

SEED PLANT NEWS



ALBERTA
SEED
PROCESSORS

SPRING 2017

BOARD OF DIRECTORS' REPORT

GREETINGS FROM THE BOARD OF DIRECTORS' & GENERAL MANAGER

I would like to sincerely thank each of the members that attended and participated in the Annual General Meeting. Annual Meetings are only as good as the participants make them. After reviewing the evaluation forms, and speaking with many AGM delegates, I would say, YOU, the members have made our past AGM one of the best annual meetings that I can remember. Accolades to the Manager's group for all the work they do in providing networking opportunities for staff to continually improve.

Special recognition has to go out to Bruce and Mark from the Enchant Seed Plant and Chris & Rod at the Carmangay Seed Plant for their work in providing excellent insights into the innovations they are working with at their plants. Enchant just opened their brand new facility approximately a year ago, and presented on the mammoth task of managing the project, with a very good list of what worked, and what could have been improved in the process. Chris & Rod at Carmangay summarized the path to launching a mobile seed treating business, which is a new and unique business venture for the Carmangay Co-op. Thanks again to Bruce, Mark, Rod & Chris for providing excellent presentations at the AGM.

The Workshop on Wednesday afternoon was well attended with a full room. A safety manual update along with a presentation on the Carbon tax, and what it may mean for seed plants were topics of the workshop.

As a result of the AGM, the Board will be crafting a path forward for the Association, using the feedback from the round table discussions, as well as the many important conversations that took place in hall ways, and over lunch tables. A massive Thank You goes out to Shaun Grant from the South Peace Seed Cleaning Co-op in Dawson Creek for facilitating our round table session on Thursday! A few common themes seemed to jump out during these crucial conversations:

1. We are in an Industry that is on the cusp of a lot of change, with the Seed Synergy Project underway nationally. Cohesion in the industry is becoming imperative.
2. A lot of opportunity exists in the marketplace outside of traditional seed & grain processing
3. There is appetite to propel the organization & its member plants by engaging with stakeholders from many generations.

Our Board continues to change as well. This year we welcomed Tom Coppock, from Castor, the President of the Alliance Seed Plant to fill the vacancy for provincial director of Region 3. Tom brings a wealth of board experience, and a new perspective on the agriculture industry. It feels great to have such a strong board directing this association into the bright future ahead.

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The board interfaces with suppliers and other key stakeholders in the seed industry on a continuous basis. When looking to the future for opportunities for our members, a common theme arises from these conversations: **Quality in both operations and management will be the driving factor for future success. Being a Registered Seed Establishment with certification to store/distribute, process, and/or grade pedigreed seed is one means of how the industry measures 'quality'.** Most of our 67 members have invested considerable resource into upgrading and adopting state of the art equipment, which is key for future success. Additionally, most plants have highly experienced staff which can add to the 'quality' ingredient list. Hence, many plants have the key ingredients for success; except for the RSE certification piece, which will be paramount in the future. Being ahead of the curve is important, as history indicates obsolescence is a result of the inability to adapt to change.

Those that continue to adapt to change will likely be part of future opportunities in processing, retailing, and logistics.

Speaking of the Bright Future, we have selected "*My Future's So Bright*" as the theme for our 65th AGM scheduled for January 17-19, 2018. We hope to have a bit of fun to celebrate 65 years of business success, but to also look forward to the bright future ahead of us. I hope everyone can mark this on your calendars, as attending the AGM is a great way to engage in this unique organization to give & receive valuable information that will ensure a bright future for all.

Best wishes for a safe spring season.

The Board of Directors: Dave, Kelly, Tom, Dan, Ross, Charlie, Hector, Joe, Blair, Bill & Monica.

ALBERTA SEED PROCESSORS: BOARD OF DIRECTORS 2017

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PROVINCIAL BOARD ACTIVITIES BOARD GOVERNANCE TRAINING

At the Quarterly board of directors meeting, the provincial board, with the help of a facilitator from Integrity Training Inc. completed Board governance training that also touched on a review of the Strategic Plan. As a result of the training session, the board has a firm grasp of the strategic plan. Communication & membership engagement was added as a new component to the strategic plan. All attendees felt that the material covered was of value to both their duties on the provincial board, as well as members of rural communities.



CANADIAN GLOBAL CROPS SYMPOSIUM

Dave Bishop, attending on behalf of Alberta Barley & Monica Klaas, attending on behalf of Alberta Seed processors attended the Canadian Global Crops Symposium in Calgary in April. The Symposium is hosted by Canada Grains council with the goal of gathering national and international grains sector stakeholders to discuss key issues affecting the grains sector now and in the future. Topics of this year's symposium included grain transportation, plant breeding innovation, industry consolidation, consumer food trends, and agriculture's carbon foot print. Additionally, speakers addressed the ethanol & feed industry, as well as the "gluten-free movement & why whole grains are a healthy choice for people in developed and under developed countries alike.

OUTSTANDING SERVICE AWARD TERRY HOWE

This past January, the Association recognized an individual that has made contributions to the Association as a whole.

Terry recently retired after 35 years as Manager of the Alliance Seed Plant. Terry helped the Seed Plant grow from a 200,000 bushel operation to a thriving business processing an average of 800,000 bushels a year. He was also instrumental in the development of a business hub around the plant which includes the sale of feed and vet supplies. "People can come into town and make one stop to get everything they need," he says. Terry played a role in supporting the Battle River Railway.

He also served 10 years on the provincial seed plant board, and was President of the Managers' Association for three years.

Terry and his wife Donna live near Castor. In addition to their busy work lives and having a farm to run, the couple raised three daughters, and at different times also welcomed exchange student "daughters" to their family, who were of Japanese, Brazilian, and Danish descent. Now they are delighted to have expanded the family to include two granddaughters.

On behalf of the board of Directors, congratulations to Terry.



ARTICLE

GOLDEN KERNEL AWARDS

Presented By: Bayer CropScience

CATEGORY A: OVER 100,000 BUSHELS

Wayne Walker, Westlock



Tom Luethi, Beth Markert, Bill Sinclair, Christina Krueft

CATEGORY B: 50,000-99,999 BUSHELS

Jim Davenport, Clive



Russel Wildeman, Beth Markert

CATEGORY C: 25,000-49,999 BUSHELS

Bill Sinclair, Bashaw Tom Luethi, Warburg



Beth Markert, Christina Krueft, Wayne Walker, Allan Anderson

CATEGORY E: SPECIAL RECOGNITION

Chris Blenkin, Carmangay



Beth Markert, Chris Blenkin, Christina Krueft, Allan Anderson

GOLDEN KERNEL AWARD WINNERS RECEIVE 'GOLDEN TREATMENT' AT FLAMES GAME.

The Golden Kernel award winners were invited for a action-packed day that started with a tour of the Bayer head office in Calgary followed by an interesting update from AI Driver, the President & CEO of Bayer Canada. Later, the group was treated to a hockey game & a tour of the Flames dressing room.



THANK YOU TO ALL OUR AGM SPONSORS

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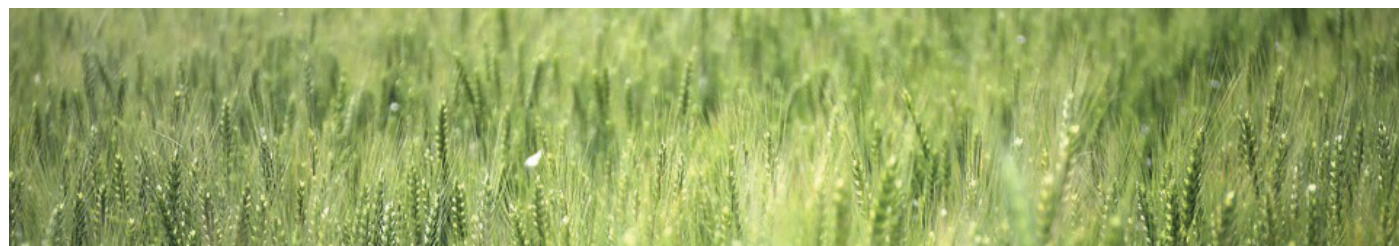
ARTICLE

RECOGNIZING MILESTONES AT THE 64TH AGM, JANUARY 2017.

At the 64th Annual General meeting, the following Individuals were recognized for their service either as a board member or as a staff member at a seed cleaning co-op. Congratulations and thank you to all those who have contributed to the success of individual seed plants and the Association as a whole.



YEARS	NAME	PLANT
20	James Oberg	Forestburg Co-op Seed Cleaning Plant Ltd.
20	Orest Yackimec	Myrnam Municipal Seed Cleaning Association
20	Ken Hladunewich	Myrnam Municipal Seed Cleaning Association
20	Curtis Webber	Stony Plain Seed Cleaning Assoc. Ltd
25	Don Irving	Blackie & District Seed Cleaning Assoc.
25	Ross Newman	Blackie & District Seed Cleaning Assoc.
25	Kerry Mayr	Warburg Seed Cleaning Co-op Ltd.
25	Perry Hennig	Stony Plain Seed Cleaning Assoc. Ltd
25	Cecil Donegani	Olds Seed Processing Co-op Ltd
30	Greg Andrews	Three Hills & District Seed Cleaning Plant Ltd.
30	Todd Enslin	Acadia Seed Processing Co-op Ltd. (Oyen)
30	Dan Paulgaaard	Provost Co-op Seed Cleaning Plant Ltd.
30	Ed Tschetter	Innisfree Municipal Seed Cleaning Assoc. Ltd.
30	Tom Jackson	Edgerton & District Seed Cleaning Co-op Ltd.
30	Blair Peregrym	Stony Plain Seed Cleaning Assoc. Ltd
35	Joe Hanson	Taber Seed Cleaning Co-op Assoc. Ltd.
35	Bryant Kushner	High Prairie Seed Cleaning Co-op Ltd



10 COMMANDMENTS FOR FUSARIUM MANAGEMENT

- 1. EDUCATE**, communicate... You can't control what you don't know: go to all of those information meetings, read all the articles, & call your local agronomist. Understanding the **disease triangle** is key to fighting fusarium. If you don't understand the disease life cycle & what conditions favor the disease & why a multi-pronged approach to control is required, you'd best find out!
- 2. TEST** your seed. According to the Alberta Pest Control Act, seed should have no detectable levels of *F. graminearum* to avoid introducing the pathogen into your production area. Now that most areas of Alberta have Fusarium, seed testing should be used as a tool to select the best seed possible to ensure a healthy uniform crop. Request a seed health report including disease screening to assist in selecting the best seed treatment to control seed borne disease beyond & including fusarium. Using disease free seed only slows the spread of the disease. Fusarium can spread by a spore in the wind, or by infected crop residue in feed/bedding, hence disease free seed on its own is not a strong defense mechanism.
- 3. TREAT**. Prior to planting, treat all cereal and corn intended for use as seed in Alberta with a registered fungicide that includes the genus *Fusarium* on the label list of fungi that are controlled. Do note that seed treatments protect seed and seedlings only.
- 4. ROTATE**. Continuous or short rotation cereals or corn allow for a build-up of *F. graminearum* on infested residues. Leave at least two years between host crops (e.g. all small grain cereals, corn). Avoid corn in rotation with small grain cereals. Corn is also a host of *F. graminearum*, where it causes seed rots, seedling blight, root rot, stalk rot and ear rot. Recent research involving pea rotations may also be important for your farm: check with your local agronomist for information updates.
- 5. SEGREGATE**. Field location can be an important consideration as *F. graminearum* can move from one field to the next on wind-blown spores. If practical, avoid planting small grain cereals immediately adjacent to cereal or corn fields where elevated levels of *F. graminearum* are known or suspected to occur.
- 6. COMPENSATE**. Increase seeding rates to promote a more uniform stand, reduced tillering and a shorter flowering period for the crop. This approach helps reduce the period the crop is flowering, which is the growth stage most at risk for infection. Moreover, more uniform flowering of plants may help improve fungicide performance because most, if not all, of the crop will be at the key growth stage for application.
- 7. MANAGE RISK**: Stagger planting dates to avoid having all cereals on the farm flowering synchronously and potentially being exposed to weather conducive to disease development at the same time. Humid weather during flowering (anthesis) in wheat or heading in barley favours infection.
- 8. SELECT VARIETIES WITH CARE**. Grow varieties with the best available levels of resistance; however, this practice will not completely eliminate the risk of FHB. Consult annual variety guides (ALBERTA SEED GUIDE MAGAZINE) (seed.ab.ca website) for more information.
- 9. PROTECT WITH FOLIAR**. When an elevated risk of FHB is suspected, growers should consider the use of a well-timed fungicide application for FHB management. Factors related to an elevated FHB risk include the following: short intervals between successive cereal crops, planting into or next to fields with the presence of *F. graminearum*-infested cereal or corn residue, use of a susceptible cereal variety, and/or where irrigation is being used or where weather conditions favour inoculum production and host infection. Disease forecasting systems that are available in other parts of Western Canada are planned to be launched in Alberta soon.
- 10. SANITIZE**. Same as washing your hands! Remove any loose crop residue from all equipment before leaving an infested field. Control volunteer cereals and grassy weeds on infested land, including headlands. Remove feed and/or livestock bedding from fields to reduce the risk of spreading the pathogen through infected straw/feed. Any practise that promotes stubble decomposition helps break the disease life cycle.

* compiled with data from Alberta Agriculture & Forestry Agdex 5210



workhealthlife

Your Employee and Family Assistance Program is a support service that can help you take the first step toward change.

Mental health myths and facts

Mental illness is a common concern for many people, affecting one out of five Canadians during their lifetime. And while awareness of these disorders—and their successful treatment—has come a long way over the past thirty years, many of those grappling with mental illness still face discrimination and isolation because “mental health myths” are still very much in circulation. The information that follows helps to demystify mental illnesses and can help you get the straight facts on mental health.

Myths Dispelled

Myth: People suffering from mental illness are responsible for it. Many people still believe that those with a mental illness choose to act that way, and can control their behaviour if they really wanted to. In fact, research shows that mental illnesses are the result of chemical reactions that change the way the brain functions. People suffering from these illnesses are no more responsible for their condition than those with diabetes or cancer.

Myth: Mental illness doesn't affect children. Approximately 18 per cent of children in Canada suffer from a form of addiction and/or mental illness—the majority of which go undiagnosed. Among the most common disorders found in children are Attention and Hyperactivity Disorder (ADHD) as well as anxiety and eating disorders. Researchers have also found that many serious mental illnesses, such as depression and schizophrenia, often begin to emerge in the late teens and early 20s.

Myth: People with a mental illness are dangerous. This idea is partly the result of over-dramatic films and sensationalized news reports about a tiny minority of the population. The reality? There is no proven link between mental illness and violent crime. In fact, those with a mental illness are more likely than the general population to be victims of violent crime. While there is a very small minority of people grappling with a mental disorder who may act violently at times, the vast majority of this behaviour is verbal and does not involve physical aggression.

Facts Explored

Fact: Mental illnesses are often genetically linked. Countless studies reveal a connection between mental illness and genetics. While the source of a mental illnesses is rarely clear-cut—and may involve both environmental and hereditary factors—people who have a family history of mental illness are far more likely to face mental health issues than the general population.

Fact: There are many treatments available for mental illness. For most people with a mental illness there are a range of treatment options available. These include:

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- **Psychotherapy.** Working with a psychological professional is usually an important part of the recovery process. This specialist can help a sufferer uncover the source of the problem, develop strategies to tackle the issue effectively and transition back to a mentally healthier way of life.
- **Rehabilitation.** These are programs that provide physical and social supports to survivors of mental illness who are trying to rebuild their lives. Rehabilitation can include job training, independent living programs and self-help programs where those recovering from a psychological disorder share experiences and provide mutual support to one another.
- **Pharmaceuticals.** Scientists have made great progress in understanding the chemical causes of mental illnesses and as a result, there are numerous drugs available which can be prescribed by a licensed psychiatrist or doctor. This option is usually most effective when provided together with other forms of treatment such as psychotherapy.
- **Family Awareness.** Research suggests a supportive network of family and friends can encourage successful recovery from a mental illness and prevent a relapse. That's why a large number of mental health care providers have begun to develop resources and programs aimed at showing family and friends how to better support and respond to a loved one living with a mental illness.

People affected by a mental illness often need to fight two battles: one against the illness and the other against the stigma that comes from having a psychological disorder. Only by understanding the facts can we help eliminate that stigma and allow those with a mental illness to reclaim their lives and successfully navigate a path to recovery.

PROVINCIAL BOARD OF DIRECTORS TOUR ALBERTA FOOD PROCESSING DEVELOPMENT CENTRE IN LEDUC

The Food Processing Development Centre opened in 1984. It serves to encourage the growth and expansion of the food & beverage processing & manufacturing industry in highly competitive domestic and global markets. A \$5.5 million expansion to the facility was completed in 2002.

The Food Processing Development Centre is a modern, fully equipped pilot plant and product development laboratory facility. It is staffed with experienced food scientists, engineers and technologists. Centre services are designed to strengthen

and expand the capability of Alberta's food processors to meet the challenges of the marketplace through application of new technology and the development of new or improved products and process.

The tour gave the board a snap shot of the complexity of operating a food/beverage manufacturing company. The Processing centre is a world class facility that conceivably could assist the agriculture industry in field to table vertical integration.



ARTICLE

MEET A DIRECTOR: TOM COPPOCK

Tom runs a mixed farming operation north of Castor in the County of Paintearth with his wife, Wendy. Wendy was a teacher and is now working out of Clearview's central office in Stettler. Together they have three sons Kelly, Tyler and Cutler. Kelly studied Agricultural Marketing and works for AFSC as a crop adjuster out of the Stettler Office and is able to help out on the farm spring and fall. Riley studied Agricultural Production and is back working on the family farm full time. Cutler is attending Olds College in the Heavy Equipment Technician Program. Looks like all the boys are following in their father's footsteps and will be Olds College Alumni.

Over the years Tom has been busy driving the boys around in their sports where he has managed hockey and ball teams off and on throughout these years. Tom and Wendy were a host family in the IAEA Agricultural Trainee program for 13 years where they have hosted young individuals from various countries on a young foreign worker program. They are proud to say they have "adopted children" from Australia, Denmark, England, Norway and Sweden.

Tom has been on the Alliance Seed Cleaning Association board for many years and now looks forward to learning more on the Alberta Seed Processors Provincial Board.



GETTING THE BUSINESS

When was the last time you considered how your seed Cleaning Operation is promoted, or marketed to existing and prospective customers? Do you have an on-line presence? Strategic marketing plans do not have to be complicated, but they DO need to exist, and be reviewed on an ongoing basis.

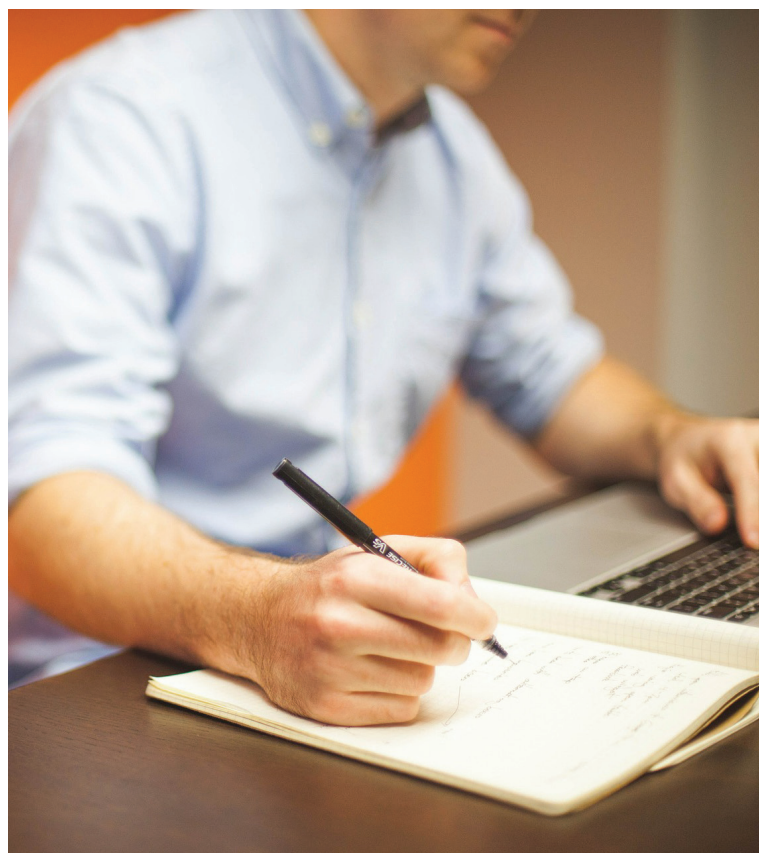
There are seven areas to consider: product, price, promotion, place, packaging, positioning and people. As products, markets, customers and needs change rapidly, you must continually revisit these seven Ps to make sure you're on track and achieving the maximum results possible for you in today's marketplace.

Product

To begin with, develop the habit of looking at your product as though you were an outside marketing consultant brought in to help your company decide whether or not it's in the right business at this time. Ask critical questions such as, "Is your current product or service, or mix of products and services, appropriate and suitable for the market and the customers of today?" (Ask yourself what else can I do to be more relevant to my customers)

Prices

Develop the habit of continually examining the prices of the products and services you sell to make sure they're still appropriate to the realities of the current market. Sometimes you need to lower your prices. At other times, it may be appropriate to raise your prices. Many companies have found that the profitability of certain products or services doesn't justify the amount of effort and resources that go into producing them. By raising their prices, they may lose a



percentage of their customers, but the remaining percentage generates a profit on every sale. Could this be appropriate for you?

Sometimes you need to change your terms and conditions of sale. Sometimes you can combine products and services together with special offers and special promotions. Sometimes you can include free additional items that cost you very little to produce but make your prices appear far more attractive to your customers.

Promotion

Promotion includes all the ways you tell your customers about your products or services and how you then market and sell to them.

Small changes in the way you promote and sell your products can lead to dramatic changes in your results. Even small changes in your advertising can lead immediately to higher sales.

Large and small companies in every industry continually experiment with different ways of advertising, promoting, and selling their products and services. And here is the rule: Whatever method of marketing and sales you're using today will, sooner or later, stop working. Sometimes it will stop working for reasons you know, and sometimes it will be for reasons you don't know. In either case, your methods of marketing and sales will eventually stop working, and you'll have to develop new sales, marketing and advertising approaches, offerings, and strategies.

Place (Do you ever make farm calls?)

The fourth P in the marketing mix is the place where your product or service is actually sold (not necessarily where the seed is cleaned, but where and how the booking process takes place). Develop the habit of reviewing and reflecting upon the exact location where the customer meets the manager. Sometimes a change in place can lead to a rapid increase in sales.

You can sell your product in many different places. Some companies use direct selling, sending their salespeople out to personally meet and talk with the prospect. Some sell by telemarketing. Some sell at trade shows. Some sell in joint ventures with other similar products or services. Many companies use a combination of one or more of these methods.

Packaging

Packaging refers to the way your product or service appears from the outside. Packaging also refers to your people and how they dress and groom. It refers to your offices, your waiting rooms, your brochures, your correspondence and every single visual element about your company. Everything counts. Everything helps or hurts. Everything affects your customer's confidence about dealing with you. Remember, people form their first impression about you within the first 30 seconds of seeing you or some element of your company. Small improvements in the packaging or external appearance of your product or service can often lead to completely different reactions from your customers.

Positioning

You should develop the habit of thinking continually about how you are positioned in the hearts and minds of your

customers. How do people think and talk about you when you're not present? How do people think and talk about your company? What positioning do you have in your market, in terms of the specific words people use when they describe you and your offerings to others? Most customers think of you in terms of a single attribute, either positive or negative. Sometimes it's "service." Sometimes it's "excellence". Develop the habit of thinking about how you could improve your positioning. Begin by determining the position you'd like to have. If you could create the ideal impression in the hearts and minds of your customers, what would it be? What would you have to do in every customer interaction to get your customers to think and talk about in that specific way? What changes do you need to make in the way interact with customers today in order to be seen as the very best choice for your customers of tomorrow?

People

The final P of the marketing mix is people. Develop the habit of thinking in terms of the people inside and outside of your business who are responsible for every element of your sales and marketing strategy and activities. Your ability to select, recruit, hire and retain the proper people, with the skills and abilities to do the job you need to have done, is more important than everything else put together. To be successful in business, you must develop the habit of thinking in terms of exactly who is going to carry out each task and responsibility. In many cases, it's not possible to move forward until you can attract and put the right person into the right position.

Excerpted from Million Dollar Habits

SAVE THE DATE

65TH ANNUAL GENERAL MEETING

January 17-19th, 2018 Westin Hotel, Edmonton AB

Your ideas, direction and feedback
are greatly appreciated

NETWORK • LEARN • ENJOY • DIRECT

OUR FUTURE'S SO BRIGHT!



RISK INSIGHTS

Non-profit



Liabilities for the Board of Directors

Nonprofit organizations provide essential social services that benefit communities and their members. These organizations cannot survive without a solid volunteer Board of Directors assigned to elect officers, adopt policies and make major financial decisions for the organization. Although the members of the board are volunteers, there is a certain amount of risk involved in holding one of these positions. Specifically, even when acting in good faith, board members are subject to personal liability, which may affect their personal financial status because of their business decisions.

Therefore, it is imperative that your organization and Board of Directors understand the risks involved as volunteers, their responsibilities as board members and the ways in which they can protect themselves from personal liability.

Risks and Responsibilities

To combat the chance of affecting the personal liability of board members, nonprofit organizations should assess the risks involved with holding these positions. Your organization should first develop a volunteer risk management committee to identify all risks and pose solutions to minimize potential harm. In addition, you need to ensure that the board members understand their governance responsibilities. Your nonprofit should educate its board on their legal duties, fiduciary duties and decision-making roles. Furthermore, the risk committee should ensure the following:

- The organization is working within its stated mission
- Funds are spent according to the mission, and spending decisions are known to donors
- The organization does not accept donations with conditions
- Individuals with personal agendas are not allowed to sit on the board
- Board members are not using professional contacts in dealings with the nonprofit

Once the risks are assessed and the Board of Directors is aware of those risks, they must also understand the responsibilities associated with the positions they hold.

Board members should uphold the following duties:

1. **Duty of Care:** The individual should act in the way that a reasonable person would in a similar position and under similar circumstances. Acting under good faith is an essential part of the

It is imperative that your Board of Directors understand the risks involved as volunteers for your organization, their responsibilities as board members and how to protect themselves from personal liability.

- functions of the board.
2. **Duty of Loyalty:** The individual should place the organization's financial interests as the primary responsibility. As a board member, one should not use his or her position for personal gain, financially or otherwise. In addition, individuals should remain honest about business ventures that pose a conflict of interest when acting as a representative of the organization.
3. **Duty of Obedience:** The individual should try to further the mission of the nonprofit by supporting board decisions and implementing policies as they are outlined.

In addition to these responsibilities, board members must also ensure that the nonprofit follows all tax requirements, complies with anti-trust laws, abides by civil rights laws and manages funds effectively.

Provided by Foster Park Brokers Inc

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Board Governance Health Check-up: RISK

An excerpt from BOARD GOVERNANCE GUIDEBOOK

Copies of the guidebook are available at <http://www1.agric.gov.ab.ca/>

Identifying and addressing risk



Did You Know?

In a not-for-profit organization, the Board is responsible, and potentially liable, for the services run by the organization. To reduce risk, boards must be aware of their responsibilities and develop policies to ensure these responsibilities are met.

Risk can occur in areas such as:

- **People:** health and safety concerns, wrongful dismissal suits, conflicts of interest, service quality, etc.
- **Finances:** property loss, asset loss, damage or theft, misappropriation of funds, event mishaps
- **Reputations and goodwill:** loss of reputation can affect the ability to raise funds and attract staff, volunteers, and clients
- **Technology and intellectual property:** loss of data due to loss of computer, theft of sensitive data
- **Regulatory matters:** unmet commitments to the government (i.e. financial documents; changes in government policy can affect the status of the entire organization)

20 RISK MANAGEMENT

The difference between risk management and insurance:

Insurance is a form of risk management. Taking out insurance transfers the responsibility for specific types of risk to a third party. But there is more to risk management than insurance; many risks, such as damage to an organization's reputation, cannot be insured against.

Director's and Officers' Liability Insurance provides personal financial protection for Board Directors and officers against liabilities imposed while performing their duties.

This is especially useful in covering legal costs if a frivolous lawsuit is brought against the Board or its members. This cannot protect against deliberate fraud or negligence by Directors. Board members must still act prudently, within their authority, and without negligence to minimize their personal liability.

Awareness of different strategies to minimize risk Different risks require different strategies to deal with them. Some risks may require a combination of strategies.

- **Avoid the risk:** Stop doing the activity or fix the problem.

- **Reduce the risk:** Change the activity or create procedures to decrease the risk.
- **Transfer the responsibility:** Purchasing insurance and outsourcing are ways to transfer the responsibility for the risk to someone else. Not all responsibility can be transferred.
- **Accept the risk:** Some activities have risks that cannot be avoided. Plan for the possibility and move on.

Assessing risk

There are three elements to the Board’s role in risk management:

- **Risk direction:** Understanding what risks may prevent the organization from reaching its goals. Best accomplished by the Board or by a designated Risk Committee.
- **Risk oversight:** Monitoring the risk management system to ensure effectiveness. Best accomplished at both the Board and committee levels.
- **Risk control:** Making sure the organization is moving in the right direction. Best accomplished by an audit committee.

Plant Breeders’ Rights

New legislation creates opportunity for Canadian farmers

As of **February 27, 2015**, all new varieties submitted for Plant Breeders' Rights (PBR) are protected under the new legislation. This update conforms to the UPOV 1991 convention, bringing Canada in line with the rest of the world and opening the door for increased investment to make new varieties available to Canadian farmers. Changes to the PBR Act create opportunity, but they also bring new obligations for the value chain.

www.PBRfacts.ca

Understanding the changes and your obligations	91 New varieties protected by PBR after Feb. 27/15	PBR Progress through Research Varieties protected by PBR before Feb. 27/15
Expanded Breeders' Rights		
Do the breeders' rights have implications for the entire crop value chain?	Yes	No
Farmers' Privilege		
Is the ability to save PBR protected seed for use on a farmer's holdings entrenched in legislation?	Yes	No
New Seed Conditioners' and Grain Buyers' Responsibilities		
Can seed conditioners and buyers of harvested material (grain) be liable for PBR infringements?	Yes	No

For more details about how the new PBR legislation affects you, visit: PBRfacts.ca





**ALBERTA
SEED
PROCESSORS**

MANAGERS' ASSOCIATION TRAINING SEMINAR AGENDA

JUNE 19-20, 2017, ST. PAUL, AB
ST. PAUL RECREATION CENTRE AND CURLING RINK
5310 - 48 Avenue

JUNE 19, 2017

SELECT A SESSION THAT FITS YOUR NEEDS

7:30 am - 11:00 am Forklift Training		8:30 am - 11:00 am Tradeshow
Cost \$200 per person Register with Hugh Baier no later than May 15 th		Don't need forklift training? Then spend the morning visiting with our many trade show participants.
Register by emailing Hugh: proseed@xplornet.com		
11:00 am	Dust Control - Trevor Pizey	
12:00 pm	Lunch	
1:00 pm	Seed Health - Sarah Foster	
2:00 pm	Safety Update - Amy Zuk	
3:00 pm	Depart for Golf, Sponsored by Syngenta	
Dinner to follow at the golf course		

JUNE 20, 2017

8:00 am	Round Table Discussions - Have Your Say in Industry Issues
9:00 am	TBA
10:00 am	Seed Treatment Update - BASF
11:00 am	Digital Communications & Websites - Issues Ink
12:00 pm	Lunch
1:00 pm	Canadian Seed Institute - Danielle Fletcher
2:00 pm	3P (People, Planet, Profit) Business Models - Ron Wirsta
2:30 pm	Association Update - Dave Bishop, Monica Klaas
3:00 pm	Adjourn and Tour St. Paul Seed Plant

REGISTRATION OPENS MAY 1, 2017

TO REGISTER

Contact Blair Peregrym by email: bperegrym@spseed.ca (preferred) or send registration forms by fax: (780) 963-7259.

Remit payments **no later than June 9, 2017** to
Stony Plain Seed Cleaning Plant Box 2044, Stony Plain, AB T7Z 1X6

*Note: All plants have one person pre-paid, however, you still need to confirm who from the plant will attend.
Additional staff are welcome and encouraged to attend at the rate of \$100/person.
Fee for additional staff must be received **no later than June 9, 2017.***

HOTEL

Canalta Hotel
5008 43 St, ST. PAUL, AB (780) 645-5581

Use group code

Seed Processors (\$128.24 + Tax)

**All attendees are responsible for
making their own hotel reservations.**



MANAGERS' ASSOCIATION TRAINING SEMINAR

REGISTRATION FORM

Submit to Blair Peregryn
by email bperegrym@spseed.ca (preferred)
or send registration forms by fax: (780) 963 7259

Remit payments no later than June 9th, 2017 to:
Make cheques payable to: Managers' Association of Alberta Co-op Seed Cleaning Plants
Stony Plain Seed Cleaning Plant Box 2044, Stony Plain, AB. T7Z 1X6

REGISTRATION

Plant Name	
Address	
Phone	
Email	

First Name	Last Name	Fee
		Prepaid
		\$100
		\$100
		\$100
		\$100
		\$100
		\$100
		\$100
		\$100
		\$100
		\$100
		\$100
		\$100
		\$100
		\$100
		\$100
	Total Owing	\$

Note: All Plants have one person pre-paid: but you still need to confirm who from the plant will attend.
Additional staff are welcome & encouraged to attend at the rate of \$100/person.
Fee for additional staff must be received no later than June 9, 2017.



Alberta Seed Guide

**BOOK EARLY!
SAVE BIG!**

DISTRIBUTED TO OVER
50,000

**ALBERTA FARMERS,
ADVERTISING IN THE
ALBERTA SEED GUIDE
IS YOUR OPPORTUNITY
TO GET SEEN.**

**EARLY BIRD DEADLINE
AUGUST 16, 2017**



ADVERTISING DEADLINES

- **Early discount ends: August 16, 2017***
- **Booking deadline:** September 8, 2017
- **Materials deadline:** September 15, 2017

*For early booking discount to apply, members ads must be reserved with payment method before booking deadline.

- Please have someone contact me about a new logo for my business.
- Please have someone contact me to discuss a new website for my company.

RETURN COMPLETED FORM AND PAYMENT TO:

Alberta Seed Guide c/o Issues Ink
403-313 Pacific Avenue
Winnipeg, MB R3A 0M2

Phone: (877) 710-3222
Fax: (204) 475-5247
Email: marketing@issuesink.com

Name: _____
 Company: _____
 Address: _____
 Phone: _____ Fax: _____
 Email: _____ Website: _____

ADVERTISING RATES		Early Bird Rate	Regular Rate	Early Bird (2x)	Regular (2x)
1/8 page	<input type="checkbox"/> black & white	<input type="checkbox"/> \$200	<input type="checkbox"/> \$250	<input type="checkbox"/> \$360	<input type="checkbox"/> \$495
	<input type="checkbox"/> colour	<input type="checkbox"/> \$320	<input type="checkbox"/> \$400	<input type="checkbox"/> \$576	<input type="checkbox"/> \$720
1/4 page	<input type="checkbox"/> black & white	<input type="checkbox"/> \$640	<input type="checkbox"/> \$800	<input type="checkbox"/> \$1,152	<input type="checkbox"/> \$1,440
	<input type="checkbox"/> colour	<input type="checkbox"/> \$800	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,440	<input type="checkbox"/> \$1,800
1/2 page	<input type="checkbox"/> black & white	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$2,160	<input type="checkbox"/> \$2,700
	<input type="checkbox"/> colour	<input type="checkbox"/> \$1,600	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$2,880	<input type="checkbox"/> \$3,600
Full page	<input type="checkbox"/> colour	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$3,600	<input type="checkbox"/> \$4,500

ARTWORK

Charge

- I will submit by email N/A
- I will keep the same ad I used in the last issue. N/A
- I need a small change made to my previous ad.
Alberta Seed Guide will provide 1 proof for sign off. \$25
- I would like multiple changes to my previous ad.
Alberta Seed Guide will provide up to 2 proofs for sign off. \$50
- I need an ad designed.
Alberta Seed Guide will provide up to 2 proofs for sign off. \$100

Please choose which issues you would like to advertise in: Fall 2017 Spring 2018 Both Issues

METHOD OF PAYMENT

Payment required at time of booking.

Payments will be processed on October 20, 2017.

Visa or Mastercard
 Card Number: _____
 Expiry date: _____
 Cardholder Name: _____
 Signature: _____

Cheque Enclosed
 (payable to Issues Ink)

AD CHARGES

**Member rates apply for those who are members of the ASG or members of the Alberta Seed Processors*

Ad(s):	_____
+ Artwork:	_____
Sub Total:	_____
+ 5% GST:	_____
Total:	_____

Know what you are planting!

Be  **SEED SMART**

The Alberta Seed Processors, Bio Vision Seed Labs, Seed Check Technologies Inc. and 20/20 Seed Labs Inc. are reminding you to be **SEED SMART** as you plan for the next crop year.



A seed test is the best way to predict seed performance, and ensure your farm is using the highest quality seed possible.

You can be **SEED SMART** by following these simple steps:

- ✓ Take a representative sample
- ✓ Submit to one of Alberta's seed labs
- ✓ Get a full report on the total health of your seed

Want to learn more?

Visit us at:
@abseedpro
www.seedprocessors.ca
#SeedSmart



EQUIPMENT WANTED

Grimshaw Co-op Seed Cleaning Plant is looking for a gravity table.

Contact Kelly Diebert (780) 332 4560

EQUIPMENT FOR SALE

Fairview Co-op Seed Plant has for Sale: 10 kongskilde CAD 20 air locks in working condition (replaced with bigger) \$1200 per unit 15 7'/6in aluminum elbows for pneumatic system (new). 1 unit 6 spiral gravity separator \$1500.

All equipment is in good working condition call Ernie at 780 835 2478 for details

EMPLOYMENT OPPORTUNITY

ACADIA SEED CLEANING ASSOC. (OYEN)

FULL TIME PLANT MANAGER:

Experience necessary...Wages negotiable.

For more info call Dave Sullivan at 403-664-3865

FOLLOW US ON SOCIAL MEDIA!



@ABSEEDPRO



@BESEEDSMART



@BESEEDSMART



MONICA KLAAS
GENERAL MANAGER
5030-50 STREET LACOMBE, AB T4L 1W8
T. (403) 489-9999 • F. 1 (888) 446-5853
monica.klaas@cleansed.net
www.seedprocessors.ca

Do you have an idea for a Seed Plant News story? Is there something you would like to see featured in this publication? Please send your ideas, submissions or feedback to Monica Klaas at monica.klaas@cleansed.net or phone (403) 489-9999.