricultural R&D.

As further evidence, consider that Africa produces 20% less ag products per capita than it did in the 1970s. Over those years, Africa increased its funding to agricultural R&D by only 20%. In the same time, Asia increased R&D funding by 300%.

The value and impact of agriculture R&D makes it imperative that the \$36.8 billion spent in 2006 on R&D be increased – quickly and intelligently. The CGIAR budget has hit \$550 million in 2009, but there is more to be done.

Proportionally, this article will mirror much of the rest of agricultural R&D – a strong focus on crop improvement. Livestock gets only a small percentage of total spend on innovation. Inside the CGIAR system, approximately 11% of budgets are spent on livestock R&D. This is despite the fact that there is a desperate need for increased efficiency in resource use and sustainability. There is also a startling lack of co-ordination on the mechanisms to preserve animal genetic resources and diversity – a matter which needs urgent and pressing attention.

There is some good news though. Private sector investment is up dramatically and continues to grow. The six biggest life science

companies are investing US\$5 billion a year into ag research. That includes chemistry, trait development and plant breeding. Crop research is particularly important.

In a Canadian context, that translates into \$56 million in spending on plant research in the private sector in 2007. The level of research has been ramping up rapidly and is anticipated to hit \$105 million in 2012. The proportion of funding to key crops indicates clearly the areas where Canada has leadership – canola (75%) and short-season soybeans (12%). This highlights how significant the gap is in finding for oilseeds versus cereals, and that gap is only likely to grow in the years ahead. As crops like wheat continue to fall behind in productivity gains, Canadian policy makers will need to look at some new solutions to foster investment in ag R&D in key crops. Funding from groups like the Western Grains Research Foundation is important, but is merely a drop in the bucket of what is needed to move the crop forward.

The total investment in plant breeding in Canada is running at \$165 million, with the private sector forming the single largest share, followed by Agriculture and Agri-Food Canada. There has been recent good news in for several of the research centres in the department which are finally getting some desperately needed infrastructure updates.

In Alberta, R&D research has been quite progressive, supporting a shared mechanism for funding review through the Alberta Agricultural Research Funding Consortium. Further improvements appear to be coming with the arrival of Alberta Innovates. It will further combine funding windows to focus on diversity, knowledge-based economic endeavors and sustainability. Further rationalization of the process could assist even more.

In the long term, there is a major challenge facing Canada's agricultural R&D. The public sector may make up half of all the research, but that proportion is shrinking all the time, and it is most likely the shrinkage will continue. Faced with that, there are three options:

- a) explore more farmer-driven funding options such as the Western Grains Research Foundation
- b) shore up mechanisms by which the private sector can generate a return (they have already proved themselves willing to invest in crops like canola and semen technologies)
- c) increase access to global innovation, particularly in crops such as wheat, corn and soy

It is likely that all three will be necessary.

ROBYNNE ANDERSON

## UP COMING EVENTS

### NOVEMBER 2010

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
			<b>Agri-Trade Exposition</b> Red Deer, Alberta			
14	15	16	17	18	19	20
	<b>Leaders in Growth Workshop Part 1</b> Olds College, Olds, Alberta		<b>Seed &amp; Crop Technology Workshop</b> Olds College, Olds, Alberta			
21	22	23	24	25	26	27
28	29	30				

### DECEMBER 2010

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
	<b>Leaders in Growth Workshop Part 2</b> Edmonton, Alberta					
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

### JANUARY 2011

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
	<b>Association of Alberta Co-op Seed Cleaning Plants Annual General Meeting (AGM)</b> Westin, Edmonton, Alberta					
16	17	18	19	20	21	22
23	24	25	26	27	28	29
			<b>FarmTech Conference</b> Mayfield Inn & Suites, Edmonton, Alberta			
30	31					

## ASSOCIATION OF ALBERTA CO-OP SEED CLEANING PLANTS SCHOLARSHIP CRITERIA

- Scholarship to be limited to the dependents of permanent employees (employed no less than one year) of an affiliated Seed Cleaning Plant excluding managers.
- Students must be in full time attendance at any accredited post secondary institutions.
- Scholarship in the amount of one thousand dollars (\$1,000.00) to be awarded annually.
- Scholarship to be awarded first on the basis of need regardless of field of study.
- Scholarship to be awarded secondly on field of study (agriculture).
- Scholarship to be awarded thirdly on basis of academic standing.
- If in any year there are no applications from first year students, the selection committee may grant the scholarship to second, third or fourth year students.
- Applications must be postmarked by the 30th day of August of the year that the students are attending school. **Deadline August 30th 2010.**
- An appointed committee is to act as the Scholarship Board.
- If one of the Board members has a dependant applying for the Scholarship, they must excuse themselves from the Scholarship Board for that year.
- Recipients of the scholarship will be presented at the Annual General Meeting to be held in January of the following year.
- Completed applications to be mailed to: Association of Alberta Co-op Seed Cleaning Plants, Attention: Lorena Pahl, 5030 50 Street, Lacombe, Alberta T4L 1W8

## COMMERCIAL APPLICATION PROGRAM

Please remember to fax copies of your Raxil MD and Trilex® AL invoices to Monica Klaas to facilitate reconciliation of the 2010 commercial application program. Additionally, if you do not submit transactional data to AGCOLLECT, please contact Monica for details of how data submission works: Submitting data ensures that your customers get full benefits of any grower program rebates that are connected with Raxil MD and Trilex AL.

## OFF SEASON EQUIPMENT MAINTENANCE

NOW is a great time to perform regular maintenance on your seed treating system. Many plants replace hoses on a regular basis, and flush pumps and tanks to reduce buildup of dried seed treatment product. Additionally, transferring leftover seed treatment product into the smallest container available reduces the exposure to air over the off season.



*Celebrating Bashaw's 50th Anniversary in July, 2009. Lloyd (far right) and Arlene (far left) Lidberg, Region 4 presenting to Bill and Darlene Sinclair.*

## LEAN THINKING

Alberta businesses face many challenges in finding ways to increase their competitiveness by improving productivity, reducing costs and increasing efficiencies. To deal with these challenges many companies are starting to look at using "lean thinking". Lean thinking is not just a set of tools to be applied but an approach to running a business where the goal is to deliver more value to your customer while using fewer company resources. A reduction in resources may include less:

- Human effort
- Equipment
- Movement
- Space

Lean thinking involves identifying and eliminating all forms of waste in operations and their supply chains. Waste is anything that consumes time or resources but does not add value to the service or product being delivered from the customer's perspective. Examples of waste in lean thinking include:

- Defective or substandard product
- Unnecessary walking, lifting or moving
- Employee turnover
- Unorganized work space
- Waste of energy (gas, electricity)
- Excess inventory
- Poor communication within business

It's through lean thinking, that management can change their focus. By examining day-to-day processes, operations can be fine tuned to minimize waste and improve customer value.

Lean thinking is not a tool for reducing staff or mindless cost-cutting; that misses the fundamental purpose of lean. As companies improve their operations they can reallocate

productive resources to new value-creating work. A popular misconception is that lean is only suited to manufacturing facilities. Not true. Businesses in all types of industries and services are using lean principles as part of the way they think and plan.

Adopting lean thinking principles takes time. Each business that embarks on a lean journey will have different challenges based on their set of circumstances. It is important to start by getting the "lean knowledge" from a trained consultant who can teach you the lean techniques and how to implement them in your business.

Resources are available through Growing Forward, a federal-provincial-territorial initiative, to support projects on the implementation of lean manufacturing principles under the Agri-Business Automation and Lean Manufacturing program. Details on the application process can be found on the Growing Forward website [www.growingforward.alberta.ca](http://www.growingforward.alberta.ca) or you may contact Alberta Agriculture and Rural Development for more information on how lean can work in your business and the programs available to assist you.

### **Gordon Hutton**

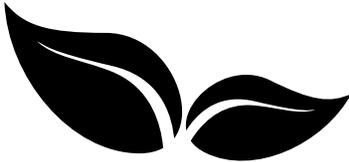
Crop Business Development Branch  
Alberta Agriculture and Rural Development  
Airdrie, Alberta  
(403) 948-8502 (toll-free 310-0000)  
[gordon.hutton@gov.ab.ca](mailto:gordon.hutton@gov.ab.ca)

### **Jim Cooper**

Crop Business Development Branch  
Alberta Agriculture and Rural Development  
Camrose, Alberta  
(780) 679-5176 (toll-free 310-0000)  
[jim.cooper@gov.ab.ca](mailto:jim.cooper@gov.ab.ca)

A promotional banner for Trilex AL. The top half features a stylized flame graphic in yellow and orange. Below the flame, the text "TRILEX® AL" is written in large, bold, black letters. At the bottom, there is a blue horizontal bar with the Bayer CropScience logo on the left and the slogan "GET YOUR PULSES RACING" in white, bold, italicized letters on the right. The bottom edge of the banner has a black and white checkered pattern.

# SEEDING OPPORTUNITY!



By advertising in seed.ab.ca, you can reach over 62,000 Alberta farm households twice a year, getting great exposure while supporting your association. As a member, you can put your company's name on the map for one incredible price.

**Book before August 31st, 2010 to receive the best deal on member rates.**

Member rates apply for those who are members of the Canadian Seed Growers' Association – Alberta Branch, or members of the Association of Alberta Co-op Seed Cleaning Plants.

Price when booked and paid **before** August 31st, 2010



**ONE ISSUE** - 1/8 page  
Black & White \$200.00 + GST  
Colour \$350.00 + GST



**TWO ISSUES** - 1/8 page  
Black & White \$300.00 + GST  
Colour \$550.00 + GST  
(you save when you book both issues)

**seed.ab.ca**  
ALBERTA'S SEED GUIDE

seed.ab.ca is the official publication of the Alberta Seed Industry Partnership:

- Canadian Seed Growers' Association – Alberta Branch

- Association of Alberta Co-op Seed Cleaning Plants

**CHOOSE YOUR AD SIZE AND WHEN IT WILL RUN  
One Issue**

Please circle Fall 2010 OR Spring 2011

- 1/8 page black & white ..... \$250.00
- 1/8 page black + Full colour ..... \$400.00
- 1/4 page black & white ..... \$830.88
- 1/4 page black + 1 colour..... \$1,124.13
- 1/2 page black & white ..... \$1,612.88
- 1/2 page black + 1 colour..... \$1,930.56

**Both Issues \* includes a 10% volume discount**

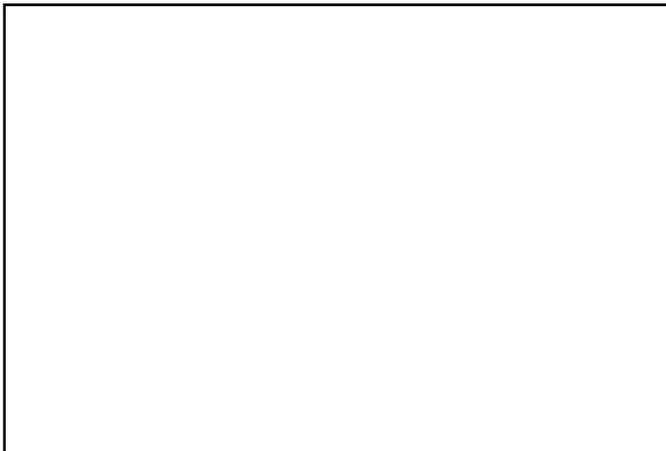
Fall 2010 AND Spring 2011

- 1/8 page black & white ..... \$350.00
- 1/8 page black + full colour ..... \$600.00
- 1/4 page black & white ..... \$1,466.25
- 1/4 page \* black + 1 colour..... \$1,983.75
- 1/2 page \* black & white ..... \$2,846.25
- 1/2 page \* black + 1 colour..... \$3,406.88

**ARTWORK**

- I have included my artwork-ready ad.  
seed.ab.ca provides 1 proof for sign off  
..... No additional charge
- I will keep the same ad I used last issue  
seed.ab.ca provides 1 proof for sign off  
..... No additional charge
- I need an ad designed.  
seed.ab.ca provides up to 2 proofs for sign off.  
..... Add \$50.00
- I want a different ad or multiple changes from the last  
issue.  
seed.ab.ca provides up to 2 proofs for sign off.  
..... Add \$50.00
- I need a small change made to my previous ad.  
seed.ab.ca provides 1 proof for sign off.  
..... Add \$25.00

We require an original copy of any logos (on letterhead or business cards) or pictures in order to create your ad. Please include them with this form. Contact Issues Ink for technical specifications if you prefer to create your own artwork.



For 1/8 pg size (3.5" X 2.375") ads, please place a business card here or fill in the space provided with desired ad content.

**ADVERTISING DEADLINES**

Early discount ends – Aug. 31st  
Booking Fall issue – Sept. 24th  
Booking Spring issue – Nov. 26th

**ADS BOOKED BEFORE AUGUST 31, 2010**

- ONE ISSUE**
- 1/8 page black & white.....\$200.00
  - 1/8 page black + full colour .....\$350.00
- TWO ISSUES**
- 1/8 page black & white.....\$300.00
  - 1/8 page \* black + full colour .....\$550.00

**YOUR CONTACT INFORMATION**

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Toll free: \_\_\_\_\_

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

**AD CHARGES**

Member rates apply for those who are members of the CSGA - Alberta Branch or members of the Alberta Co-op Seed Cleaning Plants.

Ad(s): \_\_\_\_\_

+ Artwork: \_\_\_\_\_

+ 5% GST: \_\_\_\_\_

Total: \_\_\_\_\_

**METHOD OF PAYMENT**

- Visa or Amex (Mastercard not accepted)
  - Card Number: \_\_\_\_\_
  - Expiry date: \_\_\_\_\_
  - Cardholder Name: \_\_\_\_\_
  - Signature: \_\_\_\_\_
- Cheque Enclosed  
(payable to Issues Ink)

**RETURN COMPLETED FORM AND PAYMENT TO:**

seed.ab.ca c/o Issues Ink  
301-313 Pacific Avenue  
Winnipeg, MB R3A 0M2  
Phone: 1-877-710-3222  
Fax: (204) 475-5247  
E-mail: issues@issuesink.com



## CHANGING THE WAY YOU THINK ABOUT THE FUTURE!



### Workshop Dates

(4 day workshop split into 2 sessions)

**November 15-16, 2010**

**Olds College, Olds, Alberta**

**December 7-8, 2010**

**Edmonton, Alberta**

Adapting to Change sometimes requires our ability to think differently! The opportunity provided through the "Leaders in Growth" education forum will enable each of us to change the way we think about our future.

Does our perception about the future of agriculture – "The Perfect Storm", "Risks are Higher" & "Corporate Farming versus Family Farming" freeze our ability to make decisions?

Do you farm and run your business with intent?

Have you ever let past experiences affect how you make decisions for the future?

Examine how mental technology defines the way we think and act as a leader.

The Pacific Institute believes that the success of high-performance people and organizations is based on thinking skills – beliefs, habits attitudes and expectations that can be taught and learned.

The foundation of the educational content of "Leaders in Growth" is this: each of us acts in accordance with the truth we believe it to be, not in accordance with the truth as it necessarily is. If you accept the premise that your present thoughts determine your future,

then applying this process enables you to change the way you think of the future to help reinvent the future.

The high calibre "Leaders in Growth" training is targeted to providing fundamental leadership concepts including that: "all meaningful and lasting change begins first on the inside then works its way out". Your view of yourself, your business and your community drives your behaviours in everything that you do. Thus you must change the internal picture to experience growth and development. It provides easy-to-understand and easy-to-implement tools to change attitude and beliefs which immediately reflect in greater results and higher performance.

### Expected benefits: The Results are real!

- Heightened self-confidence
- Positive self motivation
- Accountability in all aspects of life
- Goal and end results orientation
- Highly engaged
- Open to new possibilities
- Flexibility to reacting to new challenges
- Open-minded and flexible
- Creativity
- Sensitivity to the behavior of other people

*"All meaningful and lasting change starts first on the inside and works its way out."*

– **Lou Tice**, Co-Founder The Pacific Institute

## LEARNING UNITS

### Unit 1 – Grow Into It

We don't let ourselves want what we don't believe we can cause.

### Unit 2 – Belief is the Key

We act in accordance with the truth as we perceive and believe it to be.

### Unit 3 – How the Mind Works

Change the way you think, and you change the way you run your life.

### Unit 4 – Belief: The Root Cause

There seems to be a direct relationship between what I think about myself and the way my life goes.

### Unit 5 – Habits and Attitudes

Keep the goal, change the habits and attitudes.

### Unit 6 – How Beliefs are Formed

We act like the person we know ourselves to be.

### Unit 7 – Disputing Negativity

We must control our self-talk or it controls us.

### Unit 8 – Beliefs Regulate Effectiveness

Our beliefs set the limits on the use of our potential.

### Unit 9 – Play Without Fear

We move toward what we think about.

### Unit 10 – The Next Time...

Thoughts accumulate to build beliefs.

### Unit 11 – Warranted Self-Esteem

We draw to ourselves what we feel worthy of receiving.

### Unit 12 – Out of Order – Into Order

Humans are always working for order in their minds.

### Unit 13 – See Yourself Into It

As we visualize the new, we become dissatisfied with the old.

### Unit 14 – The Structured Process

If you want to improve your life, you will want to use the affirmation process.

### Unit 15 – Creating A New Normal

Words trigger pictures, which trigger emotions.

*continued on page 10*

**Unit 16 – Creating Future Memories**

Our present thoughts determine our future.

**Unit 17 – Grow Stronger, Cause More**

When we grow strong on the inside, change is easy.

**Unit 18 – Culture: The Invisible Force**

People behave and act in accordance with the truth as they believe it to be.

**Unit 19 – Choices**

When pushed, we push back.

**Unit 20 – The Captain of the World**

Freedom from fear releases potential.

**Unit 21 – Switching Styles**

Think in ideals.

**Unit 22 – Where is the Truth?**

All meaningful and lasting change starts on the inside and works its way out.

**Unit 23 – The Answers Exist**

Begin with the question, "What do I want?"

**Unit 24 – Successful and Significant**

Measure yourself from where you are to the ideal you are working toward.

**Unit 25 – Designing Your Life**

There is no growth without discontent.

**Unit 26 – Goals: Hitting the Target**

As we move toward our goals, feedback is essential.

**Unit 27 – Releasing Energy and Creativity**

Energy is created based upon the size of the goal.

**Unit 28 – Increasing Awareness**

The goal comes first, then we perceive.

**Unit 29 – Expand the Container**

Properly placed accountability is the key.

**Unit 30 – Environmental Comfort Zones**

Goal-setting is a familiarization process.

**Unit 31 – From the Inside Out**

As we visualize the new, we become dissatisfied with the old.

**Unit 32 – Goal-Setting Through**

Once we arrive at a goal, we lose our drive and energy.

**Unit 33 – Checklist for Goals**

With balance, you are capable of achieving many things at the same time.

**Unit 34 – The Best is Yet to Come**

There is no growth without self-examination.

# LEADERS IN GROWTH REGISTRATION FORM

(4 day workshop split into 2 sessions)

**November 15-16, 2010 – Olds College, Olds, Alberta**

**December 7-8, 2010 – Edmonton, Alberta**

For those interested in participating, please fill out the information below and fax back to **1.866.798.1826**. Cost is still to be determined as we explore funding opportunities through Growing Forward upon the release of program details and grant applications. Determining the number of individuals interested will assist the association in applying for funds and the overall organization of the workshop. Upon confirmation of cost, all interested individuals will be contacted and a commitment will be required at that time.

Name: \_\_\_\_\_

Seed Cleaning Plant: \_\_\_\_\_

Address: \_\_\_\_\_

City/Town: \_\_\_\_\_

Province: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Cell: \_\_\_\_\_

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# Raxil<sup>®</sup> MD

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## ENSURING EXPORTS

This past July, a commercial laboratory detected low levels of genetically modified material in Canadian flaxseed shipments to the European Union. As a result, Canadian flaxseed shipments were effectively halted because Europe has a zero tolerance policy for non-authorized events. Most Canadian flax in Europe was quarantined.

Since then, the Canadian Grain Commission and the Flax Council of Canada, along with other Canadian government departments and agencies, have developed a protocol for sampling and testing shipments of Canadian flaxseed to the European Union. The purpose of the protocol is to describe the system of sampling, testing and documentation pertaining to the presence of the GM flax, Triffid, in shipments, to help meet the EU's strict zero tolerance requirement.

The Canadian Food Inspection Agency will continue to test commercial seed samples and the Canadian Grain Commission will continue testing to determine the presence of Triffid within the Canadian flaxseed supply. The Flax Council of Canada is hopeful that laboratories will be validated and that sufficient testing can be conducted to minimize the risk of positive tests in time for shipments of flax to resume to Europe before

the close of navigation this year, but at the time of printing exports had not yet resumed.

European zero tolerance policies have also placed U.S. soybean shipments in quarantine because of trace levels of unauthorized GMO events discovered from corn dust in the shipments. Many in the industry argue that zero tolerance of unauthorized events in countries of import is completely unnecessary. Once an event is authorized in country of export it is only a matter of time before trace levels of the event will appear in international shipments through commingling within international shipping systems. This unintentional commingling may occur with the seed, on the farm, or within the global handling and transportation systems as the grain is produced and moved between buyers and sellers.

Zero tolerance is a very tricky issue, as no bulk handling system, no identity preserved system, and no channeling system can manage these events to zero tolerance. However, as long as these regulations are still in place, growers have to do their part to ensure the crops they grow can be exported. The best advice growers can follow is to use good, preferably certified, seed of a recommended variety. This includes watching

for lists of de-registered varieties such as the list the Canola Council of Canada publishes every year to ensure these varieties are not delivered to grain companies, and grain shipments are not rejected.

And while it's impossible to achieve zero tolerance, varietal purity of 99% must be maintained for certified seed, so buying the blue tag is one big step growers can take towards ensuring quality control. Certified seed is tested to ensure minimal weed content, genetic purity and good germination which gives the grower peace of mind that you've done everything you can to ensure the crop they grow will be accepted around the world.

### Book Your Member Ads Early and Save

Get ready for next year's seed sales early by booking your member ads in [seed.ab.ca](http://seed.ab.ca). Volume discounts are available to members who book in both issues of [seed.ab.ca](http://seed.ab.ca), and early booking discounts apply for members who book and pre-pay their member ads before August 31, 2010. To learn more about placing a member ad see the insert included with your newsletter, or contact Issues Ink at 1-877-710-3222 or via e-mail at [marketing@issuesink.com](mailto:marketing@issuesink.com).

## HISTORY OF GM FLAX IN CANADA

In the late 1980s, a flax variety known as FP967, later named Triffid, was developed by the Crop Development Centre in Saskatoon, Saskatchewan. Triffid underwent full food, feed and environmental risk assessment analysis and was approved and authorized by the Canadian Food Inspection Agency, as well as by the U.S. regulatory agencies. Triffid certified seed was never sold to produce flax for food, feed or for processing. The Flax Council of Canada, in one of the most sophisticated and extensive risk management plans ever adopted, acquired all known quantities of certified seeds using CSGA and grower records and had it destroyed or crushed domestically. The Flax Council's actions were taken to protect the European market by ensuring that no GMO flax was being produced in Canada. Triffid was de-registered by CFIA in 2001. The recent discovery of GMO markers is the first occasion where GMO material has been found in Canadian flax shipments.



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