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**IN THE NEXT ISSUE OF
 REPORTER**

- Supporting communities across the Prairies
- A look at the new canola demonstration trials
- Yorkton canola processing plant celebrates first anniversary

REPORTER

Spring 2011

THE LATEST NEWS FROM RICHARDSON INTERNATIONAL LIMITED

**SUPPORTING OUR
 COMMUNITY**

Richardson has a long legacy of supporting communities across the country.

Through the Richardson Foundation, Richardson donated more than \$510,000 in 2010 to support community projects and organizations across Western Canada. That support included contributing to the Kenville Community Playground Project's efforts to develop a new playground, helping the Stirling Lions Club construct a new building and supporting the Grayson Grows Community Committee's plan to rebuild their curling rink. Those are just a few of the many projects that Richardson supported in 2010.

That legacy of giving continues in 2011. For the first quarter of 2011, the Richardson Foundation donated \$117,500 to support projects across Western Canada. This winter, Richardson Pioneer's Derek Ott, Director of Operations at Legacy Junction, presented a cheque for \$25,000 to the Rotary Club of Wainwright to support their efforts to build a new splash park in that community.



Photo left to right: Wayne Sollid, Grain Merchant, Legacy Junction; Bryan Perkins, Rotary Splash Park Chair; Sheldon Welch, Rotary President; Derek Ott, Director of Operations, Legacy Junction; Butch Fischer, Splash Park Committee Member.

REAL PEOPLE. REAL RESULTS.



It takes a team effort to achieve success. Thanks to the drive and dedication of our employees and the support of our valued customers, Richardson International has been named one of Canada's 50 Best Managed Companies. We proudly salute our employees, who are strongly committed to serving our customers at home and around the world. Through the strength of our team, Richardson has become a leader in the agricultural industry and the broader business community.

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**RICHARDSON ONE OF
 CANADA'S 50 BEST**

Thanks to the dedicated efforts of employees and support from customers, Richardson International Limited has been named one of Canada's 50 Best Managed Companies for the second year in a row.

"At Richardson, our greatest asset is our people and our success is a direct result of their strong drive, entrepreneurial spirit and continuous commitment to serving our customers and the communities in which they live and work," says Curt Vossen,

President of Richardson International. "We are committed to building on our success, growing our business and enhancing our ability to meet the needs of customers at home and around the world."

Richardson was first named one of Canada's 50 Best Managed Companies in 2010. Canada's 50 Best Managed Companies is the country's leading business awards program, recognizing excellence in Canadian-owned and -managed companies with revenues over \$10 million. Established in 1993, the program is sponsored by Deloitte, CIBC Commercial Banking, National Post and Queen's School of Business.

**LOG ON
 TO YOUR
 RICHARDSON!**

**RICHARDSON IS
 LAUNCHING A NEW,
 REDESIGNED WEBSITE
 AT www.richardson.ca**

The new site will not only feature an updated look and feel, it will also include valuable new information and services to enhance your experience on the site.

Richardson's new website has been redesigned to offer Richardson Pioneer customers a whole new experience. Not only will you get the latest news and information from Richardson, you'll also have access to a special new customer portal specifically for Richardson Pioneer customers.

Your Richardson is a password-protected site that will give you access to all of your transactions, such as grain deliveries, crop input purchases and credit details just like you can do with online



banking. But it's much more than that. *Your Richardson* is a comprehensive, interactive site that will also give you detailed weather and agronomic information customized right to your farm location.

When you logon to www.richardson.ca, simply click on the *Your Richardson* button on the home page and enter your user name and password. That will take you to a secure portion of the website that is only available to Richardson Pioneer customers. You'll be able to see your local weather and other important information such as

heat maps, precipitation charts and crop development calculators for your local area.

We want to make it easier for you to stay connected to world news, market information and agronomy reports. At *Your Richardson*, you'll also get the latest agronomic, research and market information, with regular articles, features and updates to help enhance your farm operation.

Stay tuned and watch for more information as we launch *Your Richardson!*

ENHANCING THE RICHARDSON PIONEER NETWORK

SASKATCHEWAN'S NORTH EAST TERMINAL IS NOW PART OF THE RICHARDSON PIONEER NETWORK.



In mid-April, Richardson successfully purchased the North East Terminal grain handling facility in Wadena, Saskatchewan, along with the crop input facilities at Wadena, Kelvington, Foam Lake and Ponass Lake, Saskatchewan.

"We are very excited to add North East Terminal to our Richardson Pioneer network of elevators and crop input facilities across Western Canada,"

says Darwin Sobkow, Vice-President, Agribusiness Operations for Richardson. "We are pleased that a large majority of shareholders voted in favour of the sale and we look forward to operating these facilities while enhancing services for our customers."

Richardson plans to invest an additional \$3 million to upgrade the crop input facilities, enhance overall facility safety and increase efficiencies to better serve customers and employees.

"We will continue to look for opportunities to provide greater service to

our customers in the Wadena area and throughout northeastern Saskatchewan," says Sobkow. "North East Terminal is a great fit with our business – it will support our strong export sales program and complement our new canola processing plant in Yorkton."

Richardson Pioneer's Neil Banbury has been appointed Director of Operations for the acquired facilities after serving as Director of Operations at Nokomis. The majority of employees at North East Terminal have joined the Richardson Pioneer team so customers will continue to deal with the same people at these facilities.

EXPANDING TO MEET GROWING DEMAND

Consumer demand for healthier food products is growing. With its nutritional benefits and low fat content, canola oil can be part of the solution.

Richardson International is investing \$15 million to expand and enhance its canola oil processing plant in Lethbridge, Alberta. Richardson will increase the size of its canola packaging plant in Lethbridge by 40 per cent, adding 33,000 square feet with increased warehouse space and bulk oil storage. The project will also increase efficiencies by fully automating the oil receiving and blending process.

"Our business overall has increased dramatically due to unprecedented customer demand for healthier food products," says John Haen, Vice-President,

Nutrition for Richardson International. "By increasing the footprint of our Lethbridge plant and automating the way we do business, we will be able to better serve our customers' needs today and into the future."

Trans fat legislation in Canada and the U.S. and the lack of functional trans fat compliant products have contributed to the increase in demand for innovative new products. Richardson has made a significant investment in research and development over the last 18 months to develop new canola-based oil,

non-hydrogenated margarine and shortening products for the food processing, bakery, food service and retail markets. Richardson will also open a new \$1.5 million lab facility and pilot plant at the Lethbridge facility to continue research and development work.

"With a state-of-the-art plant, a brand new lab focused on research and development and expanded processing and packaging capabilities, Richardson is well positioned to develop and deliver innovative new canola-based products to our customers around the world," says Haen.



HAVE YOUR POPCORN AND EAT IT, TOO!

Did you know that a large bag of movie theatre popcorn contains the same number of calories and the same amount of fat as eating two Big Macs from McDonald's?

And that's without the butter! According to a recent article in the *The Globe and Mail*, eating a large, buttered popcorn when you watch the latest flick can come close to reaching your recommended daily calorie target.

With consumers looking for healthier food choices in everything they eat, Richardson has developed two innovative new products that let you have your popcorn and be able to eat it, too.

"Today's consumers are much more health-conscious and they are demanding healthier choices in the foods they eat, including snack foods," says John Haen, Richardson's Vice-President, Nutrition. "At Richardson, we are focused on developing healthy solutions for the food industry using Canadian canola products."

Richardson has developed a canola-based popcorn popping oil and popcorn topping that replaces the unhealthy oils and fats with a healthy alternative. Canola Harvest Pop-It canola popping oil is a healthier alternative to coconut oil, which is typically used to pop popcorn. Richardson's new Pop-It popping oil

is non-hydrogenated, low in saturated fat and has zero trans fats. With only seven per cent saturated fat, canola oil has the lowest saturated fat of all major vegetable oils and is much healthier than coconut oil, which has up to 90 per cent saturated fat.

"Our canola-based Pop-It popping oil and Top-It popcorn topping has the same buttery flavour that people love, without the added saturated fat and without sacrificing any of the taste. "People can still have their movie popcorn, but know they are making a healthier choice."

Richardson launched Pop-It at the cinema-themed tradeshow *CinemaCon* in Las Vegas at the end of March and is marketing the product in North America, Korea, Japan, Australia and New Zealand.

POP-IT IS THE STAR OF THE SHOW

Nutrition Information	Coconut oil	Hydrogenated Popping Oil	Canola Harvest® Pop-It
Per 10 ml serving			
Calories	86	80	80
Total Fat			
Saturates	8.7g	1.0g	0.5g
+Trans	0g	1.5g	0g
Polyunsaturates	0.2g	0.5g	2.5g
Monounsaturates	0.6g	5g	6g
Total Carbohydrate	0g	0g	0g
Protein	0g	0g	0g

