

PRESIDENT'S/BOARD OF DIRECTORS' REPORT

GREETINGS FROM THE BOARD OF DIRECTORS AND GENERAL MANAGER.

A big thank you needs to go out to all of the members that participated in the Annual General Meeting. In particular, plants from Alliance, Bashaw, Beaver County, Coronation, Vegreville, and Westlock had multiple delegates attend the AGM. Annual meetings are only as good as the participants make them; the success of the AGM rests with the participants. Accolades to the Managers' Group for all the work they do in providing training and networking opportunities for staff to continually improve. Especially popular this past year was the tour to BioVision Seed labs, as well as the Fun Casino that kicked the entire event into high gear!

Special recognition has to go out to the managers that presented in the "If I Can Do It, You Can Do It" segment of the AGM. Peggy Erion from Alliance, Ron Wirsta from St Paul, and Shaun Grant from South Peace all shared business development projects which they are currently in the process of implementing. Peggy and Ron provided excellent insights into the innovations they are working with at their plants. The 3 P (Planet, People, Profit) analysis project that they have undertaken measures and plans a path forward to ensure their businesses are operating to maximum efficiency. The 3 P platform has accountability to the Planet (environment), the People (employees), and Profit (shareholders).

Shaun Grant at the South Peace Plant in Dawson Creek shared information about the transformation from a plant that only cleaned seed to a multifaceted business supplying various products and services to their shareholder base. He focused on how changing the culture of how the Board and employees think is an ongoing project. Shaun inspired the attendees to keep looking for opportunities and to ask themselves, "Why not?" rather than focusing on why it can't be done.

Thanks again to Peggy, Ron and Shaun for their excellent presentations at the AGM.

The Business Development workshop on Friday afternoon was well attended with a full room. This year, the session was split into two topics: Employee Retention Strategies and Financial Fitness. Alberta Agriculture and Forestry did a short session on Employee Retention. Their main message was that keeping employees is key, as employee turnover incurs high costs. They suggested that offering things like flexible work hours, and a benefit package will help retain employees. ATB's presentation on Financial Fitness highlighted the information that is critical to supply to lenders. They suggested that boards seek directors with financial backgrounds to bridge knowledge gaps on the boards.

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 hallways and over lunch tables.

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2 BOARD OF DIRECTORS' REPORT

CONTINUED FROM COVER

A few common themes seemed to jump out during these crucial conversations.

1. Communication is key to both boards and managers.
2. While business diversification is a great opportunity, focus needs to be retained on our core business of cleaning seed.
3. Caution must be exercised in expanding membership in the organization beyond the traditional co-op seed cleaning business.

Our Board continues to change as well. This year, we welcomed two new Board members. Hector Ouellette is the new director for Region 7 (Peace Country). Blair Penrym is the new representative on the Provincial Board for the Managers' Association. We still have a board vacancy for Region 3 (East Central). At our re-organizational meeting, David Bishop was elected President, with Kelly Wheeler being elected Vice President. A listing of the Board is included with the newsletter; please do not hesitate to contact your Regional Director or the General Manager, should you have questions or ideas that would benefit the membership.

In keeping with Federal Labour and Health and Safety laws, the Board continues to offer group safety sign pricing through Work Care Consulting, as well as development of safety operations manuals and sundry services, such as emergency response plans. Plants can contact Jamie Page at Work Care Consulting directly with any occupational health and safety questions at (780) 349-3379.

At our March Board of Directors' meeting, the Board once again accepted the proposal from Monneau Shepell to provide our health and dental insurance program through Manulife. The issue of increasing costs was discussed, with the ever-increasing age of our insured population driving costs higher. Information on benefit rates indicated that we could change providers and have a cost savings for a year, but then rates would trend upwards, resulting in net savings being null.

The Managers' Association has been busy planning for their annual training session, scheduled for June 21 and 22 in High Prairie. All managers and staff are encouraged to attend. The training session will be covering important CHAS, TOG and WHAS topics, as well as offering networking opportunities.

Best wishes for a safe and successful spring.

Monica Kias, General Manager

ALBERTA SEED PROCESSORS: BOARD OF DIRECTORS 2016

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3 ARTICLE

GOLDEN KERNEL AWARDS

The Golden Kernel Awards were once again presented at the Annual General Meeting Banquet by Bayer. These awards recognize excellence in seed treating. The recipients of the awards are as follows:

Category A
Over 100,000 bushels

Greg Andrews,
Three Hills, AB

Category B
50,000-99,999 bushels

Hugh Baier, Provost, AB (above)
Ron Balderson, Spring Coules, AB
(photo unavailable)

Category C
25,000-49,999 bushels

Bryant Kustner,
High Prairie, AB

Category E
Special Recognition

Glen Harte,
Coronation, AB



Steven Miller (center) receives Outstanding Service Award.

OUTSTANDING SERVICE AWARD:
Steven Miller

This past January, the Association recognized an individual that has made contributions to the Association as a whole. The efforts of this year's Outstanding Service Award recipient, Steven Miller, have led the organization through many years of significant change.

Raised on a farm west of Westlock, Steven trained as a heavy duty mechanic before returning to Westlock to farm. Steven is married to Shelly and has two children: a son, Jeffery, and a daughter, Lisa, who is engaged and will be getting married this summer.

He is currently the vice chair of the Westlock Seed Cleaning Plant and was a board member of the successful Westlock Terminals.

Steven served on the Provincial Board of Directors for 10 years and was President for 5 years. His first year as President was the last year that the province funded our General Manager position.

Steven's unwavering leadership led the Association through this era of considerable change, crafting a road map of how the "new" organization would not only survive, but thrive. He was the lead of our Association in the Seed Industry Partnership with the Alberta Seed Growers. Steven was instrumental in hiring a shared General Manager for both associations. Steven's excellence in communication and collaboration ensured the Association's path forward considered all members, regardless of geography. He also lobbied for more funding from the Seed Guide that we share with the growers. He chaired the Fusarium Action Committee and was a champion for the managers, calling them the backbone of our Association. These are but a few of his many contributions.

PLANT CHAIRMAN EMAIL ADDRESSES NEEDED

To ensure that everyone is receiving timely information on education opportunities, business development opportunities, and seed industry information, email addresses of the plant and the chairman are required. Over half of the membership update forms have been received. Sadly, most are missing the email address for the chairman. Every attempt to keep the email volume to a minimum will be made, with content being vetted. Hard-copy mail is periodically required, but in an effort to keep information on-time and low cost, email is definitely the preferred method of information delivery. Please submit chairman email addresses to monica.kias@seedprocessors.ca

OUR MISSION STATEMENT: "We are a dynamic network of seed industry professionals challenging everyone to grow and succeed, embracing our role 'People'."



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In addition to our sponsors, the following companies were exhibitors at the AGM.

RECOGNIZING MILESTONES AT THE 2016 AGM

At the January 2016 AGM, the following individuals were recognized for their service either as a Board member or as a staff member at a seed cleaning plant. Retiring Provincial Directors were also recognized for their contributions to the Association. Congratulations and thank you to all those who have contributed to the success of individual seed plants, and the Association as a whole.

20 YEARS OF SERVICE

Charles Graham, Border Seed Cleaning Co-op Ltd.
Ross Neuman, Blackie & District Seed Cleaning Association
Tom Coppock, Alliance Seed Cleaning Association
Bernie Klammer, Vegreville Seed Cleaning Plant Ltd.
Ken Gulevich, Vegreville Seed Cleaning Plant Ltd.
Jerry Kaup, Morinville Municipal Seed Cleaning Co-op Ltd.
Kerry Mayr, Warburg Seed Cleaning Co-op
Glen Mikulic, Nampa Co-op Seed Processors Ltd.

25 YEARS OF SERVICE

Pat Colliton, Blackie & District Seed Cleaning Association
Hugh Bajaj, Provost Co-op Seed Cleaning Plant Ltd.
Terry Dmytryw, Innisfree Municipal Seed Cleaning Association Ltd.
Allan Kuzio, Innisfree Municipal Seed Cleaning Association Ltd.
Ernie Newman, Fairview Co-op Seed Cleaning Plant Ltd.
Ed Schudlo, High Level Seed Cleaning Co-op Ltd.

30 YEARS OF SERVICE

Bruce Mathews, Enchant Co-op Seed Cleaning Association
Nick Yantiski, Myram Municipal Seed Cleaning Association

35 YEARS OF SERVICE


Keith Reynolds, Strathmore Seed Cleaning Plant Ltd.
Howard Woodrow, Clive Seed Cleaning Co-op Ltd.
Brian Esak, Willingdon Seed Cleaning Co-op Ltd.
Ted Leluk, Willingdon Seed Cleaning Co-op Ltd.
Phillip Leonty, Willingdon Seed Cleaning Co-op Ltd.
Ed Tokar, Nampa Co-op Seed Processors Ltd.

40 YEARS OF SERVICE


Art Spelman, Blackie & District Seed Cleaning Association
Bruce Humfrey, Blackie & District Seed Cleaning Association
Art Gibson, Beaver County Seed Cleaning Co-op Ltd.

RETIRING PROVINCIAL DIRECTORS

Keith Reynolds, Retiring Director, Managers' Association
James Orlowski, Retiring Director, Region 7
Colin Wager, Retiring Director, Region 3



Retiring director Colin Wager (right) with his wife, Carrie, and President Dave Bishop.



Keith Reynolds (left) receives recognition from the President of the Managers' Association for contributions to the Provincial Board.

SAVE THE DATE
64TH AGM
January 11-13, 2017
Westin Hotel, Edmonton, AB
Your ideas, direction and feedback are greatly appreciated!
NETWORK, LEARN, ENJOY, DIRECT
Please plan on attending.

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ARTICLE

an article by

STRIVE!**Focusing for Results****ONE MINUTE ON DETERMINING KRAs**

If you always do what you've always done, you'll always get what you've always gotten. Except, that is, when the environment in which you are operating is changing. Then doing what we've always done - even if it worked well, may not be the best plan going forward. For instance, switching from a focus on postage meters to high-tech back office automation equipment no doubt saved Pitney Bowes from a dismal fate as it anticipated the end of its near-monopoly back in the mid-seventies.

Agreeing on the right KRAs - Key Result Areas or strategic objectives - is extremely important for any organization. Without focus on 3 to 5 critical KRAs, staff do what they like doing, resources can be spread too thinly across too many projects and drift aimlessly. Sub-optimal performance could be the consequence.

A key part of the strategic planning process, KRA determination occurs after the vision or ideal future has been articulated and the current situation has been assessed via an environmental scan (strengths, weaknesses, opportunities, threats, trends). KRAs are the big goals that are most critical to the organization's progress in the next 1 to 5 years. As examples, when Royal Bank purchased Royal Trust in the 1990s, one of its KRAs was the successful integration of Royal Trust customers, staff and data into Royal Bank. And when Y2K loomed, a KRA for many computer-dependant businesses was risk management related to software programming.

Determining the right KRAs helps organizations focus for results.

What You Can Do

- ◆ Invest at least 2 days to a strategic planning workshop with board and senior managers present.
- ◆ Pause when you get to the point in strategic planning when KRAs are to be identified. Encourage participants to silently ponder the implications of the current situation as it relates to the desired end state.
- ◆ Ask yourself:
 - What are the 3 to 5 most important areas of focus that will best propel the organization forward in its mission and help it prosper in the new environment we see coming down the road?
 - What strengths or opportunities can be leveraged or exploited?
 - What weaknesses or threats must need managing?
- ◆ Identify the common themes as participants report their ideas back to the group.
- ◆ Resist any temptations to have more than 5 or less than 3 KRAs.
- ◆ Go the next step by identifying indicators of success for each KRA.
- ◆ Once finalized, over communicate the KRAs to all staff.

This article was originally written by STRIVE!, April 2006.

OUR MISSION STATEMENT: "We are a dynamic network of seed industry professionals challenging everyone to grow and succeed, embracing our rare 'Pleasy'."

ARTICLE

PLAYING IT

SAFE

Be safe and healthy on the job at Association of Alberta Co-op Seed Cleaning Plants Ltd. with these helpful tips provided by Foster Park Brokers Inc.

Grain Fire and Explosion Awareness
Reducing the risk of disaster

When it comes to the grain handling industry, fires and explosions are the number one cause of injury, death and property damage. As the industry has grown and the amount of grain handled at a given facility has increased, the number of dust explosions has increased. As an employee, it is important for you to recognize what causes grain fires and explosions so you can help prevent these potentially deadly disasters.

For a dust explosion to occur in a grain elevator or any type of mill, there must be grain dust, oxygen, an ignition source and a confined space. It is important to note that not all grains have the same explosive properties. Rice and wheat flour are the most explosive, followed by wheat straw, corn and grain dust from winter wheat, and oats.

A higher volume of grain being moved means more dust in the air and more risk for fire and explosion. Therefore, be especially careful around areas of grain movement or anywhere grain is subject to mechanical stress. These stressful areas could include elevator legs, boots and head.

Do Your Part

Careful consideration by all employees will help prevent grain fires and explosions. The best way to keep out of danger is to take the following actions:

- Avoid exposing hot bearings to grain dust
- Avoid welding or cutting near grain dust

- Fix areas with belt slippage or misalignment as quickly as possible
- Carefully and safely remove foreign objects caught in machinery

All of these hazards are proven to have the highest probability of igniting a fire or explosion if ignored. Other possible, though less likely, sources of ignition could be electrical components, static electricity, lightning, metal-to-metal sparks and spontaneous combustion.

Firefighting Dos and Don'ts

In the event that you are present during a grain dust fire, it is important you don't engage in extinguishing methods that will further spread the dust or create suspended dust clouds, as that may result in an explosion. Take the following steps to stay safe and to keep the fire contained:

- Isolate the fire if possible; otherwise, evacuate the area
 - Shut down any equipment that is operating
 - Follow your employer's emergency action plan
 - Remove all worn or burning materials from the area
 - Restart the equipment only after the fire area has been inspected and cleared by qualified personnel
- Talk to your supervisor for further information about your emergency action plan or if you have additional questions about fires and explosions in our facility.

**Keep it Clean**

Housekeeping is an important part of fire prevention in grain handling facilities. Keep areas clean of excessive dust and notify your employer if your housekeeping program is not being followed.

This fact is for informational purposes only and is not intended as medical or legal advice.
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8 ARTICLE



MORNEAU SHEPELL

One in five.

According to Health Canada, that's the number of Canadians who will directly experience mental illness in their lifetime. That means someone close to you may need an ear to listen, or a shoulder to lean on.

Mental health cannot be taken for granted. It is as important to invest in your mental health as it is to invest in your physical health. Read on to learn more about how resilience can make a difference.

Resilience


Individuals who are resilient are flexible, adaptable, and have the ability to overcome stressful situations and life challenges. In the workplace, resilient employees hold up well under pressure, adapt quickly to change, and take decisive action.

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Business. Needs. People.

ARTICLE 9

Ten Tips To Increase Your Resiliency



- Build supportive relationships**
Your personal support network plays an important role in developing resiliency. Talk to people you trust to gain perspective, seek advice, or simply share your thoughts.
- Have an optimistic outlook**
A positive and optimistic view on life creates conditions for success and healthy well-being. Focus on what you want rather than worrying about what you fear.
- Accept change**
Despite your best efforts to plan for the unknown, everyone experiences stressful situations and challenges. Accept that some situations cannot be changed. It is healthier to focus on what you can influence and change.
- Trust your judgement**
Have confidence in your strengths and abilities. People with high self-esteem use the good in themselves, accept their flaws, and do not base their self-perceptions on what others may think.
- Keep things in perspective**
Avoid seeing stressful events as overwhelming challenges. Consider the stressful situation in a broader context and keep a long-term perspective. Make sure you don't blow the event out of proportion or pull in other stressful or negative experiences.
- Work through the problem**
Use problem solving and reasoning to work through stressors rather than ignoring them, detaching yourself from them, or wishing that they would go away. Don't waste time pursuing solutions that don't work.
- Acknowledge small gains**
When you're feeling overwhelmed by stressful situations, acknowledge small gains and subtle improvements. Even if they seem like minor accomplishments, they will help you move forward toward your goals.
- Know your stress triggers**
Recognize your sources of stress and gauge how well you react in those situations. Determine if your response is routine behaviour, or if it's specific to certain events or situations. Identify the unhealthy choices you make as a result of feeling rushed or overwhelmed, and reach out for support.
- Strengthen your coping skills**
Resilience is a learned behaviour—it's something that you can continually develop and improve upon with every setback that's thrown your way. Remember, though you may not be able to change the occurrence of stressful situations, you can change how you respond to them.
- Take care of yourself**
Pay attention to your mental, physical, and emotional needs. Engage in activities that you enjoy and find relaxing. Exercise regularly, eat healthy, and get enough sleep. When you look after yourself, your mind and body become primed to deal with situations that require resiliency.

Visit morneaushepell.com for additional mental health related information and resources, or contact your Employee Family Assistance Program (EFAP) provider for individualized support.

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10 ARTICLE

ADVERTISING...SAY WHAT???

Even if your business has been in the same place doing the same thing for the past 40, maybe even 60 years, it still pays to advertise. Now, to be honest, none of us is doing exactly the very same thing the very same way as we did 40 years ago. Yes, things change! That's why it is important to communicate your business's unique value to existing and prospective customers. There is a reason major companies keep buying advertising space in all the possible media outlets: advertising is a critical ingredient to long term business success. Take a look at the Coca-Cola company: have they launched a new product recently? NO! So why are they spending millions in print, TV and Internet advertising on a product that has been around for decades? Because communicating with their customers is imperative to their corporate goals, be it growth or sustainability.

Over the past 5 years, Association Seed Processing Facilities have invested over \$14 million in upgrading many facilities are now marketing feed and pet food. Others are offering rail car logistic services and/or grain marketing capacities. Do not assume that you know all of your customers, nor do all of your customers know you.

You may even have customers that you have not met...yet. The only way these customers will find you is through advertising. Advertising also tells existing customers that they have chosen to do business with the correct supplier: advertising affirms a purchase decision with existing customers.

Making effective use of limited advertising budgets is to "target" market. Advertise in media that is cost effective, and where you know your customers will be looking. The Alberta Seed Guide is a great place to spend your advertising budget. Not only does every rural mailbox receive copies of the publication, but it is the go-to publication for all things related to seed in Alberta. Also, when you advertise in the Alberta Seed Guide, you are supporting the Association, as partial advertising revenue is paid back to the Association.

The advertising booking sheet is included in this issue of the Seed Plant News. Book your ad today; members receive a special rate when their ads are booked early. Save even more: book your ads for both the Fall and Spring editions at once!

SEVEN COOPERATIVE PRINCIPLES

MEMBERSHIP OPEN
MEMBERSHIP

DEMOCRATIC MEMBER CONTROL

COOPERATION AMONG COOPERATIVES

AUTONOMY & INDEPENDENCE

MEMBER CONCERN FOR THE COMMUNITY

ECONOMIC SURVIVAL

EDUCATION TRAINING AND INFORMATION

GRAND OPENING

ENCHANT CO-OP SEED
CLEANING ASSOCIATION

JUNE 25, 2016

11:00 AM - 2:00 PM

LUNCH WILL BE PROVIDED

PLANT LOCATED RIGHT ON
HIGHWAY 526 AT THE ENTRANCE
TO THE VILLAGE OF ENCHANT

EMPLOYEE EMPOWERMENT
AND RETENTION

With labour being one of the most significant production expenses in any operation, paying attention to the "human resources," is good for business. First, employee productivity is pivotal to successful, profitable operations. Second, employee productivity and employee retention are intricately connected. Third, employee retention (and rehiring, retraining, etc.) is like many important issues: we don't deal with them until after the fact or "later," which is often too late. The old cliché that we do not fix the roof when the sun is shining holds true when it comes to managing human resources. Employee turnover at the manager level is relatively low in seed processing facilities, but that does not mean that we should ignore it. Looking at why employees stay (or leave) will help in crafting a path to ensure your plant is staffed with the best employees possible. According to Alberta Agriculture & Forestry, consider the following when crafting human resource plans:

COMPENSATION

- Significant, but not the most important factor (too little or too much can cause problems).

JOB FIT

- Critically important.
- Are you attracting the right person for the job?

CAREER OPPORTUNITIES

- Younger folks are motivated by growth, career opportunity, and meaning.

WORK ENVIRONMENT

- Does the job make use of employees' skills? Are they appreciated? Do they feel included in the workplace?

Need more help? Contact Alberta Agriculture & Forestry
Gerard Bos, gerard.bos@gov.ab.ca, (780) 990-4222

Alberta Seed Guide

**BOOK EARLY!
SAVE BIG!**

DISTRIBUTED TO OVER

50,000

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

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- Early discount ends: August 15, 2016*
- Booking deadline: September 9, 2016
- Materials deadline: September 9, 2016

*For early booking discount to apply, members ads must be received with payment in full 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.

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

Phone: 1-204-477-6183
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Email: ishah@issuesink.com

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1/8 page	<input type="checkbox"/> black & white \$200	<input type="checkbox"/> \$250	<input type="checkbox"/> \$390	<input type="checkbox"/> \$495
	<input type="checkbox"/> colour \$300	<input type="checkbox"/> \$400	<input type="checkbox"/> \$576	<input type="checkbox"/> \$729
1/4 page	<input type="checkbox"/> black & white \$640	<input type="checkbox"/> \$800	<input type="checkbox"/> \$1,152	<input type="checkbox"/> \$1,440
	<input type="checkbox"/> colour \$960	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$1,440	<input type="checkbox"/> \$1,900
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	<input type="checkbox"/> colour \$1,600	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$2,880	<input type="checkbox"/> \$3,600
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ARTWORK	Charge
<input type="checkbox"/> I will submit by email	N/A
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<input type="checkbox"/> I need a small change made to my previous ad. Alberta Seed Guide will provide 1 proof for sign off.	\$25
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Please choose which issues you would like to advertise in: ☐ Fall 2016 ☐ Spring 2017 ☐ Both issues

METHOD OF PAYMENT

Payment required at time of booking.
Payments will be processed on October 25, 2016.

☐ Visa or Mastercard

Card Number: _____

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AD CHARGES

*Member news apply for those who are members of the ASGA or members of the Alberta Seed Processors

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

OUR MISSION STATEMENT: "We are a dynamic network of seed industry professionals challenging everyone to grow and succeed, embracing our role. *People!*"

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Ad # None

	Description: 16 Page Self Cover booklet. PAGE: 10-11 Colour/CC: GRACOL Size: 320%	Trim: 8.5" x 11" Width: 8.5" x 11" Line: 6" x 10.5" Bleed: 6.75" x 11.25"	Revision: 5 PM: Dina Espirita AB: - CW: - CB: - AM: Monica VanEngelen
	Client: Super Client Contact: 12559912 Print/Export Time: 4-25-2016 11:33 AM Modified Date: 4-25-2016 11:33 AM Staff: Morrow, Marianne [CAL.MCL]	Document Path: Production\Staff\Buyer\10_59912_MaySeedPlantNews_4C.indd Font: FamilyHelvetica Neue LT Std Ink Name: <input type="checkbox"/> Cyan, <input type="checkbox"/> Magenta, <input type="checkbox"/> Yellow, <input type="checkbox"/> Black	Publication: H1 Global Project Mgr: [blank] Proofreading: [blank] Art Director: [blank] Designer: [blank] Acct Mgr: [blank] LR: [blank]

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12 ARTICLE

PROTECT YOUR FIELDS FROM DISEASE

BY BETH MARKERT, BAYER SEEDGROWTH SPECIALIST

Bayer SeedGrowth™



Seed- and soil-borne disease can rob your crop of its yield potential before it's even gotten out of the ground. While many diseases are present, they can affect and impact crop types differently. Seed treatments that control the diseases that take away your yield potential are the products you need to target.

"As Bayer SeedGrowth™ specialists, we are providing retailers and growers with information in order to assist you in effectively using seed treatments to improve your crop and your yield," says Brittny Kroeker. "For example, a persistent myth is that soil-borne diseases need moisture and cool weather to attack, but some diseases such as fusarium and G. sativus flourish in dry, warm weather, whereas pythium takes off under wet and cool conditions."

However, you know that the only thing predictable about weather is that it is unpredictable. In order to help your crop thrive despite what may happen in-season, a seed treatment can help protect the plant from the ground up. A good starting point is to have your seed tested at a lab to get a full understanding of what you are dealing with going into the season.

Seed testing will look at the vigour and germination potential of your seed, and offer a full fungal scan through Petri dish testing. Kroeker says Petri dish testing shows a good picture of what you can expect from that seed. "Many times, you may see lots of disease in the Petri dish, but you really need to concentrate on the ones that are important for that crop," she says. "So for corn seed, if you don't see pink, fusarium is not an issue, and what you might see in the Petri dish is some storage or secondary diseases that won't impact your yield. It's important to know what you are looking for."

"Not every crop is susceptible to the same diseases, and not every disease has the same effect on different crops," says Kroeker. "For example, rhizoctonia in Western Canada can cause major losses in canola and peas, but has shown to have no impact on wheat plant stands. Knowing which diseases can impact your yield potential in different crops is important when choosing the most effective seed treatment."

While rhizoctonia on wheat has been receiving a lot of attention in the United Kingdom and in the U.S., it is not presently an issue for western Canadian cereal growers. "There are 13 different strains for rhizoctonia, and AG8 – the strain causing issues in the U.K. and the U.S. – has not been found in Canada," she says.

"The AG8 strain that infects cereals and causes yield reductions is not present in Western Canada due to the harsher environment here. There are two major strains that we do get here, and although they can be found in most major crops, they are only a financial issue in pulses and canola. In order to see the impact of AG2, 1, the most virulent strain present in Western Canada, we inoculated canola and wheat that contained the disease. While there was a big stand reduction in canola, there was little impact on wheat."

Early scouting also helps you learn what is in your soil and can help guide seed treatment decisions the following year. Dark roots or brown lesions on the roots or coleoptile are early indicators of disease. After emergence, monitoring establishment and plant stand counts can also hint at levels of disease issues in your crop. Later in the season, reduced tillering and lower seed counts are all signs you are dealing with a seed- or soil-borne disease.

Kroeker says the best seed treatments are the ones that attack a range of diseases that have been proven to impact yield in a particular crop. "We know fusarium is a problem for cereal growers. Raxil PRO® contains three active ingredients, including prothioconazole, which is very strong on fusarium and growers are very familiar with this molecule from using Prostar® fungicide," she says. "Our level of confidence in this product is very high because of the proven performance of the active ingredients. Both field and lab testing have consistently backed that up."

Raxil PRO offers both contact and systemic protection, which Kroeker says is an important consideration in a seed treatment. "There's a big benefit to having both," she says. "Contact fungicides are fast-acting and remove the pathogen on the outside of the seed to prevent the spread of those pathogens. But systemic activity is also very important, as it gets rid of smut and other diseases that are inside the seed and protects the plant from infection caused by soil-borne pathogens."

Kroeker says for a great information resource, you can check out your provincial website and other government resources to understand which diseases are problematic in your area. There can be a big difference from province to province, so you need to find the source of information that works best for your location. For everything else you need to get your season started right, Bayer SeedGrowth experts, along with your Bayer Territory Sales Managers and retailers, are here to support.

FIGHT FUSARIUM

USE BEST MANAGEMENT PRACTICES

- Plant disease-free seed.
- Rotate crops from cereals to non-host crops (two years away from cereal grain and three years or more away for corn), use pulses, canola, or forage legumes for at least two consecutive years in crop rotation.
- Use "seed susceptible" varieties.
- Limit fusarium and other disease seedling blight by treating seed with a fungicide, like Raxil PRO.
- Apply a timely foliar fungicide during flowering stage to prevent stubble-borne Fg infection.
- Limit irrigation during flowering period.
- Learn the disease symptoms and have a field scouting program.

OTHER MANAGEMENT STRATEGIES

- Increased seedling rates reduce thinning and therefore shorten a field's overall flowering period, which decreases infection time susceptibility and improves fungicide performance.
- Stagger planting dates to avoid having all cereal fields flowering simultaneously.
- Effectively chop and spread straw and chaff during harvest.
- Residue burial via tillage may hasten disease breakdown.

OUR MISSION STATEMENT: "We are a dynamic network of seed industry professionals challenging everyone to grow and succeed, embracing our rule: 'Play it!'"

Raxil PRO SHIELD

Weather or Not

In farming, the only thing that's predictable is how unpredictable things can get; but when you use Raxil® PRO Shield seed treatment with Stress Shield®, you can expect superior disease and wireworm protection, as well as improved yield performance.

With three different fungicidal actives, you also receive full contact and systemic protection from the most dangerous seed- and soil-borne diseases, including *Fusarium graminearum*.

With Raxil PRO Shield, what you seed is what you get.

Bayer

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Ad #None

<p>CRAFT CALGARY</p>	<p>Dimensions: 16 Page Self-Cover booklet. PAGE: 12-13 Colour/ICC: GRACOL Bleed: 320%</p>	<p>Trim: 8.5" x 11" Waste: 8.5" x 11" Line: 0" x 10.5" Bleed: 8.75" x 11.25"</p>
<p>Client: Bayer Client Project: 12559912 Print/Export Date: 4-25-2016 11:33 AM Modified Date: 4-25-2016 11:33 AM Staff: Morrow, Marianne [CAL/MCL]</p>	<p>Document Path: Production/Studio/Bayer/10_59912_MaySeedPlantNews_4C.indd Font Family/Style: Neue LT Std, Minion Pro, Gotham Ink Name: Cyan, Magenta, Yellow, Black</p>	<p>Revision: 5 PM: Dina Espirita AB: -- CW: -- CB: -- AM: Muelica VanEngelen</p>
<p>8190 • 220 11 Ave. SE • Calgary • AB • T2G 6G6 • 403-260-6128</p>	<p>Production Contact: 403-261-7161 • 403-261-7352</p>	<p>Other items do not accurately represent color in the finished product. Color proofs are for layout and content purposes only.</p>

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CLASSIFIEDS & ANNOUNCEMENTS

SEED PLANT NEWS

SPRING 2016

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 1993 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	PBR
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

CONNECTIONS: NEW E-NEWSLETTER

A new "mini" newsletter that is scheduled to be published on an as-needed basis has recently been launched. Most plants have received a copy with their membership renewal packages. In future, electronic copies will be sent out to every plant and Chairman that has submitted a valid email address. Eventually, all news and events will be posted on our new website, www.seedprocessors.ca

The goal of the new format is to bring information in a more timely manner to all members of the Association. Also, as the name indicates, being connected with one another is important in this diverse and dynamic industry. The intent is to provide an intermediate style of communication, with the goal of eliminating the newsletter when all members have access and are comfortable with using the website. Remember, if you do not have an email address, you can access the newsletter online on our new website: seedprocessors.ca

CHECK OUT OUR NEW E-HOME

www.seedprocessors.ca is now up and running. Everyone should have received the universal sign-in ID and password to access the "members only" part of the site. Access to the members only part of the site is intended for managers and the chairman of each board. In this area, you will find past AGM minutes, inspection forms, etc. Check it out! www.seed.ab.ca is still our website for customers to search for and find seed processing services. Find Alberta Seed Processors on Twitter [@abseedpro](https://twitter.com/abseedpro)

JOB OPPORTUNITIES

SEEKING DIRECTOR FOR REGION 3

If anyone is interested in representing Region 3 on the Provincial Board of Directors, please contact Dave Bishop (President) at (403) 382-9786.

To be on the Provincial Board, a person must be a shareholder of one of the plants in the associated region. Board experience is preferred, but not absolutely necessary.

PINCHER CREEK SEED PLANT
FULL-TIME Plant Operator

Pincher Creek Seed Plant is seeking a full-time assistant manager with an opportunity to become manager in the future. The right individual will have a minimum of 2 to 3 years of seed plant experience, with Color Sorter experience being an asset. Please email seedmanpc@gmail.com

STROME SEED PLANT
FULL-TIME Plant Manager

Experience necessary. Wage negotiable. For further information contact Tom Zwack at (780) 808-9592 or email t.zwack@hotmail.com

REGISTERED VARIETIES
AND PBR DATABASE

Need to know the registration status of a variety and the PBR designation? Go to cdnseed.org and click on the "Library" tab for a complete listing.



**ALBERTA
SEED
PROCESSORS**

MONICA KLAAS
GENERAL MANAGER
5030-50 STREET LACOMBE, AB T4L 1W8
T: (403) 489-9999 • F: 1 (888) 446-5853
monica.klaas@cleanseed.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@cleanseed.net or phone (403) 489-9999.

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Proof Finish	4 May 2016 15:30	Proof Pages	9

Decisions

Stage 1	Kendra Nemeth	Account Supervisor	Reviewer	0 comments	-	-
Stage 1	Monica Van Engelen		Reviewer	0 comments	-	-
Stage 1	monica.klaas@cleanse ed.net		Reviewer & Approver	0 comments	Pending	-
Stage 1	shannon.wentz@bayer .com		Reviewer & Approver	0 comments	Pending	-