

# REPORTER

Fall 2012

THE LATEST NEWS FROM RICHARDSON INTERNATIONAL LIMITED

## 2013 SEED PROGRAM LAUNCHES

Richardson Pioneer launched the new 2013 Seed Program earlier this month. Richardson Pioneer has over 20 varieties in the 2013 canola lineup, with features to suit every grower's individual farming operation and growing conditions. Two new Nexera® canola varieties are available this year at Richardson Pioneer: 1016 RR, and early-maturing variety ideal for late-spring seeding zones, and 2016 CL. Dekalb® also has two new canola varieties available this year: 74-44 BL and 74-47 CR. 74-44 BL is a blackleg-resistant variety with exceptional emergence and vigour, and has been rated excellent for ease of swathing. 74-47 CR is a new clubroot-resistant variety.

Spotlight cereal varieties this year include Syngenta® SY985, a medium-maturity CPSR variety with high yield potential and milling wheat grain quality, short straw, and good lodging resistance suited for CPSR growing areas. WR859 CL®, also from Syngenta®, is an awned HRS variety that carries high yield potential and has a solid disease resistance package.

On the durum side, AC® Enterprise, which is developed by Agriculture and Agri-Food Canada and marketed by CANTERRA SEEDS, offers a complete package of yield, disease resistance and grain quality. AC® Snowstar and the new AC® Whitehawk are SeCan's latest CWHWS varieties, both of which are eligible for additional protein premiums on production delivered to Richardson Pioneer locations.

New marketing materials, including the 2013 Seed Source Product Guide and featured product information sheets, are available at your local Richardson Pioneer Ag Business Centre.

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## RICHARDSON EXPANDS CANOLA MANUFACTURING PLANT IN LETHBRIDGE

Richardson Oilseed re-opened the doors of the expanded Lethbridge canola manufacturing plant on August 22.

Visitors and local media personalities toured the newly-renovated facility and got a first-hand look at the state-of-the-art expansion.

The \$15 million expansion increases the size of the canola packaging plant in Lethbridge by 40 per cent, adding 33,000 square feet with increased warehouse space and bulk oil storage. The project also increased 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, Richardson Nutrition. “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 few years to develop new canola-based oil, non-hydrogenated margarine and shortening products for the food processing, bakery, food service and retail markets. As part of the expansion, Richardson also opened a new \$1.5 million lab facility and pilot plant on site, 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 new canola-based products to our customers around the world,” says Haen.

Following Richardson’s strong commitment to health and safety, the expansion project will ensure the highest quality management standards are in place. New automated systems and improved technology will increase both food quality and safety management systems. Environmental upgrades, such as green packaging to reduce the amount of cardboard, will also improve the company’s ability to provide innovative solutions to meet customer needs.

With canola processing plants in Lethbridge, Alberta and Yorkton, Saskatchewan, Richardson is one of North America’s largest suppliers of canola oil and meal. The Lethbridge plant employs about 175 people and uses Prairie-grown canola to produce Canola Harvest retail margarines, oils and sprays, as well as numerous products for the food service industry.

## 2012-2013 TRADESHOWS

Stop by our booth to speak with a Richardson Pioneer rep at these upcoming shows:

### Agri-Trade

Red Deer, AB  
November 7 - 10, 2012

### Manitoba Ag Days

Brandon, MB  
January 15 - 17, 2013

### Western Canadian Crop Production Show

Saskatoon, SK  
January 7 - 10, 2013

### FarmTech

Edmonton, AB  
January 29 - 31, 2013

### Ag Expo

Lethbridge, AB  
February 27 - March 1, 2013



# STARTING WITH A GOOD FOUNDATION



As many farms continue to grow, and the needs of farmers increase with them, it's clear that a quality fertilizer is key to their development. Richardson recognizes this, and over the past few years, fertilizer has become one of our staple products.

When it comes to fertilizer, Richardson's goal is to ensure that it can meet the needs of its wide range of customers. One way it does this is through the company's in-house distribution of fertilizer. This allows Richardson to manage service levels in the busiest times of the year, preventing backups and long wait times. In addition, it allows for more sourcing options, meaning Richardson has the capability to receive and transport larger amounts of fertilizer for its growing customer base.

New technology also allows many farmers to seed more efficiently. To be ready for this, many Richardson Pioneer locations have state-of-the-art blenders

that produce fertilizer to be used with advanced seeding equipment. These enhanced blenders will add up to seven separations instead of the standard four, allowing Richardson to produce a wide range of specialty products. Throughout the next year, even more Richardson Pioneer locations will receive these improved blenders as part of Richardson's \$25 million investment to enhance the Richardson Pioneer network.

Another major key to Richardson's success with its fertilizer is the product line itself. In addition to standard offerings, Richardson offers one of the most complete specialty product lines available for fertilizer. These specialty

products include the environmentally-friendly MicroEssentials® products and ESN® (Environmentally Smart Nitrogen) fertilizer. By giving customers a wide selection to choose from, Richardson can ensure that each and every customer can find the exact fertilizer that fits their operation and their needs.

But none of this is complete without the expert staff at your local Richardson Pioneer. There are agronomists on hand to make sure you get the best advice and pick the right fertilizer for your crop, ensuring you get the best results out of your operation.



Yorkton, SK



Weyburn, SK



Richardson International Limited  
2800 One Lombard Place • Winnipeg, MB, Canada R3B 0X8  
Phone: (204) 934-5961 • Fax: (204) 947-2647  
www.richardson.ca



## SPECIAL IN THE NEXT ISSUE OF REPORTER

- What you need to know about the Glencore/Viterra acquisition

## SUPPORTING OUR COMMUNITY

Each year, Richardson donates hundreds of thousands of dollars to support local projects and organizations across the country. Here is a snapshot of some of our recent donations:



Ron Kostyshyn (Manitoba Agriculture, Food and Rural Initiatives Minister), Robert Sopuck, (Member of Parliament for Dauphin—Swan River—Marquette), Glen McKenzie (Mayor of Swan River) and Tom Hamilton (Richardson Pioneer) at the groundbreaking ceremony for the Richardson Recreation and Wellness Centre in Swan River. (photo from ValleyBiz.ca)

### SWAN VALLEY RECREATION & WELLNESS CENTRE

Richardson has been part of the Swan Valley area for decades and we have a long history of working with farmers in the area to service their grain and crop input needs and help market their grain to buyers around the world. We are proud to continue to enhance our presence in this area by investing in a project that is important to the local community: the Richardson Recreation & Wellness Centre. We believe this is an excellent investment in what will be a state-of-the-art facility that will enhance the lives of residents in the Swan River and surrounding areas.

### CENTRAL PEACE AQUATIC CENTRE

People in the town of Spirit River and the surrounding communities know that having a swimming pool would contribute to youth development, recreation, exercise, swimming lessons, family enjoyment and overall quality of life for their residents. The Central Peace Aquatic Center group formed with the goal of building a new efficient, modern pool for the region.



Concept drawing of the Richardson Pioneer Central Peace Aquatic Centre.

### OLDS AMATEUR FOOTBALL ASSOCIATION

With local high school, bantam and pee wee teams, football is a popular sport for fans of all ages in Olds, Alberta. Richardson is excited to have the opportunity to contribute to the new field house at the Normie Kwong Park, located at the Community Learning Campus (CLC). The new field house will give local teams the ability to store their equipment on-site, and will allow visiting teams to also make use of the facilities at the park. The CLC provides learning, cultural and athletic opportunities for students throughout central Alberta.