2012 OFFICIAL SHOW GUIDE

INCLUDES SCHEDULE
Jan. 7-14, 2012

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WESTERN CANADIAN CROP PRODUCTION SHOW
JANUARY 9-12, 2012
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On behalf of the Government of Saskatchewan, I am very pleased to welcome you to the 2012 Western Canadian Crop Production Show. Specifically focused on the grain industry, Western Canada’s premier showcase for crop production presents information to producers on the latest technology, services, and products to enhance their operations. Now in its 29th year, this continually expanding show strictly limits its exhibits to only those directly related to crop production. Providing an exceptional venue for farmers to meet with the stakeholders beyond the farm gate, this show affords a great opportunity for a positive exchange of ideas and networking. I applaud the organizers for their work on this outstanding platform of innovation and business excellence. And, I also wish to thank all the sponsors for their generous support. Everyone benefits from a strong and robust agricultural sector. Enjoy your time in Saskatchewan while taking in some of the many special events being held throughout Saskatoon.

— Brad Wall
Premier
SUPPLEMENT TO THE WESTERN PRODUCER

WELCOME FROM THE MAYOR

On behalf of the City of Saskatoon, I am very pleased to extend a warm welcome to everyone participating in the 2012 Western Canadian Crop Production Show. With its impressive showcase of technology, products and services, this premier grain industry event provides a valuable opportunity to gain insight into the business of successful crop production. I am sure that participants will benefit greatly from the innovative exhibitor information and presentations which will assist crop producers in their planning and decision making for the future.

Thank you to the sponsors and congratulations to the organizers for ensuring the success of the 2012 Crop Production Show. Your contributions have resulted in an interesting and informative event which we are proud to host in our city. Saskatoon is a city recognized for its rich offering of the arts, sports and recreation. I invite visitors to explore our city’s many wonderful amenities and discover why Saskatoon shines.

Once again, welcome and enjoy the show.

— Donald J. Atchison
Mayor

We’ve opened new doors to our services.

We’re committed to improving our services for producers. While you are visiting Crop Production Show, come and talk to us at booth B-30 in Hall B.

We have seven new satellite offices on a two-year pilot basis in addition to our 10 existing regional offices. Regional crops, livestock, farm business management and forage specialists can provide the information you need. To book an appointment or talk to a specialist, contact a Saskatchewan Agriculture Regional Office near you.

visit www.agriculture.gov.sk.ca

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WELCOME FROM THE PRESIDENT

Prepare to be inspired and impressed while attending the 2012 Western Canadian Crop Production Show, no matter what your specific interest. On behalf of Prairieland Park’s Board of Directors and members, welcome to the 29th annual show.
Yet again, the show is sold out, as producer associations, the research community, industry and others with a keen interest in crop production come together for this annual event focusing on advancements relating to all major crops grown in Western Canada.
From ‘Pulse Days’ to grain storage options, from agronomy issues to the latest in spraying innovations, together with many other developments taking place in crop production, the show is guaranteed to motivate. Whether it is a sit down lecture, equipment demonstration, product information, or a chance to browse, compare and discuss, the Western Canadian Crop Production Show has something for every patron.
With more than 220,000 square feet of indoor space accommodating a record number of exhibits, the convenient layout and professional patron services at Prairieland ensure your visit to the Western Canadian Crop Production Show will be an enjoyable and edifying one.
To those who have travelled from within Saskatchewan and Western Canada, and to those from across Canada and the United States, thank you for attending this Western Canadian show that has evolved into an international event.

— Adele M. Buettner  
President, Saskatoon Prairieland Park Corporation

WELCOME FROM THE CHAIRMAN

Thank you for joining us at the Western Canadian Crop Production Show again this year. Our show has earned the reputation for providing farmers with the most advanced products and services in the industry. We have been able to do this with the help of our exhibitors, who continually provide tremendous value to our visitors. Once again we have a sold out event, and our exhibitors will promote the latest in equipment, technology and research designed to keep our agriculture industry a global leader.
Our information theatre will offer very topical speakers, and remains a leading source of current information. This year we have a wide range of material being presented, I hope you find time to visit and learn.
This year we are offering a Sprayer Clinic. Building on two successful combine clinics this event will offer the same learning environment, and detail you need to maximize your spraying efforts. On behalf of the Western Canadian Crop Production Show committee, staff and volunteers, thank you again for spending your valuable time with us.

— Curtis Gulka  
Chairman, Crop Production Committee
Welcome from the Agriculture Manager

Produced by Saskatoon Prairieland Park for the 29th year, the Western Canadian Crop Production show will provide the best in expert education, exhibits featuring the latest technologies and products, and quality networking with producer and industry experts. The City of Saskatoon will embrace agriculture the week of January 9 – 13, by officially proclaiming it “Agriculture Business Awareness Week”. The Western Canadian Crop Production Show, as well as Crop Week events, attract leaders in Canadian grain production including top producers and manufacturers. The reputation that the show has earned is evident in both the requests for additional space from current exhibitors, and new companies wanting to exhibit their product or service.

While our focus of attracting qualified buyers and sellers has not changed, the show’s ongoing success can be attributed to its ability to provide new events that highlight current issues and new technology. This year a new Spraying Innovations: Crop Protection Technology Clinic will take place on Wednesday & Thursday in Hall A. Attendees will gather information and advice from equipment specialists and key note speaker Tom Wolfe will provide an overview of five key issues of increasing importance in spraying.

Our goal to provide an ag-industry gathering place with a global perspective and access to the latest technologies and education is ongoing. On behalf of our entire staff and the volunteer Crop Production Show committee, I welcome you to Prairieland Park and the Western Canadian Crop Production Show.

— Lori Cates
Agriculture Manager
Spraying Innovations
Crop Protection Technology Clinic

DATE: Wednesday, Jan. 11 & Thursday, Jan. 12, 2012
TIME: 8:00 a.m. - 2:45 p.m.
LOCATION: Saskatoon Prairieland Park - Hall A
PRICE: $50 per person*

*PRICE INCLUDES:
One day admission to Crop Production Show
One day registration to Crop Protection Technology Clinic
Morning Coffee Break
Lunch

Want to learn more about proper calibration, critical points of operation, tips on applying economics and agronomics, and equipment adjustments? Join us for Spraying Innovations - a Crop Production Technology Clinic focusing on nozzles and peripherals. You will gather information and advice from leading OEM Application and Precision Steering equipment specialist on operation and settings of your precision farming system.

Key note speaker Tom Wolf, Research Scientist at Agriculture & Agri-Food Canada, will provide an overview of five key issues that are of increasing importance in spraying:
- Application Accuracy
- Uniformity
- Water Volume
- Boom Height
- Spray Quality

AGENDA:
8:00 AM Registration
8:30 AM Opening Session
Speaker: Tom Wolf, Agriculture & Agri-Food Canada
9:45 AM Coffee Break sponsored by CropLife Canada
Saskatchewan Provincial Council
10:15 AM Concurrent break-out sessions facilitated by:
Trimble OR John Deere
12:00 PM Lunch
Speaker: Garnet Welykholowa - Capstan Ag Systems
1:15 PM Concurrent break-out sessions facilitated by:
Raven OR Outback

Limited Registration. Deadline: January 6, 2012
To register visit: www.cropproductiononline.com
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2012 CROP PRODUCTION SHOW
Western Canadian Crop Production

Show Information

SASKATOON PRAIRIELAND PARK
503 Ruth Street
Saskatoon Saskatchewan
Take the Ruth Street exit off Circle Drive

ENTRANCE & INFORMATION
With the completion of Hall E, the new Plaza Entrance allows quick and easy accessibility to the show for all patrons. An information booth will be located at the main foyer of the Trade Centre. Volunteers at the Info Booth can answer patrons’ questions about the show.

THE BUSINESS CENTRE
The Business Centre is designed to provide on-site convenience to Western Canadian Crop Production Show Exhibitors. Photocopying, fax, telephone, internet connection and small meeting tables are available at no cost.

PARKING
FREE on site. Parking lot shuttle courtesy of DuPont.

ATM’S
Main Foyer / Trade Centre

FOR MORE INFORMATION CALL 306.931.7149 OR VISIT www.cropproductiononline.com

SHOW HOURS

MONDAY
January 9
12 pm - 7 pm

TUESDAY
January 10
10 am - 6 pm

WEDNESDAY
January 11
10 am - 6 pm

THURSDAY
January 12
10 am - 5 pm

Admission

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## Western Canadian Crop Production Show 2012

Bayer CropScience Information Theatre

HALL B - Prairieland Park Trade Centre

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<td>Getting Serious about ROI (Return on Investment) - the impact of balanced crop nutrition</td>
<td>E. Hammermeister, PAg Western Ag Labs Ltd.</td>
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<td><strong>WEDNESDAY</strong></td>
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<td>Getting Serious about ROI (Return on Investment) - the impact of balanced crop nutrition</td>
<td>E. Hammermeister, PAg Western Ag Labs Ltd.</td>
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<td>January 11</td>
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<td>Grain Storage Costs &amp; Options</td>
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<td><strong>THURSDAY</strong></td>
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<td>Grain Storage Costs &amp; Options Are You Ready for an Open Grain Market</td>
<td>Mike Plypchuk, Ministry of Agriculture Dustin Gabor, Ag-Chieve Corporation</td>
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The past decade of farming has brought extremes of weather conditions – recent years have seen excess rain and saturated soil conditions. Excess water has brought new challenges to farming, some which can be managed and others which we cannot. Today, we will discuss how wet conditions affect the soil and crops on our farms in Saskatchewan.

Farming in Flooded Soils

Bayer CropScience Theatre
Hall B - Prairieland Park Trade Centre

LYLE COWELL, VITERRA
MONDAY, Jan. 9 at 2:00 PM
And
TUESDAY, Jan. 10 at Noon

Grain Storage – What Does it Cost Me?

Bayer CropScience Theatre
Hall B - Prairieland Park Trade Centre

MIKE PLYPCHUK, MINISTRY OF AGRICULTURE
WEDNESDAY, Jan. 11 at 2:00 PM
And
THURSDAY, Jan. 12 at Noon

Storing grain on the prairies is a normal practice, but what does it really cost? Is there an advantage to store grain in bins versus bags? Or both? Can I afford it?

Many farms have gone through or are contemplating expanding their seeded acres and may be wondering what the best option is for them when it comes to grain storage. The current value of grains, oilseeds and specialty crops also have a bearing on investment and types of storage systems to consider.

So, how do I determine which system is the best for me? Can I determine what my annual costs will be per bushel of grain storage? Find these out during the presentation and have an opportunity to determine your own costs.
Getting Serious About ROI (Return on Investment)

Getting serious about ROI (Return on Investment) – the impact of balanced crop nutrition.

As intriguing as rising crop prices are, it does not take long for inputs to rise as well. What is often underestimated is the impact crop nutrition can have on crop quality, yields and ultimately income. But is adding more nitrogen the answer? This commonly held belief will be challenged. Nutrients can be over-applied resulting in crop returns being less than the expense invested. At the same time risk has increased and cash flow is challenged. The farm manager’s focus needs to be on Maximum Economic Yield (MEY).

This presentation will discuss optimizing crop nutrition for optimum financial returns. Successful crop planning takes into consideration not only sound crop agronomy, but also the degree of risk tolerance and farm logistics.

MOVING GRAIN

Delivery of your wheat will bring new opportunities and pose new challenges with an open market. With the removal of the percentage call system, you will be able to better manage cash flows and bin space with your wheat production at harvest. Some challenges to consider will be the removal of the CWB’s lease on railcars for wheat. Producer car involvement will be limited initially as grain companies will prefer to deal with their own grain sales.

An open grain market presents both opportunities and challenges. With the right tools and analysis of futures, basis, pricing incentives and delivery opportunities, the challenges will become opportunities for your farm, allowing you more control of how and when you sell your grain, just like the other commodities you currently sell.

Are You Ready For An Open Grain Market?

With plans underway to end the grain marketing monopoly, it is going to be very important for Western Canada farmers to understand both the changes and opportunities that are coming to wheat, durum, and barley marketing in an open market.

PRICING

Deciding when to sell wheat in an open market will involve monitoring the futures and identifying trends, price ranges, reversal signals, and objectives. Having this information at hand and having the ability to market intraday will be important for setting price targets for your wheat. Also monitoring the new look protein premiums and discounts, basis levels, and pricing incentives such as options and trucking premiums will add value to your wheat production.
2012 CROP PRODUCTION SHOW DIRECTORY

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<td>Fleetham</td>
<td>April 7</td>
</tr>
<tr>
<td>Lanigan, SK</td>
<td>Klatt Farms</td>
<td>April 9</td>
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<tr>
<td>Gravelbourg, SK</td>
<td>S &amp; M Grainland Farm Ltd.</td>
<td>April 10</td>
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<tr>
<td>Weyburn, SK</td>
<td>Allan &amp; Judy Beach</td>
<td>April 10</td>
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<tr>
<td>Mossbank, SK</td>
<td>Annand Agro Services Ltd.</td>
<td>April 11</td>
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<tr>
<td>Gerald, SK</td>
<td>Wenzoski Farms Inc.</td>
<td>April 11</td>
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<tr>
<td>Raymore, SK</td>
<td>VF Simpson Farms Ltd.</td>
<td>April 12</td>
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<tr>
<td>Girouxville, AB</td>
<td>Fritz &amp; Doris Towes</td>
<td>April 12</td>
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<tr>
<td>Preeceville, SK</td>
<td>Tim &amp; Denise Olson</td>
<td>April 13</td>
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<tr>
<td>Teulon, MB</td>
<td>Helwer Enterprises Ltd.</td>
<td>April 13</td>
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<tr>
<td>Girouxville, AB</td>
<td>Leo &amp; Lorraine Roby</td>
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<tr>
<td>Theodore, SK</td>
<td>Paley Enterprises Ltd.</td>
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<tr>
<td>Charlie Lake, BC</td>
<td>J.D. Gladysz Farms Inc.</td>
<td>April 14</td>
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<tr>
<td>Fenwood, SK</td>
<td>Carman &amp; Charlene Bierwagen</td>
<td>April 16</td>
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<tr>
<td>Crystal City, MB</td>
<td>Jim &amp; Barbara Martin</td>
<td>April 16</td>
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<td>Macklin, SK</td>
<td>Alvin Gartner</td>
<td>April 16</td>
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<td>Ernfold, SK</td>
<td>Leisle Farms</td>
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<td>Cochrane, AB</td>
<td>Amidon Farms</td>
<td>April 19</td>
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<td>Ardath, SK</td>
<td>D &amp; K Friesen Farms</td>
<td>April 20</td>
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<tr>
<td>Forestburg, AB</td>
<td>Jim &amp; Gwen Brennan</td>
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<td>Coronach, SK</td>
<td>Mervin &amp; Arlene Colibaba</td>
<td>April 20</td>
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<td>Dundurn, SK</td>
<td>Henry &amp; Art Schroeder</td>
<td>April 21</td>
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<td>Rocanville, SK</td>
<td>Roy Sippola</td>
<td>April 21</td>
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<td>Stettler, AB</td>
<td>Lynne McNeil</td>
<td>April 21</td>
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<td>Ceylon, SK</td>
<td>Leonard DeBruyne</td>
<td>April 23</td>
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<td>Neudorf, SK</td>
<td>Willben Holdings Ltd.</td>
<td>April 23</td>
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<tr>
<td>Broadview, SK</td>
<td>Dwayne &amp; Mike Brown</td>
<td>April 24</td>
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<tr>
<td>Tramping Lake, SK</td>
<td>Leo &amp; Connie Volk</td>
<td>April 25</td>
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<tr>
<td>St. Gregor, SK</td>
<td>Munkler Farms</td>
<td>April 25</td>
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<tr>
<td>Hotchkiss, AB</td>
<td>The Estate of Ozzie Boos</td>
<td>April 27</td>
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<tr>
<td>Melville, SK</td>
<td>Exner Brothers</td>
<td>April 28</td>
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<tr>
<td>High Prairie, AB</td>
<td>Andy &amp; Yvonne Lachance</td>
<td>April 28</td>
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</tbody>
</table>

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You have seen them in newspapers, magazines and flyers but you may not have known what they are called. QR Codes (Quick Response Codes) are computer generated bar codes that can be read instantaneously with any Smart Phone that has a camera. Simply install a QR Reader Application on your phone and away you go. When you see a QR Code, scan it with your phone as you would take a picture and you’ll be directed to a company’s website.

Having a QR Code is great - BUT - landing on a “regular” (or desktop version) of a website on a mobile device can be frustrating. It’s very small to read, the buttons and links are tiny, and it doesn’t fit on one page... if the website has Flash™, the Apple™ iPhone® won’t read it all. For the best possible user experience, when using QR codes always direct them to a MOBILE READY website!

With half of all local searches being performed on a mobile device (Microsoft Study, 2011) QR Codes should be a vital part of any marketing mix - regardless of the industry or business you’re in. Retail, service providers and business to business entities can benefit from QR Codes and should incorporate QR codes into all aspects of their printing collateral. When QR Codes are combined with a well-designed and optimized mobile website, the results are limited only to your imagination.

The opportunities that QR Codes and the mobile web provide to businesses is almost endless.
Crop Production Week 2012 will run from Saturday, January 7 to Saturday, January 14 in Saskatoon. All of the main crop-based commodity organizations in the province have meetings and they cooperate to hold a Wednesday evening Special Session.

**THE MEMBER ORGANIZATIONS INCLUDE:**

- Saskatchewan Agricultural Graduates Association
- Saskatchewan Flax Development Commission
- Saskatchewan Winter Cereals Development Commission
- Canaryseed Development Commission of Saskatchewan
- Saskatchewan Pulse Growers
- Saskatchewan Oat Development Commission
- Saskatchewan Seed Growers Association
- Saskatchewan Mustard Development Commission
- SaskCanola
- Saskatchewan Canola Growers Association
- Saskatchewan Soil Conservation Association
- Canadian Wheat Board
- Saskatchewan Fruit Growers Association

The College of Agriculture & Bioresources is an associate member while a rep from the Saskatchewan Ministry of Agriculture sits on the Crop Production Week Committee in an advisory capacity.

Note the following agenda changes from last year.
The Saskatchewan Ag Grads Association (SAGA) is holding their reunion banquet, annual meeting and their mixer all on the same evening, Saturday, January 7 at TCU Place. This will be a special event for SAGA since 2012 marks the 100th anniversary of the first Agriculture graduate from the University of Saskatchewan.

SaskCanola and the Saskatchewan Soil Conservation Association have switched days. The SSCA will have a bear pit on the Tuesday evening with their main event on Wednesday, while the SaskCanola meeting will be on Thursday, all at the Saskatoon Inn. The Saskatchewan Canola Growers Association will have a final wrap-up meeting at the beginning of the SaskCanola meeting. The association will not have a separate event.

It should also be noted that the Saskatchewan Fruit Growers meeting has gone back to two days, Friday and Saturday.

Most of the Crop Week meetings, including the 2012 Special Session are being held at the Saskatoon Inn. Exceptions include the SAGA program centered at TCU Place and the Sask Pulse agenda which includes events at both Prairieland Park and the Saskatoon Inn.

Please note that the Tuesday session of Pulse Days is live at the Saskatoon Inn with a live video feed to Prairieland Park.

The meetings are designed to provide useful information on agronomics, the market outlook and policy issues. The agendas are included in this supplement, but the individual association websites and [www.cropweek.com](http://www.cropweek.com) are the best way to keep track of any updates.

Some of the meetings have pre-registration, but most allow you to register at the door. Registration information is also posted on the Crop Week website. Click on the “Registration” button at the top of the page.

The 2012 Special Session will feature Geoff Honey of Grain Trade Australia speaking on the topic, The End of Single Desk Selling: An Aussie View. Geoff will delve into many related topics of interest including grain storage issues and the standardized crop contract that Australia uses.

The Special Session will start at 7:00 pm at the Saskatoon Inn. There’s no charge to attend. Following the presentation and question/answer, there will be complimentary refreshments and dainties along with a cash bar.

Thanks very much to the Crop Production Week sponsors: The Western Producer, Redhead Equipment, Saskatchewan Ministry of Agriculture, Bayer CropScience, Saskatchewan Municipal Hail Association, Farm Credit Canada, Prairie West Terminal, Canterra Seeds and Rayglen Commodities.

The Western Canadian Crop Production Show runs in conjunction with Crop Production Week. This industry leading trade show goes from January 9 to 12 at Prairieland Park.

For the latest information on both events, check out [www.cropweek.com](http://www.cropweek.com). From this common portal, you can find information on the Crop Week meetings or the Crop Show exhibitors.

As you read through all the Crop Week meeting agendas on the following pages, hopefully you’ll find many topics that are relevant and useful to your operation.

See you in Saskatoon.
**SAGA Reunion Banquet**

4:30 PM  Cocktails
4:45 PM  Group Photos
5:30 PM  Supper (Program to follow)
8:30 PM  Annual General Meeting
          SAGA Members Mixer

---

**FLAX DAY 2012 FROM DIALOGUE TO DIRECTION**
www.saskflax.com

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**SASKATCHEWAN WINTER CEREALES DEVELOPMENT COMMISSION**
www.swcdc.info

---

**SASKATCHEWAN AGRICULTURAL GRADUATES ASSOCIATION**
www.saskaggrads.com

---

**Canaryseed Development Commission of Saskatchewan**
www.canaryseed.ca

---

**Canadian Grain Commission**
TBA

---

**Changing Markets: The New Future**
Brenda Tjaden Lepp, FarmLink Marketing Solutions

---

**DIAP: The Results are Flowing In**
What We Learned in Year 1
Dr. Brian Beres, AAFC

---

**Open Discussion:**
Grades, Varieties and Opportunities

---

**SAGA Reunion Banquet**

LOCATION  TCU Place
(formerly the Centennial Auditorium)
SATURDAY January 7

8:30 AM  Registration, Coffee, Meet & Greet

**SWCDC AGM**

Introduction of Commission
Executive Director's Report
Election Announcement
Financial Reports
Discussion.
Once a Year Levy Refund
Appointment of Auditor
New Business from the Floor

**Chairman's Comments:**
SWCDC, Tough Years Behind, Good Years Ahead
Dale Hicks

---

**FLAX DAY 2012 FROM DIALOGUE TO DIRECTION**
www.saskflax.com

**LOCATION Saskatoon Inn Ballroom C**
MONDAY January 9

---

**FLAX DAY 2012 FROM DIALOGUE TO DIRECTION**
www.saskflax.com

**LOCATION Saskatoon Inn Courtyard Room**
MONDAY January 9

---

**LOCATION Saskatoon Inn Ballroom C**
MONDAY January 9

---

**LOCATION Saskatoon Inn Courtyard Room**
MONDAY January 9

---
4:30 PM  
**Kick off to Pulse Days Events with Beef on a Bun Supper**  
PrairieLand Park Trade Centre,  
Breakout Rooms 3, 4 & 5  
*Free with registration to Pulse Days 2012*

5:30 PM  
**Annual General Meeting (AGM)**  
7:00 PM  
Opening Reception & Research Presentations

---

**TUESDAY, January 10**

“New Horizons”

**Live: Saskatoon Inn – Ballrooms A, B & C**

8:00 AM  
Registration opens

8:30 AM  
Welcoming & Opening Remarks  
SPG Chair

**NEW PRODUCTION PRACTICES**  
Sponsored by Alberta Pulse Growers

8:40 AM  
**Glycophosate Use on Lentils**
Gordon Bacon, Pulse Canada

8:55 AM  
**Managing Herbicide-Resistant Weeds in Pulses**
Eric Johnson, Agriculture and Agri-Food Canada

9:10 AM  
**How to Manage Your Crop Rotations while Minimizing Disease**
Yantai Gan, Agriculture and Agri-Food Canada

9:25 AM  
Discussion Period

9:40 AM  
Announcements

---

**GREEN PULSE PRODUCTION**  
Sponsored by Victoria Pulse

9:45 AM  
**Planting a Green Crop**
Monique Wismer, Saskatchewan Research Council

10:05 AM  
**Getting the Most from Carbon Credits**
Doyle Wiebe, Saskatchewan Soil Conservation Association

10:20 AM  
Discussion Period

10:30 AM  
**Refreshment and Networking Break**
Sponsored by Dupont

10:50 AM  
Announcements

10:55 AM  
Words from Platinum Sponsor

**THE BUSINESS OF FARMING**

11:00 AM  
**Who Gets the Farm and When?**
How to Instigate the Difficult Discussions  
Elaine Froese, Farm Family Coach, CAFA

11:50 AM  
Discussion Period

12:05 PM  
Luncheon and Networking Break
Sponsored by Becker Underwood

---

**12:55 PM**  
Awards Presentation

1:05 PM  
Announcements

1:10 PM  
Words from Platinum Sponsor

**Trends in the Global Pulse Industry**  
Sponsored by Lakeside Global Grains Inc.

1:15 PM  
**Emergence of New Markets and Opportunities**
Murad Al-Katib, Saskcan Pulse/Alliance Grain Traders

1:40 PM  
Discussion Period

1:50 PM  
Announcements

**PEA AND LENTIL MARKET OUTLOOK PANELS**
Moderated by Kevin Hursh, Hursh Consulting & Communications

1:55 PM  
**PEA MARKET OUTLOOK**
Panelists: Mike Jubinville, ProFarmer Canada, Colin Topham, Agrocorp International

---

**2:35 PM**  
Discussion Period

**2:55 PM**  
**Refreshment and Networking Break**
Sponsored by FMC Agricultural Products

3:15 PM  
Announcements

3:20 PM  
Words from Platinum Sponsor

3:25 PM  
**LENTIL MARKET OUTLOOK**
Sponsored by Simpson Seeds  

4:05 PM  
Discussion Period

4:20 PM  
Closing Remarks/Door Prizes

---

**PEA MARKET OUTLOOK**

Panelists: Mike Jubinville, ProFarmer Canada, Colin Topham, Agrocorp International
TUESDAY, January 10

12:30 PM
SSGA Annual Meeting Registration and Coffee

1:15 PM
SSGA Annual Business Meeting
President’s Report
Les Trowell
Executive Director’s Report
Dave Akister
Committee Reports
Education & Publicity
Roy Klym
National Directors’ Report
Joe Rennick, Bob Rugg
Financial Report
Dave Akister
Presentation of 2012 Budget
Appointment of Auditor for 2012

2:30 PM
Pedigreed Seed: Quality, Quantity, Questions
Bruce Carriere, Discovery Seed Labs, Saskatoon, SK

WEDNESDAY, January 11

8:00 AM
Continuation of Annual Business Meeting (Canadian Room)
Canadian Seed Growers Association Update
Gerald Girodat, President, Shaunavon, SK
Dale Adolphe, Executive Director, Ottawa, ON

8:45 AM
The Future World of Seed Treaters
Cam Davreux, Crop Life Canada

9:20 AM
Testing Midge Tolerant Blends: Reducing the Margin of Error
Phillip Stephan, Genserv Laboratories, Saskatoon

10:00 AM
Nominating Committee Report
Election of Officers

10:45 AM
New Varieties Update:
David Gehl, Agriculture and Agri-Food Canada, Indian Head
Pierre Hudc, Crop Development Centre, U of S.

11:15 AM
Resolutions Committee Report

11:40 AM
Adjourn

11:45 AM
Member to Member Session
Attendance Limited to Seed Growers only
Moderator:
Lyndon Olson, Past President, SSGA

10:30 AM
Soils and Crops Bearpit (Wig & Pen Room)
Brent Flaten and Patrick Mooleki, Ag Knowledge Centre, Moose Jaw
For SSCA Members and Conference Participants
Cash Bar

1:00 PM
Afternoon Session
1:00 PM
Farming with Social Media and Smart Phones
Ian Boyd, Saskatchewan Soil Conservation Association

1:30 PM
Inter-row Seeding
Rick Atkins, AgTech Centre, Lethbridge

2:00 PM
Precision Agriculture and Variable Rate Technology
Ty Faechner, ARECA, Edmonton

3:00 PM
Glyphosate Resistant Weeds
Dr. Hugh Beckie, AAFC, Saskatoon

3:30 PM
Beneficial Microorganisms
Dr. Chantal Hamel, AAFC, Swift Current

4:00 PM
Longterm Crop Rotations
Dr. Reynald Lemke, AAFC, Saskatoon

4:30 PM
SSCA AGM
### Mustard Day

**Saskatchewan Mustard Development Commission**

**www.saskmustard.com**

**Location:** Saskatoon Inn Ballroom C

**Wednesday, January 11**

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<th>Time</th>
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<tbody>
<tr>
<td>8:30 AM</td>
<td>Registration</td>
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</table>
| 9:00 AM | Chairman’s address  
Patrick Ackerman |
| 9:10 AM | Mustard Grading Explained  
Gino Castonguay, Canadian Grain Commission |
| 9:50 AM | Mustard Variety Development  
Dr. Bifang Cheng, AAFC mustard breeder |
| 10:30 AM | Coffee |
| 10:50 AM | Mustard as a Biopesticide  
Jay Robinson, Mustard Products and Technologies |

### Special Session

2012

**Wednesday, January 11**

**Location:** Saskatoon Inn Ballroom B

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</table>
| 7:00 PM | The end of single desk selling: An Aussie view  
Geoff Honey, Grain Trade Australia |
| 9:00 PM | Cash Bar and Complimentary Snacks |

### Location

Saskatoon Inn Ballroom C

### Thursday, January 12

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>8:30 AM</td>
<td>Registration</td>
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</table>
| 9:00 AM | Saskatchewan Canola Growers Association  
Final Business Meeting  
Global Market Access Through a Consistent Policy Landscape  
Tracy Jones |
| 9:30 AM | Welcome and Opening Remarks  
Minister of Agriculture Hon. Bob Bjornerud |
| 9:45 AM | Canola Trends in Saskatchewan  
Venkata Vakulabharanam, SK Ministry of Agriculture |
| 10:00 AM | Coffee break |
| 10:15 AM | Canola Market Outlook  
Greg Kostal, Kostal Ag Consulting |
| 11:15 AM | Canola Meal Promotion  
Les Nernberg, Canola Council of Canada |
| 11:30 AM | Gourmet Mustard in Saskatchewan  
Val Michaud, Gravelbourg Mustard |
| 12:00 PM | Lunch |
| 12:45 PM | SMDC annual meeting |
| 1:30 PM* | Carinata Production Plans for 2012  
Patrick Crampton, Agrisoma |
| 2:15 PM* | Mustard Market Outlook  
Bobby Leavins, Rayglen Commodities |

*May be earlier if the annual meeting doesn’t require all of its allotted time.

### Special Session

2012

**Wednesday, January 11**

**Role of Canola in Weed Resistance**  
Hugh Beckie, Agriculture and Agri-Food Canada

**2:30 PM**

**Canola Performance Trials**  
Franck Groenewegen, SaskCanola

**3:00 PM**

**Science-based Solutions to Prevent Trade Barriers Panel Discussion**  
Janis Tranberg, CropLife Canada  
Peter Phillips, University of Saskatchewan  
Ray Elliot, Bunge Canada

**3:45 PM**

**Closing Remarks**

**5:30 PM**

“Celebrating Canola Industry” Banquet

**6:30 PM**

Dinner

Program to include speakers from canola days gone by.
CANADIAN WHEAT BOARD DAY
www.cwb.ca

LOCATION Saskatoon Inn
FRIDAY January 13

9:00 AM
Opening Comments
Chairman

9:10 AM
Agronomy update
Mike Grenier

9:45 AM
Managing the Risk
Justin Daniels

10:45 AM
Networking break

11:15 AM
Weatherfarm
Patty Rosher

12:00 PM
Lunch

1:00 PM
Market and Weather Outlook
Bruce Burnett

1:45 PM
CWB, Going Forward
TBA

2:45 PM
Closing comments

2:50 PM
Adjourn

SASKATCHEWAN FRUIT GROWERS ASSOCIATION:
FROM FIELD TO MARKET
www.saskfruit.com

LOCATION Saskatoon Inn
FRIDAY January 13

9:45 AM
Registration/Coffee

10:15 AM
Opening Remarks

10:20 AM
Breeding, Genetics &
Management of Berry Crops
Dr. Adam Dale, Professor,
Department of Plant Agriculture,
University of Guelph

11:15 AM
Herbicides and Weed Control
Clark Brenzil, Provincial Specialist
Weed Control, Crops Branch, SK
Ministry of Ag

12:00 PM
Lunch Served
Sponsored by: TBA

1:00 PM
ADOPT Project Updates

1:45 PM
Insurance Programs for New
Crops
Colleen Rooney, Research Analyst,
Research & Development, SK
Ministry of Agriculture

2:30 PM
Coffee Break
Sponsored by: TBA

3:00 PM
Grower Panel Discussion
Mel Annand, Owner/Operator
Creekside Orchard
Will Stafford, Owner/Operator G2S
Pickin Patch
Stephanie Crichton, Owner/
Operator Bend in the River Berries

3:45 PM
Greenhouse Use for Extended
Production
Dr. Adam Dale, Professor,
Department of Plant Agriculture,
University of Guelph

5:00 PM
Past Presidents’ Banquet
Prepared by Executive Chef,
Anthony McCarthy
Honorary Life Member Awards

5:30 PM
Happy Hour
Saskatoon Club

6:00 PM
The Food Centre – What Can It
Do For You?
Dan Prefontaine, President,
Saskatchewan Food Industry
Centre Inc.

6:45 PM
Fruit Research Update
Dr Bob Bors, University of
Saskatchewan, Plant Sciences

7:30 PM
Branding
Susan Echlin, Owner/Proprietor,
Living Sky Winery

8:30 PM
Processor Panel Discussion
Co-op Food Store representative
Vance Lester, Living Sky Winery
Anthony McCarthy, Executive Chef,
The Saskatoon Club
Mike Noel, Petrofka Bridge Orchard
SaskMade Marketplace
Representative

9:00 AM
Annual General Meeting

SATURDAY, January 14

8:30 AM
Registration/Coffee

9:00 AM
An Overview of the 2011
Production Season with Fruit
Industry Updates
Forrest Scharf, Provincial Specialist,
Fruit Crops, SK Ministry of
Agriculture

9:30 AM
Fruit Research Update
Dr Bob Bors, University of
Saskatchewan, Plant Sciences

10:30 AM
Coffee Break
Sponsored by: TBA

1:00 PM
Local Food Distribution: What’s
moving local food?
Sharon Faye, Market Analyst,
Economics & Competitiveness
Division, Alberta Agriculture and
Rural Development

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*Tests data summary conducted at Michelin Technology Center.