

# SEED PLANT NEWS



ASSOCIATION OF ALBERTA CO-OP  
SEED CLEANING PLANTS LTD.

SEPTEMBER 2014

## PRESS RELEASE

### General Manager Hired:

The Board of Directors is pleased to announce that they have hired Monica Klaas as their new general manager effective April 15, 2014. With over 25 years in the seed treatment business and experience working with member plants that supply seed treating services, Monica is no stranger to the Association. She brings a wealth of industry experience and connections that will assist in propelling the Seed Plant Organization into the future.



We would like to draw your attention to some new contact information. The Association's contact numbers have changed:

Phone: 403 489-9999 Fax: 403 625-1711

The Association will maintain the current office space in Lacombe and the mailing address will remain unchanged.

5030 - 50 Street Lacombe, Alberta T4L 1W8

Monica can also be reached by email at [monica.klaas@cleansed.net](mailto:monica.klaas@cleansed.net)

## SAVE THE DATE: ANNUAL GENERAL MEETING JANUARY 14/15/16, 2015 WESTIN HOTEL, EDMONTON, AB

Planning is currently underway on the annual meeting. Once again, the format of the meeting will offer awesome opportunities to network, to gain insight into industry issues, to be inspired by the keynote speaker, and to provide feedback to the board of directors by participating in the round table discussion forum.

**This is YOUR Association, YOU can make it better, and help it GROW, by participating.**

PS: Back by popular demand: the Ladies Spa Pampering Special... please include your spouse/significant other. The downtown location also lends itself to many walking distance attractions such as the art gallery, and shopping.

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## BOARD OF DIRECTOR'S REPORT

The first half of 2014 has certainly been full of activity from your provincial board's perspective. Here is a quick summary of the activities involving your Seed Processing Organization:

- Establishment of a new non-shared General Manager's position and hiring of our new General Manager, Monica Klaas. Employee orientation, including discussion of the 2012 Strategic Plan that is used to guide the overall direction of the Association.
- Review and selection of a publisher for ALBERTA SEED GUIDE magazine, and hosting services for the seed.ab.ca website. Three proposals were reviewed during this process in cooperation with the Alberta Seed Growers. Issues Ink, the current publisher, was chosen to continue to provide publishing and hosting services for the next 3-5 years.
- The executive met with Alberta Seed Growers and Issues Ink to brainstorm for the upcoming fall issue. Some great ideas on current issues facing agriculture were pitched by our executive to ensure the publication remains the highest quality. We offered an early booking deadline to SAVE on advertising placements for bookings made prior to the end of August. If you haven't booked your advertising yet, there is still time. Call us to book your ad today - it is a great way to promote your growing business.
- Booth space at Ag Expo in Lethbridge and Farm Tech in Edmonton has once again been procured for 2015 Farm Show to promote the provincial organization. Local member plants will be onsite as well to staff the booth during the trade shows.
- Request for proposals for three-year contracts to host our Annual General Meeting have been put out to various properties in Edmonton and Red Deer. Attention to cost control as well as securing an event location that will provide a setting for our annual opportunity to communicate face-to-face with each other are priorities in the selection process.
- Accolades to Terry Howe, Keith Reynolds and the other managers involved in hosting the Manager's Training Session in Camrose. By all accounts, the trade show and speaker sessions were right on target in providing a relaxed learning environment suited to all managers and staff.
- A presentation to the Standing Committee on Resource Management regarding Fusarium Management was made at the end of June. The position of the Seed Plant Organization for a flexible management plan was communicated to the members of the standing committee. John McBain, Blair Peregryn and Monica Klaas made a presentation calling for an overhaul of the Management Plan.
- Membership in the Canadian Seed Trade Association has been secured by the Association. John McBain and Monica Klaas attended the Annual Conference, and were recognized for our part in speaking to the standing committee on Bill 201, or the change to the Agricultural Pest Act from a "non-detectable" level of *Fusarium Graminearum* to a 0.05% tolerance level. Key contact with seed companies, suppliers of seed treatments and inoculants, retailers were made at the conference raising the profile of the organization as a whole to the Canadian Seed Industry.

## FROM THE GM'S DESK

### VOLUME SUMMARIES:

Once again, plant managers are being asked to report on the volumes of seed and grain handled and treated through member plants each year. This information is vital to positioning the Association with industry partners like equipment suppliers, seed treatment and inoculant companies and government agencies. NEW this year, plants are being asked to report their Fusarium Management Policy. This information will not be disclosed on an individual plant basis, but reviewed as a whole data set and used as information in discussing the future of the Alberta Fusarium Management Plan. Participation in the survey is of utmost importance, as there may be a desire for a review of the Pest Act. If you have cooperated in the survey, I thank you very much, if you forgot or declined, please do not hesitate to contact myself, as getting a full set of data for every plant is very important.

Thanks!



Monica

### 20/20 SEED LABS CELEBRATES 25<sup>TH</sup> ANNIVERSARY:



In early June, Sarah Foster and Staff hosted a 25<sup>th</sup> Anniversary Celebration in recognition of 25 years of operation. Congratulations to Sarah and her staff!



## FUSARIUM ACTION PLAN UPDATE

A private member's bill (Bill 201) was put forward by the MLA from Westlock-Barrhead proposing a change to the Agricultural Pest Control Act to allow up to 0.05% infection of *Fusarium graminearum* on seed destined to be planted in Alberta. The Standing Committee on Resource Stewardship heard presentations and had submissions from over a dozen interested parties throughout Alberta and Western Canada. President John McBain, General Manager Monica Klass, and Blair Peregryn, manager for Stony Plain, made a presentation on June 26. The presentation reflected the Association's stance on embracing a flexible approach that can actually be enforced and monitored, which would mean reclassifying the disease from a pest to a nuisance within the Agricultural Pest Control Act. A majority of the presenters and written submissions definitely supported on-going seed testing regardless if a tolerance level over 0% is established or not, as seed testing is viewed to be a critical part of BEST MANAGEMENT PRACTICES. The final report from the standing committee, as well as the submissions can be found at the following web address:

[www.assembly.ab.ca](http://www.assembly.ab.ca)



## ACCREDITED SEED TREATMENT STANDARDS

### PRE-AUDITS NOW AVAILABLE AT A REDUCED COST

Commencing in summer of 2014 (NOW!), facilities that wish to have an audit can do so at a reduced cost, as Crop Life Canada will be subsidizing the cost (up to \$400) of the pre-audit as an introductory offer until March 31, 2015. ALL member plants that use any seed treatment products are highly recommended to participate in the pre-audit program. The pre-audit program will provide a valuable base line that will enable plants to plan for upgrades, if necessary, as well as provide a low-cost opportunity for seed plant personnel to participate in an audit. Upon completing the pre-audit there is no obligation to continue unless the seed plant feels they would like to become fully accredited to the standards. For a complete list of auditors and to sign up for the program: visit [www.awsacanada.com](http://www.awsacanada.com). Seed plant operators can sign up to receive email information and updates on the program and find auditors. Or as an alternate information source:

Anthony Laycock, Project Manager

Tel: (416) 968-9424

National toll free phone: 1-877-236-AWSA (2972)

Fax: (416) 968-6818

[seedcode@funnel.ca](mailto:seedcode@funnel.ca)

## MANAGER'S TRAINING ARTICLE

Manager Training Days were held June 23 and 24 in Camrose with an excellent representation of managers and employees (approx. 60).

The format included a trade show held the first day at the Camrose Regional Exhibition grounds with 20 exhibitors setting up displays showcasing their different products. The show opened at 9:00 am and the seed plant personnel were able to check out everything and enjoy a morning coffee. At 10:00, Russell Hurst had an information session on Crop Life and how it will affect us in the coming months. Thanks again to Russell and also to Ron Wirtsa for keeping us up to speed on these changes. Lunch was served and it gave everyone a chance to network. At 1:00, Allan Anderson from Bayer CropScience presented a session on business opportunities in seed treating. Thank you to Allan for a very informative and timely presentation. A big thank you to the exhibitors for their excellent efforts to bring this show together in such a short time and the quality of products they displayed. The trade show continued until 3:30 at which time everyone caught a bus at the hotel that took us to Willow Creek for an evening of golf and a steak supper sponsored by Bayer CropScience.

The next day kicked off the formal program with breakfast at the hotel. We were very fortunate to have our Provincial Agriculture Minister Verlyn Olson stop by for breakfast and take in our first speaker of the day. Brett Wills was our first presenter who spoke on Strategic Planning Integrating Sustainability Strategies. This left us scratching our heads wondering where this topic was leading us and I suspect we will slowly make sense of this as time goes by.

As the day went along we heard from Barbara Archibald and Dana Pierce with an overview of the Growing Forward Program. We covered topics such as technology in the seed plants with help from Electro Tel Communications and was followed by Don Uglow from Canseed on Colour Sorters.

After a great lunch supplied by the Camrose Resort Casino, Brad Tetarenko spoke on Health and Safety in the workplace.

Our program concluded with a trip over to see Rick at the Camrose Seed Plant to tour his plant and receive some training on the Buhler Colour Sorter. We also got to see the Storm Seed Treater along with Can Seeds seed coaters.

At the end of the course we were able to pick up four credits for our pesticide licenses and also gain some knowledge that we can take back to our plants.

Again, thank you to everyone for making the effort to participate and look forward to next year. We need your input so we can keep the topics fresh and interesting. See you in Lethbridge next year.

Terry Howe, President



Hands-on training at the Camrose Facility



Classroom session



Tradeshow

## THANK YOU TO OUR SPONSORS

ArrowCorp

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Syngenta

20/20 Seed Labs

CanSeed

Flaman

Nexeed

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Ag West/United Agri Products/Kenobie

Toepfer

Meridian

Bayer CropScience

Association of Alberta Seed Plants

UFA

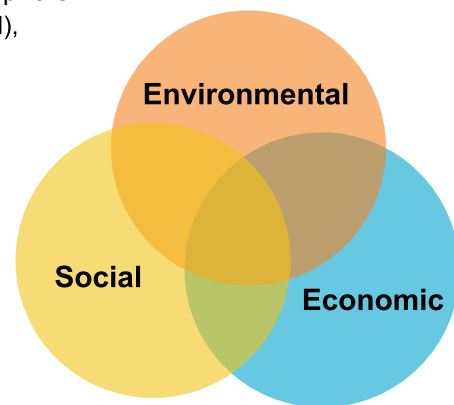
# Enhancing Business Performance Program

## Sustainability Strategic Plans Mitigate Risk While Ensuring Capitalization of Opportunities

The Enhancing Business Performance Program is a pilot grant program designed to coach Alberta based value-added agriculture businesses and processors to increase profitability and meet consumers needs.

Participants will receive coaching in the development or reframing of their strategic plan that incorporates the three pillars of sustainability – people (social), planet (environment) and profit (economic). These pillars can contribute to realizing accelerated performance and sustainable profit growth.

**Sustainability is imperative across all sectors for business today**



### What Past Participants have said:

*"The pilot provided us with knowledge on how to adapt our existing business strategy to be more sustainable through people, profit and planet."*

*"The flexibility of the pilot approach enabled us to revise our existing business strategy model to incorporate critical elements of sustainability."*

### Who Should Participate?

Alberta based value-added agriculture businesses and processors who are:

- Experiencing competitive or growth related challenges such as sales volume increases, new markets or expansions;
- Wishing to benefit from higher margins, improved risk identification, enhanced employee retention and attraction, accelerated innovation, increased revenues and brand enhancements; and
- Receiving external pressure from customers about sustainability.

### Agility is the new competitive advantage in business today

For more information and to apply, contact:  
Jim Cooper: jim.cooper@gov.ab.ca  
Margurite Thiessen: margurite.thiessen@gov.ab.ca

Apply before September 1, 2014.

### The Triple Bottom Line:

#### People – Planet – PROFIT

#### Program Phase 1: Five Coaching Sessions

- Coaching in the development of a strategic plan that integrates sustainability strategies.
- Maximum grant is \$12,000 (80% x \$15,000).

#### Program Phase 2: Three Coaching Sessions

- Coaching and monitoring support for implementation of the strategic plan developed in Phase 1.
- The maximum grant is \$7,680 (80% x \$9,600).

# GROWING FORWARD 2

## Agri-Processing Automation and Efficiency Program (Crops & Livestock)

This program shares the cost of acquiring new equipment and adopting improved processes and best practices, allowing Alberta's agriculture and agri-food industry to increase its capacity, competitiveness and profitability.

There are two parallel programs one delivered by Alberta Agriculture and Rural Development focused on the crops sector the other delivered by Alberta Livestock Meat Agency Ltd. which is focused on Alberta meat industry development.

The Growing Forward 2 Agri-Processing Automation and Efficiency Program addresses three major industry objectives:

1. Process Automation. The program helps producers and processors acquire, adapt and install automated processes that will reduce costs, improve worker productivity and reduce energy and water consumption.
2. Process Improvement. Participants can implement lean manufacturing principles to reduce costs, add value, improve processing efficiency and improve product quality and food safety.
3. Technology Adoption. The program enables participants to adopt new technologies and processes to produce new products or improve existing products to better meet customer needs, increase market access, improve product safety and security.

### How are costs shared?

Capital expenses may be reimbursed by up to 20% by Growing Forward 2. Eligible costs include the engineering design, acquisition and installation (including modifications, if needed) of automated machinery and equipment. The new facility or equipment must be installed and used in Alberta for at least three years.

Non-capital expenses may be reimbursed up to 50%. Eligible costs include third-party costs for consulting and engineering fees, consultant and coaching fees related to process improvement and related travel. Training costs (maximum eight weeks or \$4,000 per employee) that will enable the new technology to become operational may also be eligible.

### Who can participate?

- Processing companies (both food and bio-industrial) with a physical manufacturing or processing presence in Alberta, or subject to feasibility assessments;
- Producers and groups of producers who are adding economic value to their products beyond the primary production of crops and livestock.

### How do you start?

You are asked to apply to the program and submit a work plan before any funds can be approved.

Please contact the Ag-Info Centre at 310-FARM (3276) to find out more about the program, or to speak with the program lead.

### For more information

Phone: 310-FARM (3276)

Email: [GrowingForward@gov.ab.ca](mailto:GrowingForward@gov.ab.ca)

Web: [www.growingforward.alberta.ca](http://www.growingforward.alberta.ca) for the livestock program [www.alma.alberta.ca](http://www.alma.alberta.ca)

The Agri-Processing Automation and Efficiency Program is one of many programs available under Growing Forward 2, a five-year federal-provincial-territorial initiative focused on three areas: research and innovation, competitiveness and market development and adaptability and industry capacity.

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# GROWING FORWARD 2

## Business Opportunity Program

This program helps Alberta's agricultural producers, new producers, agri-processing companies and producer groups expand and diversify by connecting with experts who can provide business information, advice and mentoring.

The Growing Forward 2 Business Opportunity Program addresses four major industry priorities:

1. Business expansion and diversification. The program helps business owners identify new markets and opportunities to grow and diversify their business.
2. Market knowledge and opportunities. The program enables business owners to anticipate and adapt to market trends, consumer demands and strategies that can positively impact their business.
3. Increased competitiveness. Business owners can access current information in areas such as financial assessment, business planning, risk management strategies, and other management practices to grow their business.
4. Industry growth and renewal. Attracting new entrants to agriculture and increasing investment in the industry supports robust future growth.

### How are costs shared?

Eligible activities include feasibility studies for new opportunities, business plans (expansion and restructuring), market research, marketing plans, business management mentoring or coaching and succession plans (once per farm business).

Established producers and processors will be reimbursed for 50% of consulting fees to a maximum of \$5,000 per activity. Applicants can submit multiple projects to a maximum of \$30,000 for the life of the program.

New entrants will be reimbursed for 75% of consulting fees to a maximum of \$5,000 per activity. Applications can submit multiple projects to a maximum of \$30,000 for the life of the applicants. Eligible costs include early-stage business assessments, business structure development, market research, pricing models, marketing plans, and business management mentoring or coaching.

Producer groups and agri-industry associations will be reimbursed for 75% of eligible consulting fees to a maximum of \$30,000 for the life of the program. Eligible projects include feasibility studies for new opportunities, market research and strategic planning.

### Who can participate?

- Producers in Alberta who have an established primary business in the production of crops or livestock.
- Agri-food processors with an established processing business in Alberta.
- New entrants into Alberta's agriculture and agri-food industry who will have a primary business in production of crops or livestock, or a processing business.
- Groups of producers or agri-food industry associations that represent processors or producers.

### How do you start?

You are asked to apply to the program and submit a work plan before any funds can be approved.

Please contact the Ag-Info Centre at **310-FARM (3276)** to find out more about the program, or to speak with the program lead.

### For more information

Phone: **310-FARM (3276)**

Email: [GrowingForward@gov.ab.ca](mailto:GrowingForward@gov.ab.ca)

Web: [www.growingforward.alberta.ca](http://www.growingforward.alberta.ca)



*"To develop the whole business plan with all the different sections and all the different consultants is an expensive proposition, especially when you're starting out. This grant will go a long way to helping us reach our goals with the farm."* - **Erika Backmeyer and David Robertson Bezanson, Alberta.**

*"As farmers, we have a lot of strengths, but the technical and regulatory aspects of this project are very complex. This grant has allowed us to bring in some expertise that has been important in the ongoing development of this project."* - **Chris Perry, CKP Farms and Grow-Tec Bioenergy Coaldale, Alberta.**

*"The sugar beet industry has been somewhat stagnant for a while, and we believed that this idea could take us in a new direction. Before going too far with it, we wanted to investigate our options. We presented these findings to our annual meeting, and our members were very impressed."* - **Rob Boras Alberta Sugar Beet Growers Taber, Alberta.**

The Business Opportunity Program is one of many programs available under Growing Forward 2, a five-year federal-provincial-territorial initiative focused on three areas: research and innovation, competitiveness and market development and adaptability and industry capacity.



**Trilex<sup>®</sup> EverGol**

### A strong pulse.

At the heart of plant health is a quality seed treatment. Trilex<sup>®</sup> EverGol™ seed treatment for pulses provides exceptional disease control and superior crop establishment.

Not only does Trilex EverGol provide exceptional protection from diseases like rhizoctonia and ascochyta, it also promotes overall plant health. The result is a higher performing root system, increased biomass and faster emergence, regardless of disease pressure.

To learn more about Trilex EverGol, visit [BayerCropScience.ca/Trilex](http://BayerCropScience.ca/Trilex)

Bayer CropScience

BayerCropScience.ca/Trilex or 1 888-283-6847 or contact your Bayer CropScience representative. Always read and follow label directions. EverGol™ and Trilex™ are trademarks of the Bayer Group. Bayer CropScience is a member of CropLife Canada.

C-61-01/14-BCS10161859-E



# WHAT IS BAYER SEEDGROWTH?

SeedGrowth™ is a fully-integrated system for on-seed application designed to help growers achieve stronger crop establishment, healthier plants and higher yields. Representing a wide variety of crops (cereals, pulses, canola, potatoes, corn and soybeans), the SeedGrowth program focuses on Bayer CropScience's four segments of expertise: products, equipment, coatings and services.



## SERVICES

With over 100 years of seed treatment experience, growers and industry partners alike can benefit from Bayer's in-depth UNDERSTANDING AND KNOWLEDGE of seed protection. This includes technical support, testing, training and advice delivered by ten Bayer SeedGrowth Centers worldwide, and now eight dedicated Bayer SeedGrowth representatives with expert knowledge of the Canadian landscape.

## COATINGS

Bayer SeedGrowth technology for ENHANCING the coverage, adhesion and colouring of SeedGrowth treatment products is second to none with our BROAD RANGE of film coatings. This includes highly INNOVATIVE SOLUTIONS such as Fluency Agent – a new seed lubricant for corn and soybeans, resulting in greater efficiency and reduced risk of exposure to non-target insects, including bees.

## PRODUCTS

Bayer SeedGrowth offers a broad spectrum of POWERFUL seed treatment technologies to protect young plants from pests and diseases ensuring STRONG crop establishment, HEALTHY plants, and enabling the best possible YIELD benefits at harvest.

## EQUIPMENT

No matter which seed treatment product or crop, Bayer SeedGrowth can help you find the right equipment solution to effectively meet your needs. Whether it is new commercial soybean treaters or modifying existing equipment Bayer can help. In 2014, Bayer partnered with Ag Growth International (AGI) to co-design the NEW STORM Seed Treater, the first of its kind for computerized, self-adjusting/metered, in-yard seed treatment for cereals.



Storming ahead with advanced technologies

# YOUR CANADIAN TEAM

The Bayer SeedGrowth team in Canada is made up of eight passionate individuals from across the country. With more than 80 years of combined industry experience and a wide variety of agronomic backgrounds, this team is more than ready to handle your toughest seed concerns and questions.

## On-site advice and support

Services in customization, testing, training, advice, technical support and troubleshooting are an integral part of getting the job done right. Bayer SeedGrowth specialists are in the field and always available to provide on-site advice and support.

For more information or to engage support from the Bayer SeedGrowth team, please visit [BayerCropScience.ca](http://BayerCropScience.ca) or phone **1 888-283-6847**.

Always read and follow label directions. SeedGrowth™ is a trademark of the Bayer Group. All other products mentioned are trademarks of their respective companies. Bayer CropScience is a member of CropLife Canada.

# Raxil PRO

## Protect your crop's full potential.

When it's the first thing you do in the season it can be difficult to link your seed treatment to the end result, but Raxil® PRO helps connect the dots between that critical first step and your beautiful cereal crop at harvest.

From start to finish, Raxil PRO has three different fungicidal actives, including NEW prothioconazole, for unmatched contact and systemic protection from the most serious seed- and soil-borne diseases, including *Fusarium graminearum*, true loose smut and much more.

Raxil – Still the toughest thing in pink.

To learn more about Raxil PRO, visit [BayerCropScience.ca/Raxil](http://BayerCropScience.ca/Raxil)

[BayerCropScience.ca/Raxil](http://BayerCropScience.ca/Raxil) or 1 888-283-6847 or contact your Bayer CropScience representative. Always read and follow the label directions. Raxil® is a registered trademark of the Bayer Group. Bayer CropScience is a member of CropLife Canada.

C-55-10/13-10150462-E

## JOB OPPORTUNITY

### OPERATIONAL MANAGER REQUIRED

Fahler Co-Operative Seed Cleaning Plant (NGC) Limited is currently seeking an individual to oversee the daily operations of the seed plant and oat plant facilities.

Wages and benefits negotiable.

Please email resume to: [Coopseed@telus.net](mailto:Coopseed@telus.net) or call Claude Mencke at 780-837-8450 for further information.

VISIT  
our new  
Sherwood  
Park lab

## We've moved!



**BioVision** Edmonton has a new location.



**#310, 280 Portage Close, Sherwood Park, AB T8H 2R6**



### MONICA KLAAS

GENERAL MANAGER  
5030-50 STREET LACOMBE, AB T4L 1W8  
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[www.seed.ab.ca](http://www.seed.ab.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](mailto:monica.klaas@cleanseed.net)  
or phone 403-489-9999.