As we say good-bye to 2013, I would like to take this opportunity to thank you for your business and continued support over the last year. 2013 was a monumental year for Richardson. Not only did we celebrate the 100th anniversary of Richardson Pioneer, we have significantly grown our business to offer more services and facilities to our customers.

On May 1, we added 19 Ag Business Centres to our Richardson Pioneer network across the Prairies and welcomed 500 new employees to the Richardson team. We also expanded our business into a whole new area through the creation of Richardson Milling, with three oat mills in Canada and two mills in the U.S., and increased storage capacity in Vancouver and Thunder Bay to improve efficiencies.

As we look back on 100 years of doing business in Western Canada, we are very proud of our history and the strong relationships we have developed with farmers across the Prairies. Much of our success is thanks to those relationships and the partnerships that continue to support our business. While we have grown significantly over the years, I am proud to say that we are still the same company that has served farmers across the Prairies for generations. Our business was founded on integrity and trust and it is those same values that continue to drive our success today.

We will continue to grow to enhance our business to make the most of opportunities at home and around the world. We are in the midst of a two-year expansion at our terminal in Vancouver to meet increasing global demand for grains and oilseeds. Our canola processing plant in Yorkton, which is just three years old, is also expanding to increase processing capacity by 25 per cent and process over 1 million tonnes of canola each year.

Our investment in Richardson Pioneer facilities across Western Canada continues. Our new elevator at Estevan was recently completed and we are adding grain storage at several other elevators to keep our network current and efficient. We are also investing in crop inputs, adding new equipment such as high-speed blenders, chemical and seed warehouses and establishing fertilizer distribution centres to enhance our services for our customers.

Looking ahead, the record crop will no doubt create strong opportunities to market Canadian grain to the world. Global demand for Canadian grains and oilseeds is stronger than ever and Richardson Pioneer is well positioned to help you make the most of marketing opportunities in 2014. We will continue to work with you, our customers, to deliver the advice, products and services you need for your farm business.

On behalf of everyone here at Richardson, I would like to take this opportunity to thank you for your continued support and wish you all the best for a very prosperous New Year. We look forward to continuing to work with you and being your partner of choice.

Sincerely,

Curt Vossen, President & CEO
100 Years
100 Thanks

It’s been 100 years in the making, but it was well worth the wait.

2013 was a significant milestone for us as Richardson Pioneer celebrated its 100th anniversary. It was a year of acquiring new facilities, festivities and reflecting on the people that have been with us over the past century.

Richardson Pioneer began the year by welcoming 19 grain elevators into the Richardson Pioneer family. The new facilities also came with 13 new crop input centres, making our network of support for customers even more comprehensive. It also allowed us to invest in new communities from Manitoba to British Columbia.

On June 26, we celebrated the 100th anniversary of Richardson Pioneer. It was a monumental event as all 80 Pioneer locations took time to commemorate the day with the producers and employees that have made the past 100 years possible. Locations invited their local communities to celebrate the milestone event with coffee, cake and giveaways. Some locations hosted BBQs or luncheons with over 100 people in attendance. It was an opportunity to thank those that continue to deliver to Richardson Pioneer and to acknowledge the dedication of our employees that fuels the day to day operations.

As farmers brought in a record harvest for Canada, we took time to recognize the key to our success — our longstanding relationships with our customers and our employees. When preparations began to commemorate our 100th anniversary, people started sharing stories of their commitment to Richardson Pioneer. The Maas family has been hauling to their local Richardson Pioneer elevator for four generations. Four generations of the Corfield family have a combined total of over 150 years working with Richardson Pioneer. Stacey Olson grew up wanting to follow her father Roland’s footsteps and work for Richardson Pioneer, where she now works at Carlton Crossing near Saskatoon. It is stories like these that highlight the ongoing commitment we have to our customers and employees. Our success is built on strong relationships that span generations and withstand the changing times.

No doubt, a century is a milestone to be proud of and to celebrate. But it is thanks to the dedication of our employees, the commitment of our customers and the support of the communities we have invested in that we have achieved this milestone. We look forward to working together for the next 100 years.

Richardson Milling builds on the company’s success in food processing

If you had oatmeal or a cereal bar for breakfast this morning, there is a good chance that product was made with oats from one of Richardson’s new milling facilities.

When the Viterra acquisition closed in May, it opened a brand new door for Richardson — an introduction to oat processing and wheat milling and the creation of Richardson Milling. Richardson Milling encompasses four strategically located oat processing mills in Portage La Prairie, MB; Martensville, SK; Barrhead, AB; and South Sioux City, Nebraska. It also includes a wheat flour mill in Dawn, Texas, which produces flour products for baking and tortillas under the Panhandle Milling brand.

“Excited to continue our diversification into value-added processing and build on the success we have achieved in canola facilities,” says Pat Van Och, Senior Vice-President, Quality Assurance and Manufacturing. “The oats business has also provided us with an opportunity to establish a permanent presence in the U.S., which will enhance our ability to meet the needs of the global marketplace.”

As the largest oat miller in North America, Richardson Milling offers food manufacturers a full range of premium oat ingredients, including whole and steel-cut oat grits, rolled oats, instant oat flakes, oat flour and oat bran. This expansive product portfolio also includes value-added ingredients such as coated whole grains and granola clusters. In fact, the plant in South Sioux City is the largest oat coating plant in the U.S. — most of the oats in breakfast bars and cereals come from that facility.

Richardson Milling will continue to build on Richardson’s success in food product development with a highly-skilled technical team committed to developing oat ingredient solutions that appeal to today’s consumers in a health-conscious marketplace.

“As food manufacturers seek healthier ingredient solutions, we are working with them to create innovative, custom-made new products that meet customer needs,” says Van Och.

By a large margin, most of the oats grown in North America come from Western Canada. With Richardson Pioneer’s extensive grain-handling network across the Prairies, that gives Richardson Milling a distinct competitive edge.

“Linking oat milling to our origination capabilities, just as we have with our canola crushing plants and our elevator network, is a key advantage for us,” said Curt Vossen, Richardson’s President and CEO. “Oats are a product we believe has huge growth potential — it’s an ideal addition to our processing business.”

Richardson has expanded its grains and oilseeds merchandising team overseas by establishing a permanent presence in key European and Asian markets.

“We want to be closer to our evolving customer base and make the most of opportunities to expand our global reach,” says Brent Watchorn, Executive Vice-President, Marketing. “We have done nearly all of our trading out of our head office in Winnipeg. But with the increased volumes we are trading globally, we have opened offices in Singapore and Geneva to enhance our ability to serve customers overseas.”

Watchorn says being able to conduct business during the same work hours as customers and having more face-to-face meetings is an advantage in strengthening business relationships and helping to better understand existing customers’ needs as well as cultivating relationships with new buyers.

Joining Richardson’s team are Boon Guay as Director, Marketing-Asia in Singapore, and Emmanuel Karrer as Director, Marketing-Europe based in Geneva, Switzerland.

Boon Guay has over 20 years of merchandising experience having worked for such companies as AWB-Cargill, GSM Trading Ltd, and most recently with Grain Corp. Emmanuel Karrer also brings two decades of merchandising experience to his position, having worked for Champagne Cereales, Thywissen, and most recently, CHS.

“A number of our existing customers are quite familiar with the traders we have hired and they have established a very good working relationship over the years,” says Watchorn. “Combine those relationships with a company such as ours that has direct sourcing from country elevators rather than having to buy through third parties and it translates into a recipe for success.”

He says that the primary business objective of both offices will be to make sales to customers within their geographies who buy Canadian grains and oilseeds.

“This will give us the opportunity to build a stronger presence in Europe and Asia and ultimately, help us bring more Canadian products to markets around the world.”

FOREIGN EXCHANGE

Richardson opens two new merchandising offices to be closer to overseas customers

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Committed to
our Community

The icing on Richardson Pioneer’s 100th anniversary cake was awarding three recipients with $100,000 each to help fund projects in their communities through a special donations program. The Richardson Pioneer Century Gifts Program was developed to commemorate the centennial year, with the purpose of creating projects that will leave a legacy, enrich the quality of life and benefit communities as a whole.

Announced on April 10, Richardson Pioneer put out the call for applications and proposals for local initiatives seeking support, with an emphasis on infrastructure projects such as community centres, arenas, splash parks or playground refurbishments. Recipients would be chosen in each of the three Prairie provinces: Alberta, Saskatchewan and Manitoba.

The result was phenomenal. A total of 145 proposals poured in from communities across Western Canada. After careful deliberation, the following projects were selected:

- **Falher, Alberta:** $100,000 toward funding the renovation of the Fallher Honey Capital Playground.
- **Whitecourt, Alberta:** $100,000 to support the Pool Your Pennies campaign to create a town water park in 2014.
- **Minnedosa, Manitoba:** $100,000 to further the expansion and development of new baseball diamonds.

“‘We are very excited to make a difference in these three communities and help create a legacy that will benefit future generations,’” said Curt Vossen, President and CEO of Richardson International. “‘It was great to see the tremendous interest in this program and the spirit and vitality of the communities that came through in the applications.’

In Whitewood, for example, 12-year old Tia Cederstrand spearheaded a campaign to collect $330,000 to build a water park through a coin drive. The community managed to raise $33,000, so the Richardson Pioneer Century Gifts Program donation has put their fundraising goal over the top.

While the Richardson Pioneer Century Gifts Program was created to commemorate the 100th anniversary of Richardson Pioneer, Richardson Pioneer regularly donates more than $1 million each year to support community initiatives and organizations through the Richardson Foundation.

“At Richardson, we are proud of our long history of supporting communities across Western Canada,” said Vossen. “A key part of our success has been the strength of the communities in which our customers and employees live and work and we will continue to look for opportunities to invest in projects and give back to those communities.”

In 2013, Richardson Pioneer donated more than $1 million to support 45 projects across Canada through the Richardson Foundation.

**ALBERTA**
- Fort MacLeod Playground Committee
- Bindloss Hall Board - Conversion of community school into community centre
- Hussar and District Hall Maintenance Society - Renovations to community hall
- Stavely Ag Society - Replace roof at Stavely Arena
- Friends of Camilla - Replace playground at Camilla School
- Lacombe Athletic Park Association - Development of athletic park
- Noble Central School Playground Fund - New playground equipment

**SASKATCHEWAN**
- Rabbit Lake Museum
- Village of Glaslyn/Glaslyn & District Rec Board
- Maple Creek Golf Club
- Springside Fire Department
- Rhein Sports Grounds
- Kipling School
- Kelvington Swimming Pool Committee
- Ruma Regional Park
- Weyburn Minor Ball Association - New water exploration area
- Melville Kmosmen - Splash park
- Lemberg Rink Building Fund - Rebuild skating rink
- Milestone Memorial Centre - Repairs to mechanical/zamboni room
- Prairie Place Complex - Replace zamboni
- Assiniboia Park Elementary School Playground Committee - New playground equipment
- Town of Canora - Chase Wysocki “Play it Forward” Splash Park
- Foam Lake Water Park - Construction of new water park
- Mango Community Recreation Board - Repair roof at skating rink
- Neudorf Community Club - Renovations to rink
- Wakaw School - Playground equipment
- Aberdeen and District Fire and Rescue - New boats for members
- Herbert Fire Department - Purchase of thermal camera
- Quill Lake Tot Lot Project - New playground equipment

**ONTARIO**
- Royal Canadian Legion 197 - Building renovations

Alberta Flood Relief

In June of 2013, southern Alberta was hit hard with flooding. Much of Calgary and surrounding area were in shock as residents were forced to leave their homes due to the rising water. With numerous customers, staff and their family members impacted by the devastation, the Richardson Foundation donated $100,000 to the Canadian Red Cross to help provide basic needs and ongoing services and support for evacuees.

Through the Richardson Foundation, the company donates hundreds of thousands of dollars each year to support local projects and organizations across the country. This includes everything from helping communities build playgrounds and splash parks to renovating arenas and football fields and investing in recreation centres and community halls.

From 2007 to 2013, Richardson has donated more than $5.7 million to support 220 projects in communities across Canada.

Richardson Pioneer Century Gifts Program marks 100th anniversary

Leaving a Legacy

Richardson Pioneer

Committed to
our Community

Road closed
Richardson Pioneer swapped out its trademark orange for Rider green in support of the Grey Cup festivities that came to Saskatchewan this November. As a part of the celebration, Richardson Pioneer held a special contest in Saskatchewan to invest in three communities that were looking to foster health and wellness initiatives, as well as show 101st Grey Cup Festival spirit.

Throughout the CFL season, nominations and voting all took place online. First place was a prize of $50,000, while second and third prize winners received $25,000 each to support health and wellness projects in their home community. Along with the prize money, winning communities also held a local celebration gearing up to the Grey Cup. "This was a tremendous opportunity for us to be part of a very exciting event for Saskatchewan and to continue to give back to communities in the province," said Tom Hamilton, Vice-President, Richardson Pioneer. "At Richardson Pioneer, we are very proud of our long legacy of supporting and investing in communities in Saskatchewan and across Western Canada."

There was stiff competition for the Richardson Pioneer Rider Nation Community Celebration prize, with over 29 community nominations and 133,000 online votes. First place went to Dalmeny, located just north of Saskatoon, who won $50,000 to put towards a playground, soccer pitch and picnic area. Moosomin, located in eastern Saskatchewan, received $25,000 for the construction of a football/soccer field and communiplex upgrades. And Davidson, located between Regina and Saskatoon, received $25,000 towards the construction of an outdoor swimming pool. "The response from the province and all the communities who participated in the celebration has been tremendous. Everyone at Richardson Pioneer is thrilled to be a part of these health and wellness legacy projects and the impact they will make in their communities," said Hamilton.

In Alberta, Richardson Pioneer is proud to be a partner in the battle against prostate cancer. By teaming up with Combines for Cures, an initiative of Prostate Cancer Centre and Prostate Cancer Canada, Richardson Pioneer customers can donate grain to help purchase a mobile testing clinic. The Man Van™ is a dedicated testing unit for men living in rural Alberta and helps with the early detection of prostate cancer. This partnership is just one of the many ways Richardson Pioneer is proud to be active in the local community.

Along with collecting donations to end hunger locally, Richardson Pioneer also collects grain donations to help end hunger globally. In conjunction with the Canadian Foodgrains Bank, Richardson Pioneer facilities allow growers to deliver grain and donate the cash value directly to Canadian Foodgrains Bank. These donations in turn help to provide food assistance, food security and education to help improve nutrition overseas. From 2009-2012, 39 Richardson Pioneer elevators handled 5,517 metric tonnes of grain donations valued at $1,998,123. We are thrilled to be a part of this project and overwhelmed by the generosity of our customers.
Growing together for generations.

For 100 years, generations of farm families have contributed to the success of Richardson Pioneer. Five generations of the Mass family have delivered to their local Richardson Pioneer elevator in Weyburn, Saskatchewan.

“We have always delivered to Richardson Pioneer,” says Chris Mass, who has taken over the family farm from his father Don and now works alongside his 21-year-old son, Evan. Younger son Nicholas is eager to follow in his footsteps. “It’s all because of the people - the personal service and the relationships that we have developed over the years.”

Be sure to visit the Richardson Pioneer booth at these upcoming trade shows to talk with our team members and learn what’s in store for 2014.

Western Canadian Crop Production Show - Saskatoon, SK
JANUARY 13 - 16, 2014

Manitoba Ag Days - Brandon, MB
JANUARY 21 - 23, 2014

Farm Tech Conference - Edmonton, AB
January 28-30 2014

Ag Expo - Lethbridge, AB
February 26-28 2014

Canada’s Farm Progress Show
Regina, SK
June 18 - 20 2014

Agri-Trade Exposition - Red Deer, AB
November 5-8, 2014

Canadian Western Agribition
Regina, SK
November 24- 29, 2014