



It's been a century in the making. Richardson Pioneer is proud to celebrate 100 years of investing in the agriculture industry and investing in our people. It is our people who have made Richardson Pioneer Canada's leading agribusiness and the dedication of both our employees and our customers continues to drive us forward.

This is a glimpse into the story of Richardson Pioneer, the journey of the company and the people that have helped us along the way. Together, we've been growing for generations.



Pioneer on the Prairies

The birth of Richardson Pioneer.



Prairie Lighthouse

A look at the country elevator as it has transitioned over time.



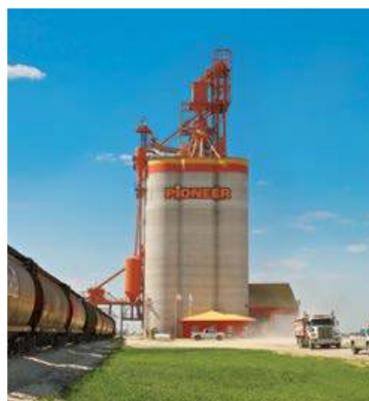
Pioneers at Heart

The people behind Richardson Pioneer.



Growing together

Richardson Pioneer's commitment to our communities.



TIME TO CELEBRATE

2013 is a milestone year as we celebrate the 100th anniversary of Richardson Pioneer.

Established in 1913, Richardson Pioneer was the first company to handle western-grown grain and the first to build elevators in many Prairie communities, long before railroads even stretched that far. Richardson Pioneer has stood the test of time, supporting its customers through a century of ups and downs, including the Great Depression and two World Wars.

Today, Richardson Pioneer has one of Western Canada's largest networks of grain-handling and crop production facilities and continues to play a pivotal role in shaping the development of agriculture in Western Canada. The Richardson Pioneer name is well-known in Canadian agriculture and we are proud to celebrate a century of working with Prairie farmers.

While many things have changed over the last 100 years, one thing remains the same: we continue to be focused on building strong, lasting relationships with our customers. It is those relationships that differentiate and define us, allowing Richardson Pioneer to grow and prosper. While time and experience have helped shape our company, it is our enduring relationships with generations of farmers and the commitment and dedication of our employees that have contributed to the success and longevity of our business.



Mondou, Saskatchewan in 1940

PIONEER ON THE PRAIRIES



James Richardson & Sons' first grain office in Kingston, Ontario in the 1880s.



Riceton, Saskatchewan in 1938



Hussar, Saskatchewan in 1954

EXPANSION BOOM

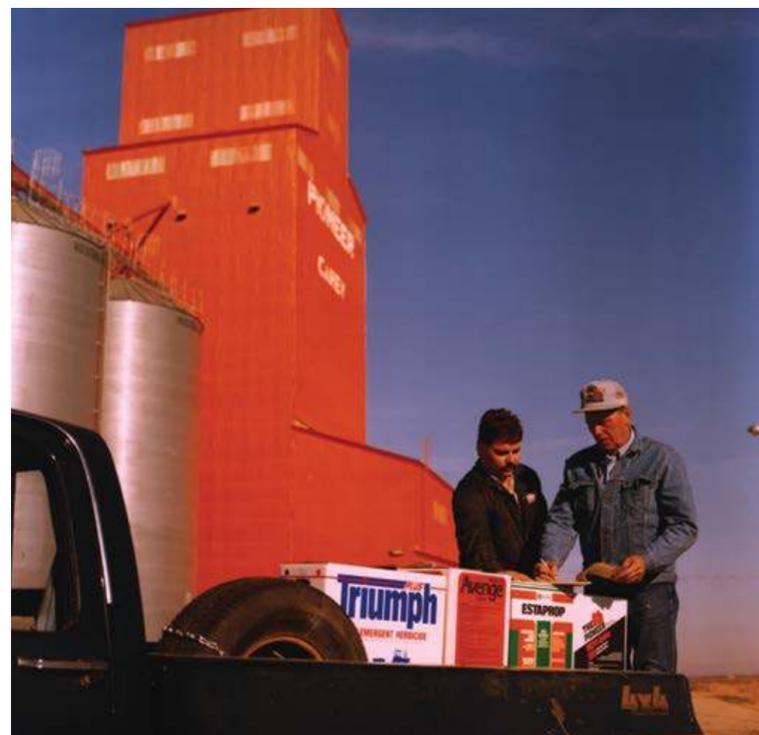
James Richardson & Sons, a Canadian family business rooted in agriculture, was established in 1857. During the early 1900s, the company was growing and wanted to expand West. In 1913, the Pioneer Grain Company, Limited was created to lead the expansion into Western Canada. It was in charge of operating the country elevator line, which had already grown thanks to the forging of a national railway.

From 1913 to 1930, the number Richardson Pioneer elevators grew from 36 to 172. Many early elevators were built in only two or three weeks, costing between \$7,000 and \$12,000 each. This speedy construction time amazed local residents. In 1929, a construction crew built a 35,000 bushel elevator that was open to receive grain only eight days after construction started.

AS GOOD AS GOLD

Grain became very important in the First World War. On one single day in 1916, the Winnipeg office handled more grain than ever before. Continual improvements to agricultural machinery were an important part of harvesting the bountiful crops of the West.

TECHNICAL INVESTMENTS



Richardson Pioneer's Crop Inputs location in Carey, Manitoba around 1990

In 1941, Richardson Pioneer created a newly-formed Agricultural Department, which focused on agronomy and farm education.

The Department's educational program provided meetings with farmers and elevator managers. As farm techniques and technology changed, these meetings became increasingly important. Farmers were in need of more than just a place to sell grain, so in 1956 the company began selling fertilizer through its elevator system.

These Crop Inputs locations today now offer seed, crop protection products, liquid and specially-blended fertilizers. While the extent of products has changed over the years, customer service remains just as important today as it was over 70 years ago.



This germination tests poster was in use from the 1940s to 1960s

ELEVATORS AS ARTWORK

Historically, elevators are known as a landmark in prairie towns. However, as time goes on and the old wooden elevator is replaced with newer concrete terminals, they have become an iconic image of prairie living.



For Saskatchewan's 75th anniversary, a Richardson Pioneer elevator was featured on the stamp.



A painted tribute to Pioneer in 1984.



Elevator grain book.



Richardson Pioneer miniature replica.



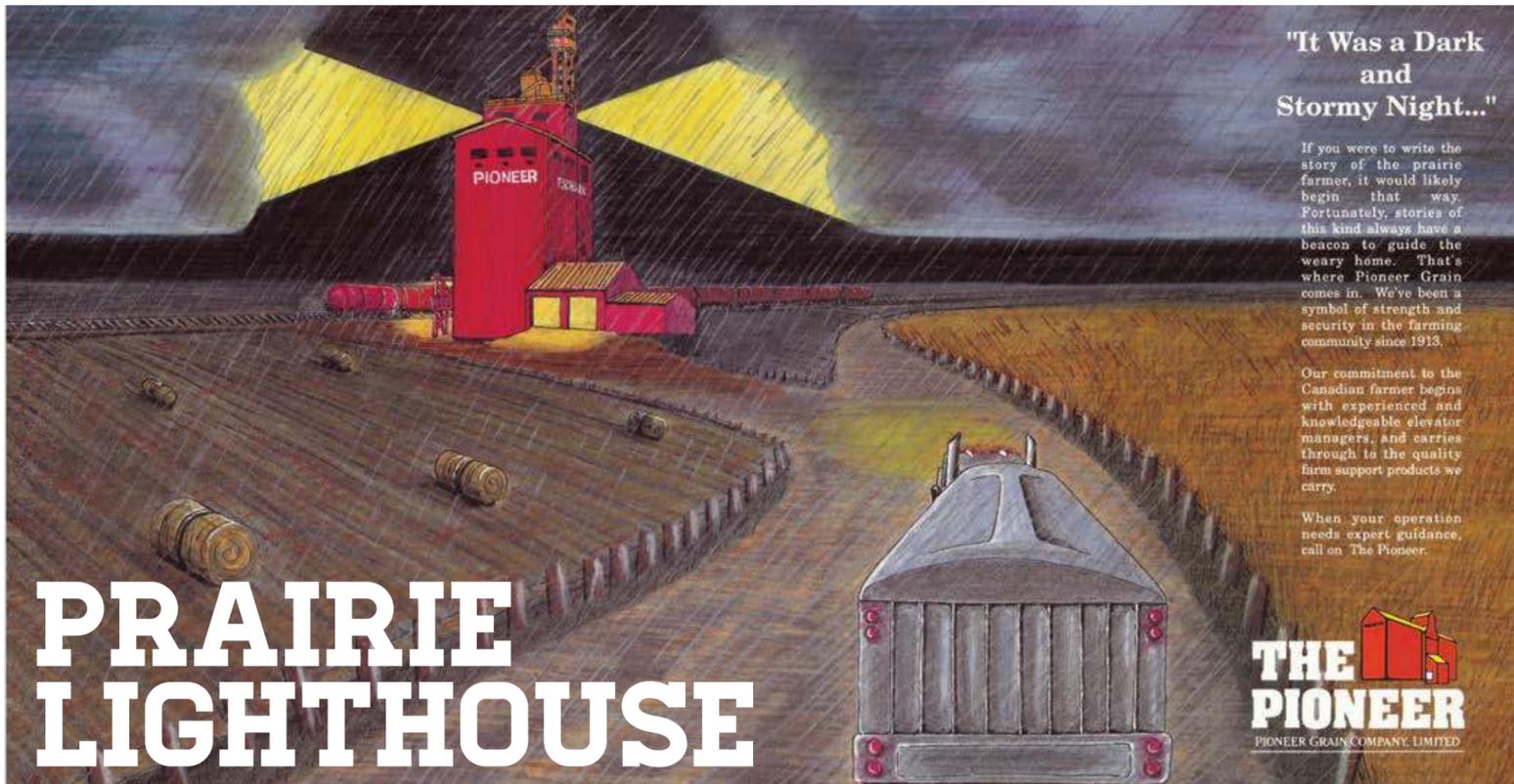
A postcard featuring a Richardson Pioneer band from 1932.



A curling sweater featuring a Richardson Pioneer patch.



A notebook designed for the Richardson Pioneer 75th anniversary.



PRAIRIE LIGHTHOUSE

Some refer to the grain elevator as the lighthouse of the Prairies. A beacon standing in the midst of the flat prairie landscape, the grain elevator became a community centrepiece with entire towns built around the location.



Lougheed, Alberta 1952



Gleichen, Alberta 1932

In the beginning, elevators in Western Canada were often simple, flat warehouses which stored bagged grain. By offering free land rental in exchange for meeting minimum requirements, the railways encouraged the rapid development of a standardized handling system. The modern Canadian "cribbed" wooden elevator was built with a storage capacity of 25,000 bushels and was powered by engine.

The demand for larger, faster elevators resulted in many upgrades: primitive hand winches for tipping and unloading wagons were replaced by mechanical or hydraulic hoists, larger moving spouts increased loading rates, and steam, gas or diesel engines were replaced by electric motors. In fact, the Richardson Pioneer elevator at Gleichen, Alberta was Western Canada's first country elevator to be powered by an electric motor.

The years between 1910 and 1930 represented a period of rapid expansion in the prairie grain handling system, when the total number of elevators skyrocketed from 817 to 5,733. In 1919 alone, Richardson Pioneer built an astounding 25 elevators.

MAKING HISTORY IN BETHUNE

The town of Bethune holds a unique place in the history of Richardson Pioneer. Our original elevator in Bethune was built in 1906 by James Richardson & Sons, Limited before the formation of the Pioneer Grain Company.

In 1965, a new Pioneer elevator opened in Bethune. The new elevator used the original elevator as storage and had many improvements, including a 30 ton scale.



Bethune, Saskatchewan 1985

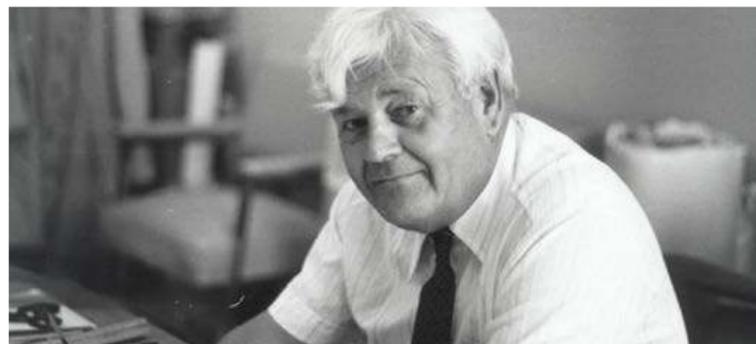


Announcement for the modern country elevator opening at Bethune, Saskatchewan



Pioneer elevators in Vulcan, Alberta in 1984

COLOUR ME ORANGE



A colourful character, Claude Cruikshank

Richardson Pioneer elevators can be easily recognized on the Prairie landscape by their signature orange and yellow colour scheme. However, this wasn't always the case.

Richardson Pioneer's elevators, like most other country grain terminals, were originally painted "CPR Red". On the Victoria Day long weekend in 1962, Richardson Pioneer engineer Claude Cruikshank and his family were driving through southern Manitoba. As they saw elevators on their drive, Cruikshank's wife commented on the drab hue of the elevators said they should be painted something brighter. When Cruikshank asked what colour his wife had in mind, she joked that they should be painted the colour of her bright orange pants.

Cruikshank liked the idea so much that he presented the idea to President George Richardson, along with a request to paint one elevator orange and yellow. Richardson agreed and decided to try out the colour on an elevator in Brooksby, Saskatchewan. It was then decided that four or five elevators would be painted the chosen colour. This would be a better way to gauge the public's response to the new look. At first, the elevator managers were hesitant to accept the new colour scheme. However, the reviews were positive and grain handling as well as sales soon increased. Managers all wanted their elevators painted in the new hue.

And so "Pioneer Orange" was launched.

EVOLUTION OF AN ELEVATOR

Brooksby, Saskatchewan was the flagship location for the launch of "Pioneer Orange". This soon became the trademark of our facilities, and helped us make our mark across Western Canada.



1952



1963



1965



1980

NEW FACILITY FOR FOAM LAKE



The Foam Lake, Saskatchewan Pioneer location in 1986

As the industry grew and changed over time, so did the elevators. In 1986, Richardson Pioneer opened its new elevator facility at Foam Lake, Sask., putting 9,240 tonnes (330 thousand bushels) of storage capacity on stream.

Richardson Pioneer chairman George Richardson said the emphasis would be on improving country facilities to help meet the grain industry target of 30 million tonnes of export in the 1980s.



The official opening of the Foam Lake facility in 1980

SIGNAGE FOR STARBUCK



Starbuck facility as it receives its new sign.

Over the years, Richardson Pioneer has been dedicated to strengthening its network of elevators and customer support. Part of this has happened by improving locations, but also by acquiring key locations. In 2007, several elevators joined the Richardson Pioneer

family as part of the acquisition from Agricore United. Starbuck, Manitoba was one of these locations, allowing farmers in the area to haul grain to a local Pioneer elevator instead of driving 30 kilometers to the Mollard location.

OUR NEWEST FACILITIES



Richardson Pioneer South lakes, 2013

Earlier this year, Richardson Pioneer continued to expand as it acquired 19 additional grain elevators, 13 of which were crop input centres. This latest acquisition from Glencore was an investment of over \$800 million allowing for significant growth of the Richardson Pioneer network across Western Canada.

"This is an important milestone in our company history and it is especially significant as we celebrate the 100th anniversary of Richardson Pioneer in 2013," says Curt Vossen, President and CEO of Richardson International. "Through this acquisition, we are growing our business substantially, both in terms of assets and people. By increasing our presence in many communities across Western Canada, we look forward to enhancing our ability to serve customers in new and existing markets."

Along with the purchase of elevators, Richardson International acquired Viterra's oat milling business. This included oat processing plants in Portage la Prairie, Manitoba, Martensville, Saskatchewan and Barrhead, Alberta, as well as an oat processing plant in South Sioux City, Nebraska and a wheat mill in Dawn, Texas.

By investing in oat processing, Richardson is now able to offer everything from seed to final production. This allows for us to provide consumers a great product, but also benefits the producers.

"We are excited to continue our diversification into value-added processing and build on the success we have achieved in canola processing," says Vossen.

New Richardson Pioneer locations:

- Lacombe East, AB
- Lavoy, AB
- High Level, AB
- Vulcan, AB
- Provost, AB
- Assiniboia, SK
- Carrot River, SK
- Davidson, SK
- Kindersley, SK
- Alameda, SK
- Melville, SK
- Langenburg, SK
- Maple Creek, SK
- Regina East / White City, SK
- Unity, SK
- Red River South, MB
- South Lakes, MB
- Dawson Creek, BC
- Fort St. John, BC

PIONEERS AT HEART



Growing up with Pioneer

At Richardson Pioneer, we've always been proud of our history, but it is our people who have made us stand out over the last 100 years. They are people dedicated to early mornings and late nights, trips out to the fields or long days in the office. They are innovative people who embrace the Pioneer spirit.

PIONEERS OVER THE PAST 100 YEARS



1857



1900



1945



1957



1966



1970



1986



1995



2011



2013



Richardson Pioneer's Roland and Stacey Olson.

YOUNG START

When Stacey Olson was five, she loved playing dress-up. Her dream was to one day work at Richardson Pioneer like her dad, but she didn't know how that was going to happen. Roland, her father, worked at the local elevator location in Turtleford.

Stacey spent many days at the elevator with her dad, sitting and watching while farmers came in to deliver their grain. For her, the elevator was a gathering place for the community, somewhere that people knew each other and a place where great people worked. It was something she wanted to be a part of.

"Growing up, I knew I was going into business," said Stacey. "So when I found out the big terminals had administrative staff, it was what I could see myself doing."

When Stacey graduated from high school, she won a Richardson Pioneer scholarship that went towards getting her diploma in business administration. Five years later, a position opened up at Carlton Crossing and Stacey began working for Richardson Pioneer.

For Stacey, the best part of her job is getting to know the customers.

"A farmer walks in and I know them, their kids, and their wife. It's all about getting to know the people," she says.

Stacey's been working with Richardson Pioneer for the past five years, and still likes to visit her dad who has been working at Turtleford for the past 37 years.



Richardson Pioneer's Stacey Olson playing dress-up with her father's work gear.



The Corfield family

A FAMILY LEGACY

Growing up in the Corfield family meant that sometimes stories that took place at the Richardson Pioneer elevator were shared over dinner and, at other times, dinner was shared out at the elevator.

"I remember my father, Dale, working at the North Rosetown Pioneer elevator and going with Mom to bring him supper during harvest," says daughter Debbie Wosminity, now in her 27th year with the company. She works as an Oat Merchant at Richardson International's head office in Winnipeg.

"It was always exciting to go visit him at the elevator and watch him unload trucks. Sometimes Mom would help out at the elevator grinding wheat to be tested for protein," Debbie recalls. "Even back then, it was a family affair for us."

Collectively, the Corfield family has an impressive 114 years of combined service working for Richardson Pioneer, going back to grandfather Albert Corfield in 1972. His son Dale went on to have a 25-year career with the company until his retirement in 1997.

"Everyone in our family shares a sense of pride at being able to have a career with a great company that is so well respected after 100 years in business. "Being family-owned for five generations means that there is a significant family influence on the business and their focus is on building long-term relationships. They work not only for the current generation, but also for the future," says Debbie.

Debbie's brothers are Dan Corfield, Richardson Pioneer's Director of Operations in Swift Current, Saskatchewan, and Kim Corfield, Director of Operations in Hamlin, Saskatchewan. When Kim's daughter, Nicole, started working at Richardson Pioneer's Marshall location in January, she became the fourth generation of Corfields to be employed by the company.

"Ever since Nicole was little, she'd enjoy coming along on farm calls and deliveries I'd make on evenings and weekends. It gave her an opportunity to meet customers and get involved in the Pioneer culture at a very early age," says Kim, who was first hired as a location assistant in Rosetown, Alberta in 1981.



Richardson Pioneer in Hamlin, Saskatchewan

"It's always been family-oriented and about getting to know the customers and their families"

"Richardson Pioneer has always treated our family with respect and appreciation and that's a philosophy we try to pass on to our customers. Treat them like people, not just numbers or transactions."

Brother Dan, who started his career as a location assistant in Netherhill, Saskatchewan in 1984, heartily agrees that the company's philosophy is what differentiates it from other grain handlers.

"It's always been family-oriented and about getting to know the customers and their families," Dan says. "We take the time to talk to our producers and get to know them personally, because at the end of the day, that's what Richardson Pioneer is all about."



Terry Moyer, Regional Sales Agronomist, visiting Orville and Joel Doerksen in Blumenort, Manitoba

GROWING TOGETHER

At Richardson Pioneer, our customers are at the core of who we are and what we do. Their dedication and support has allowed us to grow for the past 100 years, and will continue to drive us forward for the years to come.



Linda Nielsen

TAKING OVER THE FARM

Linda's dad Bill had just seeded his crop in the spring of 2005. He was in his 40th season of farming and was hoping Linda would start farming with him, maybe one day take over the farm. But when fall rolled around the world came crashing down for Linda and her dad. After a devastating harvest, Bill was diagnosed with cancer and passed away at the age of 71, leaving Linda in charge of the farm.

With the sudden loss of her dad and fresh responsibility of not only farming, but learning how to do it on her own, Linda wasn't sure how she was going to do it all.

"I hated farming," she said, recalling how she didn't even know how to set-up the seeder, or how to apply fertilizer.

When she received a call saying there was an order of fertilizer waiting for pickup that her dad had per-ordered at

the local Richardson Pioneer elevator, Linda broke down and told the staff that she didn't have a clue what she was doing. The elevator manager told her not to worry and they would help her out.

"It was literally hands on, in the fields. They spent time showing me weeds, disease and even helped setup the seeder," she said. "I don't think I'd be doing it, and I wouldn't be as successful without them."



Linda Nielsen and Dan Friesen, Sales Agronomist, crop checking.

Now in her eighth year of farming on her own, Linda has grown the farm from 260 acres to 1000 acres and instead of hating farming, she calls it her passion. Her kids, husband and mother all help where they can and she is a loyal Richardson Pioneer customer.

"I don't deliver to other locations because at the end of the day it's about customer service," she says, noting that it's the employees who really make the difference. "They're like my family."

FAMILY FIRST

Howard Schuetz began farming alongside his dad when he was only 20 years old. It was 1962, when Howard recalls he first started hauling grain to Richardson Pioneer. Only two years later, Howard was farming on a full-time basis, and married the love of his life.

"She's a local girl and her dad was a Pioneer agent so that locked me in," said Howard. There were four elevators in Neidpath, Saskatchewan at the time, but with a father-in-law who was an elevator agent Howard knew where he'd be hauling his grain.

As time went on elevator locations changed and different options became available to Howard, but he continued to stick with Richardson Pioneer.

"They are a good bunch and they treat me right," Howard said, and now delivers Reed Lake. "And Richard's a good manager. He'll sit and talk with you and always say hello, but he'll also tell you what he's thinking and what he personally would do in a situation."

It was Richard Crowe, manager at Reed Lake, who also helped out when Howard's wife became ill.

"My wife was rushed to the hospital and we didn't know what was wrong with her," Howard said. They quickly found out she had been diagnosed with diabetes and Howard needed to get there fast.

Howard wanted to be there with her, but he was on a tight contract to deliver wheat at the time. He phoned Richard to see what he should do.

"Don't worry about it, we'll make it work. Just go!" Richard responded.

Howard was able to drive out to be with his wife, while Richard sorted out the details of his grain delivery.

"People is what count," said Howard, who now at the age of 71 is proud to still be farming and hauling to Richardson Pioneer.



OUR COMMITMENT TO OUR COMMUNITY

Through the Richardson Foundation, Richardson Pioneer is proud of its long history of investing in and supporting the communities in which our customers and employees live and work. Richardson Pioneer donates over \$1 million each year to support local initiatives and organizations in communities across Western Canada.

As part of Richardson Pioneer's 100th Anniversary, a special donations program has been created to commemorate this milestone, the Richardson Pioneer Century Gifts Program. Through the project, the company will contribute a total of \$300,000 in 2013 to support one major community project in each of the three Prairie provinces.

Communities across the Prairies were invited to submit a detailed proposal for a specific infrastructure project or initiative in their community that promotes and supports recreation pursuits and will benefit the community at large. Projects will be reviewed over summer, with winners being announced at the end of August. The three selected projects in Manitoba, Saskatchewan and Alberta will each receive \$100,000 from the Richardson Pioneer Century Gifts Program.

Through the Richardson Foundation, Richardson Pioneer continues to support local projects throughout the year. These projects have included improvements to community schools, construction of new splash parks, repairs to skating rinks, upgrading playground, high school scholarships and so much more.

We are dedicated to our communities and know the role they have played in helping us grow for the past 100 years. We are committed to continuing to invest in communities across Western Canada to help them thrive and prosper for generations to come.





1913 GROWING FOR GENERATIONS 2013

Thank you for helping Richardson Pioneer grow for the past 100 years.



We're looking forward to work with you for generations to come.

RICHARDSON
PIONEER

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