

what's inside



2

**Dauphin Elevator**  
New grain elevator build is in full swing.



4

**Kelburn Farm Expansion**  
Part of Richardson's commitment to improve our facilities.



6

**Golden Gate Aquisition**  
Expansion underway in Eastern Canada.

# RICHARDSON PIONEER

# Reporter

THE LATEST NEWS FROM RICHARDSON INTERNATIONAL LIMITED



First Place: Tyler Betcher in Swan River, MB

## Take Your Best Shot!

**THANK YOU** to everyone who took their best shot this year and entered Richardson's 2015 employee and customer photo contest! We had an astounding number of beautiful photo submissions, which made it very difficult to pick the final winners. Between May and September 2015, we had 357 photo submissions from 134 participants across North America. Congratulations to our top three winners and our honourable mention!

Our four winners, along with many other photo submissions, will be featured in our 2016 Richardson calendar, which will be available this November. Stay tuned for information on next year's contest and remember to keep taking your best shots! ■



Second Place: Michelle Kimura in Stirling, AB



Third Place: Aleicia Yaworski in Viscount, SK



Honourable Mention: Mike Roberge in Yorkton, SK

# You're not just buying seed, you're investing in your business.

Choosing the right product is only part of your success. You know that knowledge and experience are what help businesses grow. Richardson Pioneer Ag Business Centres give you access to more than today's best seeds. We're here to help you increase your yields and profitability with expert advice and end-to-end service. From crop planning to grain marketing, we're focused on supporting you at every stage of growth. Get more than top varieties. Partner with a prairie-wide network of agronomic advisors committed to giving your operation the advantage it deserves.

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# New Dauphin Elevator is High Above the Horizon

**CONSTRUCTION OF** Richardson Pioneer's new grain elevator in Dauphin, MB is in full swing. The new concrete facility was poured at the beginning of October. The concrete pour was a 24-7 operation and once the concrete started flowing, it did not stop until the new concrete elevator was constructed.

**The project involves:**

- over 650,000 lbs of rebar
- over 4,500 cubic yards of concrete
- well over 150,000 man hours of labour

Richardson Pioneer announced the new elevator in December 2014 to replace its older facility in Dauphin.

The new elevator will include 10,000 metric tonnes of storage space, replacing a 5,750-metric-tonne, wooden crib elevator. The build has incorporated 15,000 metric tonnes of existing steel bin storage, upgrading the receiving and shipping speed to match that of the new elevator. The new high throughput grain elevator will have a total of 25,000 metric tonnes of storage for grains and oilseeds. Construction began in April 2015 and is expected to be complete August 2016.

"The Dauphin area is an important market for us and we have a solid, loyal customer base there," says Darwin Sobkow, Executive Vice-President, Agribusiness Operations and Processing. "This shows our long-term commitment to the area and ensures our ability to continue to serve our customers."

Richardson acquired the Dauphin elevator in 2007 from Agricore United with the intention to upgrade and enhance the facility as part of a continued, long-term investment in its Richardson Pioneer network. ■



# Three Hills Crop Inputs Centre

**CONSTRUCTION BEGAN** this fall on a new crop inputs centre in Three Hills, AB. This facility will enhance our Richardson Pioneer network with high-speed fertilizer blending capabilities and a 10,000 square-foot, AWSA-certified warehouse to provide customers with leading crop inputs products. The new facility will be in operation by next spring.

"The Three Hills/Trochu area has always been a great production area and we are excited to make a permanent investment there," said Russ Reich, Senior Director for Richardson Pioneer, Zone 2. "We look forward to enhancing our service, increasing efficiencies for our farm customers and being part of the local community."

The Three Hills/Trochu area was identified as a gap in our Richardson Pioneer network across Western Canada. Local farmers will now have access to a brand new facility that offers outstanding products and services, while still having the ability to contract grain and deliver to Richardson Pioneer grain handling facilities in Olds and Carseland, Alberta.

Richardson has also recently completed a new fertilizer distribution centre in Carseland. The 32,000-metric-tonne facility, is fully functional as of October and has the ability to receive 85-car unit trains and will provide improved access to fertilizer products for Richardson Pioneer locations in southern Alberta, including the new crop inputs centre at Three Hills. The Carseland facility is Richardson's sixth fertilizer distribution warehouse in Western Canada. ■



Original warehouse has been renovated to build the new Crop Inputs Centre shown above.

# Tradeshows across Western Canada

**RICHARDSON PIONEER** is proud to support and sponsor a number of major tradeshows across Western Canada this season. We also attend countless smaller local shows where Richardson Pioneer Ag Business Centres and staff show support for our communities across the Prairies.

"We have been a longtime supporter of these trade shows. They put us face-to-face with customers and end-users from many different regions and help create awareness about our company and the products and services we offer," says Blair Swarbrick, Marketing Manager for Richardson Pioneer.

These tradeshows are vital to our business and keep us up to date on trends. We focus on gathering customer feedback to ensure we are current in our industry. The tradeshows also allow us to provide our customers and suppliers with great service by meeting with them one-on-one.

"Our goal is to be present and create awareness around the many facets of our business. We are Canada's leader in agribusiness, so we attend to ensure we are continuing to learn, develop and improve our knowledge in the ag industry and continuously enhance our service to our customers." says Swarbrick. ■

Make sure to come visit us at these upcoming shows:

**Agri-Trade Exposition**  
Red Deer, AB  
November 11 – 14, 2015

**FarmTech Conference**  
Edmonton, AB  
January 26 – 28, 2016

**Crop Production Show**  
Saskatoon, SK  
January 11 – 14, 2016

**AgExpo**  
Lethbridge, AB  
February 25-27, 2016

**Manitoba Ag Days**  
Brandon, MB  
January 19 –21, 2016



# Our Newest Addition at the Farm

**KELBURN FARM**, Richardson's 500-acre crop development and research farm just outside of Winnipeg, Manitoba, received upgrades this year, including a new, four-season facility to replace the old barn, which was built in 1945. Kelburn Farm is used to test new products and practices as well as teach school-age children and adults about where their food comes from.

Richardson is truly invested in the Canadian agriculture industry, and this new building was a part of Richardson's commitment to continually improving our facilities. One of our goals is to help educate our guests, including our employees, in a hands-on, practical environment about the Canadian agriculture industry. The new building better allows us to do that.

"Our new, four-season facility is one-of-a-kind in the agricultural community. With the assistance of our sponsors and this new facility, our ability to showcase agriculture at Kelburn has grown exponentially. Kelburn has become the go-to place to promote modern agriculture to a broad audience," says Al Raine, Assistant Vice-President, Crop Inputs.

The new four-season facility can host groups of over 400 people and features a main hall, reception area, kitchen and meeting and office spaces. The main hall can be converted to serve different purposes including conferences and learning programs, and its large doors can be opened to give the building an outdoor feel. The new facility is attached to the pavilion, built in 2013, and has the same wood accents, including beautiful wooden beams in the front entrance.

"The new building has increased the functionality and purpose of Kelburn Farm in regards to agriculture education, training and events," says Brian Hellegards, Manager at Kelburn Farm. "This has been a great addition to the farm and we look forward to using it to help teach our guests more about Canadian agriculture."

The new additions to the farm allow us to continually bring in more guests for hands-on learning, plot tours, conferences and product trials. ■



# TRULY INVESTED IN OUR COMMUNITIES

RICHARDSON FOUNDATION DONATIONS TO DATE IN 2015

We are truly invested in helping to create stronger communities across Canada. Through the Richardson Foundation, the following donations have been made possible:

- Arborg Bifrost Parks & Recreation Commission
- Argyle Curling Club
- Benito School Parent Council Playground Committee
- Big Valley Fire Department
- Birch River Firefighters Association
- Carmangay Curling Club
- Coronach & District Volunteer Fire Department
- Coronach Rec Board
- Gray Recreational Centre
- Hanley Rosedale Fire Department
- Herbert Curling Club
- Humboldt Citizens for Better Playgrounds
- Killarney Agricultural Society
- Killarney Parent Advisory Council/Killarney-Turtle Mountain School Division
- Kipling Rink Management Committee
- Lafleche Skating Rink and Curling Rink
- Lethbridge Therapeutic Riding Association
- MADRA (Medstead Area & District Recreation Association)
- Milo and District Agricultural Society
- Morse Museum and Cultural Centre
- North End Skate Park
- Olds Splask Park Association
- Provost & District Ag Society
- Qu'Appelle Lions
- Raymore SOS
- Rosthern Recreational and Community Development
- Rouleau Spray and Play
- School Community Council - Horizon School Division
- Sedgewick Lake Park Association
- Sedley Spray Park Committee
- Seven Persons Parent Association
- Shellbrook Minor Sports
- Silton Fire Department
- Stonewall Rockwood Fire Department
- Stony Mountain Community Association
- Tivoli Community Theatre
- Town of Arborfield and Arborfield School
- Town of Porcupine Plain/Porcupine Plain Minor Ball Association
- Town of Redvers
- Waskatenau School Youth Foundation
- Wawanese & District Recreation Centre Inc.
- Yellow Grass Fire Department
- Yorkton Community Clubhouse

**TOTAL \$1.02 Million**

**2016 PRODUCT GUIDE**

**SEEDsource**



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# RICHARDSON PIONEER 2016 SEED PROGRAM

**On September 8**, Richardson Pioneer launched its 2016 canola seed program. When growers combine their canola seed and herbicide, they are eligible for a grain delivery coupon when they return their grain to Richardson Pioneer in 2016. As part of the 2016 Seed Program, Richardson Pioneer puts together the 2016 SEEDSource product guide, which highlights canola, soybeans and cereal varieties available at Richardson Pioneer. The book also includes information on our agronomy, fertilizer and milling areas of our business. To view the 2016 Seed Guide visit: <http://www.richardson.ca/products-and-services/pioneer/seed>

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# Richardson Expands in Eastern Canada

**RICHARDSON INTERNATIONAL** expanded its food manufacturing business in Eastern Canada by welcoming Margarine Golden Gate – Michca Inc. to the Richardson family. The Golden Gate plant in Oakville Ontario, built in 2003, is 60,000 square feet. Today, Richardson is one of Canada's largest fully-integrated canola processing, refining and packaging operations with current facilities in Lethbridge and Mississauga. This new acquisition effectively triples our production volumes in Eastern Canada.

Golden Gate, a Canadian business originally owned by the La Fortune family in Quebec, produces margarines and shortenings for the industrial, food service, retail and export markets and is well-known in Eastern Canada for its brands Mirage and Crystal.

"This acquisition was part of our strategy to continue growing our presence in the eastern part of the country and strengthen our position as a national player in the packaged oil business," says Pat Van Osch, Senior Vice-President, Quality Assurance and Manufacturing.

"Combined, these facilities will strengthen our capability as a national supplier and increase our capacity to serve all segments of the market, including retail, food service and industrial," Van Osch. "This is the next step in the evolution of our packaged food products business."

Richardson first entered the food manufacturing business in 1999 with the purchase of Canbra Foods in Lethbridge, Alberta. Richardson does more than just processing canola, we're through each step of the process.

"Food safety and quality assurance are paramount in today's market," says Van Osch. "With our integrated Richardson network, we have the unique ability to ensure quality food products right through the value chain, from the farm gate to end-use consumer markets." ■



# Oats Expansion in South Sioux City

**IN JUNE OF 2015**, Richardson International began construction on upgrades to the Richardson Milling facility in South Sioux City, Nebraska. The 93,000 square foot warehouse facility and maintenance shop is well on its way to completion and was built specifically to eliminate wait times for drivers, and control any food safety issues in house.

Richardson is making headway on the South Sioux City oat milling facility and aims to complete construction in March of 2016. To date the construction team has re-routed the water and sewer lines around the warehouse, built a new employee parking at the south end, and built a new truck scale and probe house. The warehouse foundation construction is an on-going project but they are confident they will wrap up the foundation within the next few months.

Richardson has an ongoing, aggressive commitment to furthering our investment in agriculture in Western Canada," says Sobkow. "We will continue to enhance our business and look for new opportunities to grow to meet the needs of our customers at home and in world markets."

Prior to construction, Richardson Milling was using a third party warehouse to store their product in and the original space was used as a maintenance shop. The maintenance shop has been demolished and rebuilt attached to the side of the new warehouse space. ■

