



Not All Oats are created Equal

Richardson Milling's 2016 Oat Preferred Variety List

WHY DOES ONE OAT BUYER prefer one variety and the next one doesn't? Not all oats are created equal. Each variety possesses different qualities like higher test weight or lower thins. Varieties will also process differently and have different nutritional profiles. Oats go into many products and requirements change when the oats are being used in breakfast cereals, granola bars or packages of oatmeal.

Richardson Milling has four strategically-located processing mills in Barrhead, AB, Portage la Prairie, MB, Martensville, SK and South Sioux City, NE. Our extensive grain networks enable us to source our raw material directly from the grower, which helps build a strong connection from your farm to your plate.

Farmers and millers are both looking for quality and consistency from oat varieties, but they often look for different traits. When Richardson decides which oat varieties will appear on our preferred list, we take both you and our mills into account. We recognize products that perform well in our mills but not on the field won't be successful. Richardson's quality assurance and agronomy teams test oat varieties at Kelburn Farm in southern Manitoba and through our CropWatch™ Performance Trials to find the best varieties that suit the needs of both you and millers. Varieties on our preferred list go through a multi-year evaluation process.

Richardson Milling supplies a broad group of companies producing an extensive range of oat products, which allows Richardson to use varieties other buyers may not be interested in. The preferred variety list has a range of products that you can choose from to find the right agronomic fit for your farm. ■



Preferred Variety List

(as of February 29, 2016)

- AC Morgan
- AC Pinnacle
- CDC Big Brown
- CDC Dancer
- CDC Orrin
- CDC Weaver
- CS Camden **NEW!**
- Furlong
- Leggett
- Souris
- Summit

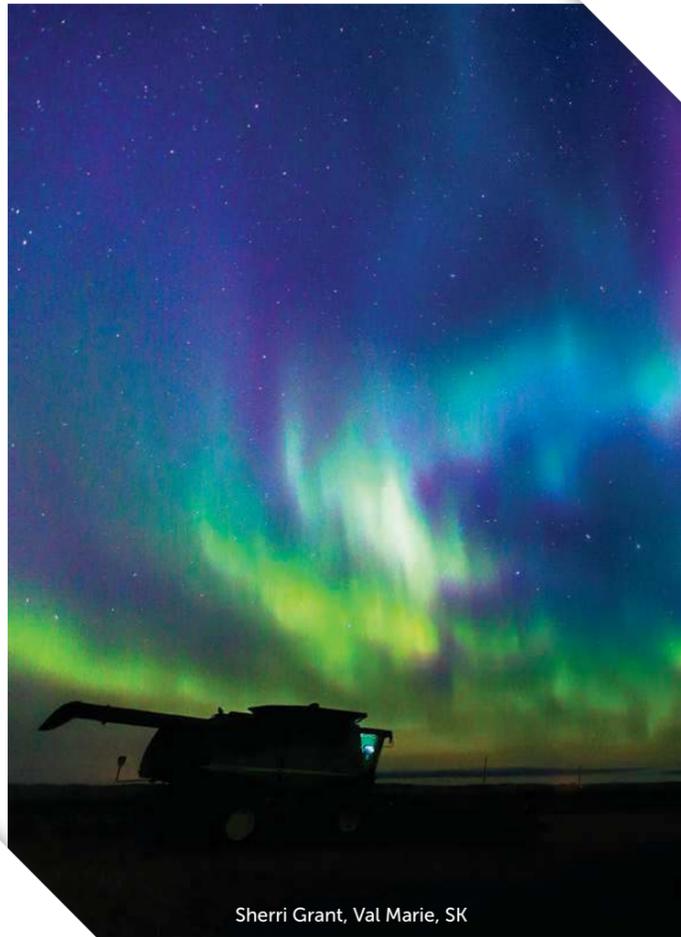
Richardson is committed to supporting variety development, providing you with superior marketing opportunities and helping you grow better oats with agronomic products and knowledge. For the most up-to-date list and to discuss your oat growing options, visit your local Richardson Pioneer Ag Business Centre.



REPORTER

THE LATEST NEWS FROM RICHARDSON INTERNATIONAL LIMITED

RICHARDSON
PIONEER



Sherri Grant, Val Marie, SK



Alecia Yaworski, Viscount, SK



David Fannon, Melfort, SK



Terri Harrigan, Granton, ON

Take Your Best Shot

2016 Customer and Employee Photo Contest

WE'RE LOOKING FOR your best shots! Richardson's third annual Take Your Best Shot customer and employee photo contest is now open. Submit your best photos that showcase Canadian agriculture for your chance to win great prizes. We want photos that feature people, Richardson's locations and the ag industry (i.e. landscapes, prairie sunsets, transportation, etc.). The winning shots will be featured in marketing materials, on our website and in our 2017 calendar.

First place will receive an iPad, second place a waterproof camera and third place a Richardson travel bag. Judges, including professional photographers, will select photos based on creativity, composition, and how the image captures the spirit of agriculture and our business.

In October 2015, we wrapped up our second annual photo contest. More than 130 people submitted over 350 entries between May and September. Thank you to everyone who took their best shot last year. Congratulations to our 2015 winners Tyler Betcher and Ulrich Schmutz, Michelle Kimura, Alecia Yaworski and Mike Roberge. Their photos, along with many other contest submissions, are featured in our 2016 calendar. ■

HOW TO ENTER

Submit your photos to photo@richardson.ca and include:

- Photographer's name and location
- Telephone number
- Description of the photo and where it was taken
- Twitter handle, if applicable

The deadline for submission is 11:59 p.m. on September 16, 2016. Winners will be announced in mid-November. See full contest details and rules at www.richardson.ca.

PHOTO REQUIREMENTS

Photos must be high resolution and high enough quality to be printed in a calendar. Quality and resolution are factors in making our winning selections. Photos should be 300 dpi and no smaller than 8" x 10" and four megabytes. If photo submissions are 72 dpi, they must be at least 3,000 pixels in size both vertically and horizontally.

Photos taken on a cell phone are not high enough quality.

To check the quality of your photos, right click the file on your computer, select "Properties" and click on the details tab. Good luck and remember to take your best shot!



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Richardson Milling's Preferred Oat Variety List



Richardson Pioneer Carseland upgrades in progress



The Fastest Fertilizer Blending Technology

Coming to a Richardson Pioneer Ag Business Centre near you

AT RICHARDSON Pioneer, we are truly invested in enhancing our facilities and services. We now have some of the newest, fastest blending technology in Western Canada, which ensures you have timely access to the innovative fertilizer products you need to help grow your farm business.

That's why many of our Ag Business Centres are receiving fertilizer blending upgrades and expansions in 2016. The upgrades replace old units with VIS blenders that allow greater flexibility for blending and increased product inventory. This makes our processes more efficient for you and our facilities. The expansions to existing VIS blenders include additional storage and increased blending capabilities. As of March 2016, 53 Richardson Pioneer locations will be equipped with VIS blenders. In 2015, 10 facilities also received upgrades.

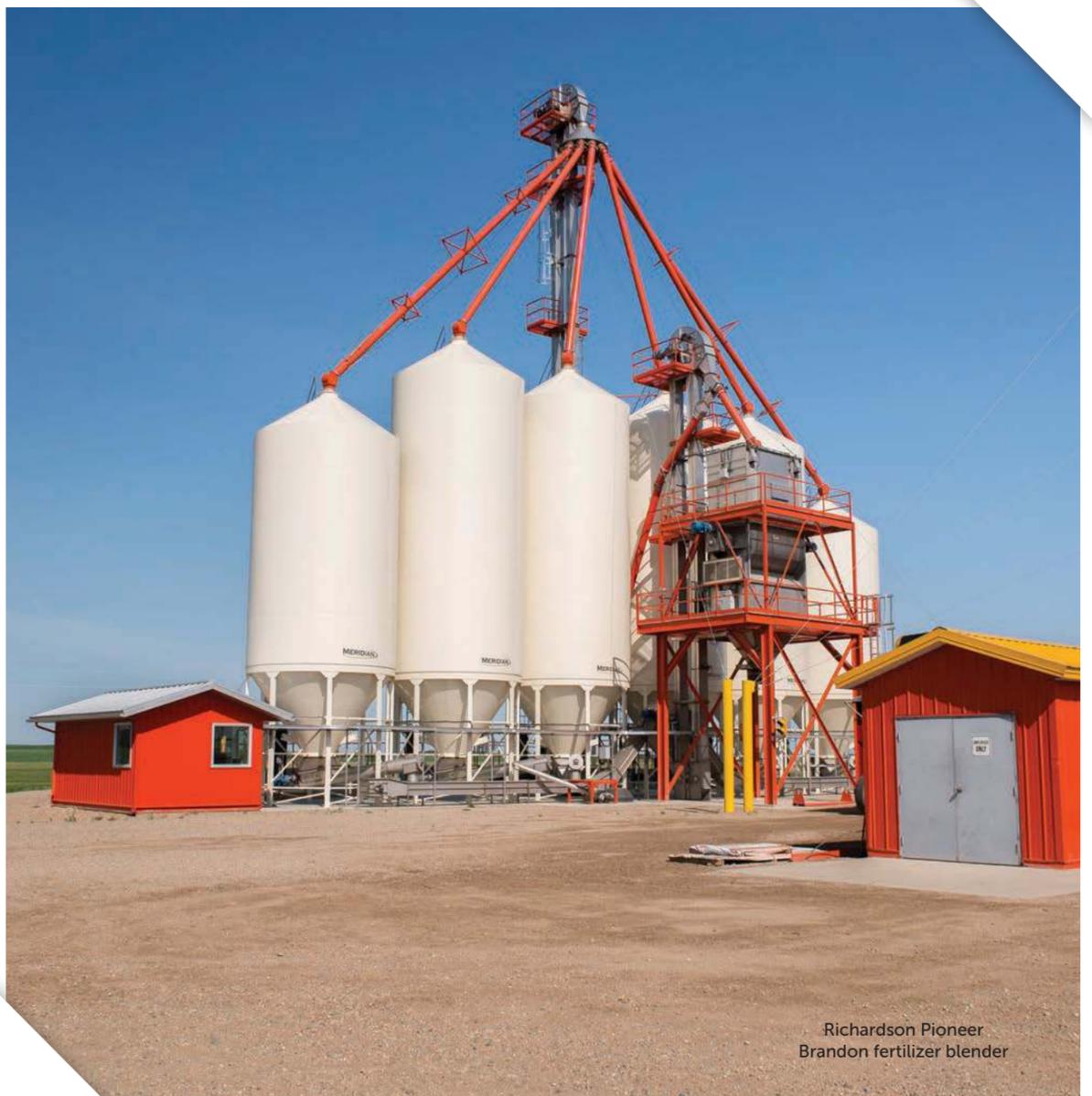
Locations receiving upgrades and expansions this year:

Upgrades:

- Carseland, AB
- Three Hills, AB
- Mollard (Brunkild), MB
- Tri Lake Agri Limited (Killarney), MB
- Balgonie, SK
- Carlton Crossing (Saskatoon), SK
- Coronach, SK
- Imperial, SK
- Maple Creek, SK
- Unity, SK

Expansions:

- Westmor Terminals Inc., AB (increased storage)
- Brandon, MB (additional blending capabilities)
- Kamsack, SK (additional blending capabilities)



Richardson Pioneer Brandon fertilizer blender

One of Richardson's 2015 Great Grain Challenge teams in support of the Children's Wish Foundation in Winnipeg, MB

Hit the Ice

Proud to Support Hockey in Communities across Western Canada

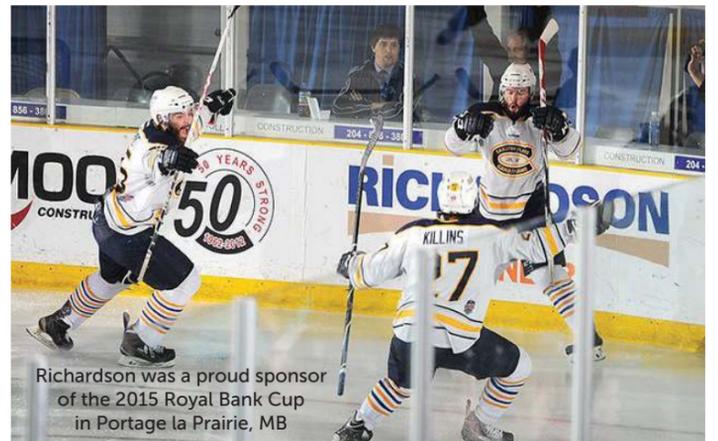
HOCKEY IS AN IMPORTANT sport to western Canadians and Richardson Pioneer. In 2015, Richardson Pioneer supported many hockey teams, programs and hockey-related projects across the Prairies.

Through the Richardson Foundation, Richardson Pioneer has donated thousands of dollars to upgrade local hockey rinks. These include projects like upgrades to dressing rooms, ice plants and other community centre renovations. Richardson Pioneer also sponsors teams and organizations, which include board and ice logo sponsorships, game day sponsorships, puck sponsorships and support for field of dreams-type projects. In 2015 alone, Richardson Pioneer donated over 8,500 hockey pucks to rural communities.

"Supporting the communities where our customers and employees live is important," says Blair Swarbrick, Marketing Manager for Richardson Pioneer. "The rinks are main gathering points for many communities in the winter, and the support from corporate partners helps to ensure the rinks and minor sports remain vibrant."

Richardson supports many Major Junior, Junior A, Junior B, AAA, Senior and Minor hockey programs. We are proud to support the following Major Junior teams across the Prairies:

- Brandon Wheat Kings
- Moose Jaw Warriors
- Swift Current Broncos
- Lethbridge Hurricanes
- Regina Pats
- Saskatoon Blades
- Medicine Hat Tigers
- Red Deer Rebels



Richardson was a proud sponsor of the 2015 Royal Bank Cup in Portage la Prairie, MB

Richardson is also proud to support various Hockey Canada championships this spring:

- April 17-23: **Esso Cup** in Weyburn, SK.
- April 30-May 8: **Western Canada Cup** in Estevan, SK
- May 14-22: **RBC Cup** in Lloydminster, AB



MacGregor Fire Hall

Devon Smith (far left), Director of Operations, Richardson Pioneer Dundonald, and Ian Currie (far right), Plant Manager, Richardson Milling Portage la Prairie, presenting the cheque for \$10,000 to the chief of the MacGregor Fire Department (middle left) and Dustin Hildebrandt (middle right).

To the Rescue

WHEN THE MACGREGOR FIRE HALL needed to raise funds for a new four-wheel drive utility vehicle, Dustin Hildebrandt, Deputy Fire Chief and an electrician for Richardson Milling Portage la Prairie, knew to contact the Richardson Foundation. Through the Foundation, Richardson Pioneer Dundonald and Richardson Milling Portage la Prairie donated \$10,000 to the project.

The new utility vehicle enables firefighters to reach remote areas that normal fire trucks may not be able to access. The vehicle can also pull the Equinox Rescue Boggan, which the fire hall also recently acquired, to carry patients to safety from off-road terrain. The volunteer firefighters are also looking to purchase accessories for the vehicle, such as emergency lighting equipment, a water pump and a tank.

Dustin has been volunteering at the fire hall for about 17 years, where he began as a junior member when he was in Grade 10. The hours can be random due to the nature of the work. One month he could go without a single call, while sometimes he can receive three calls a day. On average, he says the fire department receives 70 to 80 calls annually.

"I consider volunteering just like being a member of your local Lions or Kinsmen Club or a member of a minor hockey league board. It is really just a bunch of people coming together to do something for the community, and you get to become excellent friends with the people you do it with," says Dustin.

The project to raise \$30,000 began two years ago after the hall purchased the rescue boggan.

Until now, firefighters at the hall had been relying on volunteers and others in the community to borrow vehicles to pull the rescue boggan, so they decided to begin the fundraising project to purchase their own.

"The MacGregor Fire Department is committed to providing safe and efficient emergency services. We are a not-for-profit organization and, as such, rely on the support and donations of our community and local businesses," says Dustin.

The fire hall serves just under 1,000 people in MacGregor and another 3,000 to 5,000 people in the RM. They often work together with the fire hall in Austin, MB to provide help with rescue services, car accidents, grass and structural fires and other emergencies. ■

TRULY INVESTED IN OUR COMMUNITIES

RICHARDSON FOUNDATION 2015 DONATIONS

Whether it's new equipment for a fire hall, an upgraded ball diamond, renovations to a community centre or updating a hockey rink, we want to help bring the projects in your community to life. At Richardson, we are truly invested in everything we do and we are committed to help build stronger communities across Western Canada. One of the ways we support the communities in which we live and work is through the Richardson Foundation, where we donated \$1.65 million to 70 community projects in 2015.

Helping Communities Grow

At Richardson, we understand that a key part of our success is the strength of the communities in which we do business. As we focus on supporting our producers and nurturing strong business relationships, we are proud to enhance the quality of life in the communities where our customers and employees live and work. We will continue to look for opportunities to invest in projects and give back to those communities.

Do you have an idea to make your community stronger? Let us know. Visit your local Richardson Pioneer Ag Business Centre for more information and to submit a proposal for your local project. Learn more about our community giving on our website at www.richardson.ca.

Richardson is proud to have supported the following organizations and projects in 2015:

ALBERTA

Big Valley Fire Department – Big Valley, AB
Carmangay Curling Club – Carmangay, AB
La Crete Community Equine Committee – La Crete, AB
Lethbridge Therapeutic Riding Association – Lethbridge, AB
Milo and District Agricultural Society – Milo, AB
Olds Splash Park Association – Olds, AB
Palliser Regional Schools/Friends of Jennie Emery – Palliser, AB
Prosvita Community Association – Prosvita, AB
Provost & District Ag Society – Provost, AB
Sedgewick Lake Park Association – Sedgewick Lake, AB
Seven Persons Parent Association – Seven Persons, AB
The Sundial Community Association – Turin, AB
Waskatenau School Youth Foundation – Waskatenau, AB

MANITOBA

Altona Curling Club – Altona, MB
Arborg Bifrost Parks & Recreation Commission – Arborg, MB
Argyle Curling Club – Argyle, MB
Benito School Parent Council Playground Committee – Benito, MB
Birch River Firefighters Association – Birch River, MB
Carman Elementary Advisory Council – Carman, MB
Gladstone Curling Club – Gladstone, MB
Killarney Agricultural Society – Killarney, MB
Killarney Parent Advisory Council – Killarney, MB
MacGregor Fire Department – MacGregor, MB
Norma Moore Gladstone & District Arena – Gladstone, MB
North End Skate Park – Brandon, MB
Shoal Lake Communiplex Dressing Room Committee – Shoal Lake, MB
Stonewall Rockwood Fire Department – Stonewall, MB
Stony Mountain Community Association – Stony Mountain, MB
Tivoli Community Theatre – Tivoli, MB
Turtle Mountain School Division (Killarney School) – Turtle Mountain, MB
Wawanesa and District Recreation Centre Inc. – Wawanesa, MB

ONTARIO

West Niagara Agricultural Society – West Niagara, ON

SASKATCHEWAN

Balcarres and District Community Foundation – Balcarres, SK
Churchbridge Lions – Churchbridge, SK
Coronach and District Volunteer Fire Department – Coronach, SK
Coronach Community Board – Coronach, SK
Coronach Rec Board – Coronach, SK
Davidson Fire Department – Davidson, SK
Friends of the Games – Estevan, SK
Gray Recreational Center – Gray, SK
Hanley Rosedale Fire Department – Rosedale, SK
Herbert Curling Club – Herbert, SK
Humboldt Citizens for Better Playgrounds – Humboldt, SK
Kipling Risk Management Committee – Kipling, SK
Kronau Bethlehem Heritage Society Inc. – Kronau, SK
Lafleche Skating Rink and Lafleche Curling Rink – Lafleche, SK
Medstead Area & District Recreation Association – Medstead, SK
Milestone Cougar Football Team – Milestone, SK
Morse Museum and Cultural Centre – Morse, SK
Qu'Appelle Lions – Qu'Appelle, SK
Resort Village of Manitou Beach – Resort Village, SK
Rosthern Recreation and Community Development – Rosthern, SK
Rouleau Spray and Play – Rouleau, SK
S.O.S. (Save our Swimming Pool) – Raymore, SK
School Community Council – Horizon School Division – Kelvington, SK
Scout Lake Community Club – Scout Lake, SK
Sedley Spray Park Committee – Sedley, SK
Senior Mens Baseball – Kyle, SK
Shellbrook Minor Sports – Shellbrook, SK
Silton Fire Department – Silton, SK
Town of Porcupine Plain (Porcupine Plain Minor Ball) – Porcupine Plain, SK
Town of Redvers – Redvers, SK
Viscount Recreation Board – Viscount, SK
Watrous Minor Ball – Watrous, SK
Waverley Minor Hockey – Glentworth – Waverley, SK
Weyburn Group – Weyburn, SK
Weyburn Motocross Association – Weyburn, SK
Whitewood Fire Department – Whitewood, SK
Yellow Grass Fire Department – Yellow Grass, SK
Yorkton Community Clubhouse – Yorkton, SK



Carman Elementary Advisory Council



Birch River Firefighters Association



Coronach and District Volunteer Fire Department



Whitewood Fire Department



Coronach Rec Board



Kipling & District Recreation Complex



Waverly Minor Hockey



S.O.S. (Save our Swimming Pool) Raymore, SK



Dalum, AB

Whitewood, SK

Minnedosa, MB

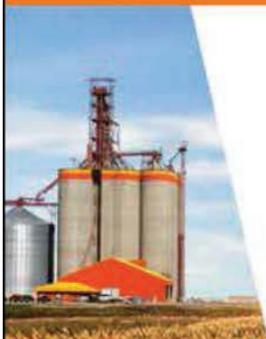
Together, we can make a difference.

Truly invested in our communities.

Whether you're raising money for a new water park, upgrading a firehall, or building a new baseball diamond, we're proud to work with you to make our communities even stronger.

Through the Richardson Foundation, we partner with communities across the Prairies to bring your projects to life. This year, we've contributed more than \$1.6 million to help support over 70 different initiatives. The things that matter to you, matter to us, too.

If you have a great idea to improve your community, let us know. Learn more at richardson.ca





Get Connected!

Your Richardson Pioneer

YOUR RICHARDSON Pioneer is a password-protected website that will give you access to all of your transactions, such as grain deliveries, crop input purchases and credit details. But it goes beyond that.

Every two weeks, we provide CropWatch Agronomy features, written by our agronomists, grain market updates, written by Richardson's Grain Merchandising group, and Supplier Spotlights. You will receive an email reminder when these new updates are published.

You'll also 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. The Crop Tools section offers weather tools for

your farm and different crop development calculators, which are available for your canola, barley, wheat, soybean, lentil and field pea crops.

When you log on 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. We want to make it easier for you to stay connected to world news, market information and agronomic information customized to your farm location.

If you haven't had a chance to visit Your Richardson Pioneer yet, log on today at www.richardsonpioneer.ca. ■



Richardson Unveils New Look for 2016 Trade Show Season

TO KICK OFF THE 2016 farm show season, Richardson Pioneer debuted its new trade show booth at the Crop Production Show in Saskatoon on January 11. The new booth showcases our people and our network of facilities across the Prairies. Most importantly, the booth provides an opportunity to talk to your local Richardson Pioneer representatives about your business and find out what's in store for the coming season.

Richardson Pioneer was proud to sponsor these ag trade shows in 2016:

- Crop Production Show from January 11 to 14 in Saskatoon, SK
- Manitoba Ag Days from January 19 to 21 in Brandon, MB
- Farm Tech from January 26 to 28 in Edmonton, AB
- Ag Expo from February 24 to 26 in Lethbridge, AB

Be sure to visit us in Red Deer, AB at the Agri-Trade Exposition this November!

Western Winter Wheat Initiative



ACROSS THE PRAIRIES, farmers are growing winter wheat for its high yield potential, profitability and the flexibility in time management it provides during the busy seasons. At Richardson, we want to offer the best products and agronomic advice for our farm customers, which is why Richardson has been supporting the Western Winter Wheat Initiative (WWWI).

Richardson is committed to supporting the project for five years, as a founding partner along with Bayer CropScience and Ducks Unlimited Canada. The Mosaic Company became the newest partner in January, contributing \$1 million over the next three years.

The WWWI's mission is to support, educate and equip farmers, industry and end users in the production of winter wheat as a viable cropping choice for western Canadian growers. The WWWI offers expert agronomic support and funds breeding and agronomy research programs.

"Some years, winter wheat can be the most profitable crop for our customers to grow, so we thought it was important to support the initiative," says Peter Entz, Assistance Vice-President, Seed and Traits. "It provides our customers with better varieties to grow and provides valuable agronomist expertise and advice. In some markets, winter wheat is still a relatively new crop and those farmers are looking for credible advice."

Richardson's contributions fund winter wheat development at the Agriculture and Agri-Food Canada Research Farm in Lethbridge, AB. Richardson's Kelburn Farm in southern Manitoba also acts as a test site for winter wheat varieties.

Each year, new winter wheat varieties that offer important traits like greater yield advantage and disease tolerance become available to farmers. Contact your local Richardson Pioneer Ag Business Centre to speak with our agronomists to learn more about winter wheat and for help with your winter wheat plan.

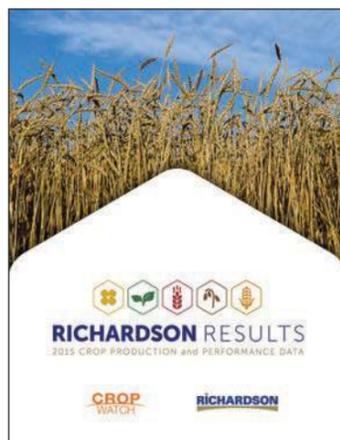
Learn more about the Western Winter Wheat Initiative at www.growwinterwheat.ca. ■

Richardson Pioneer Training Getting Ready for the Season

NEARLY 200 RICHARDSON Pioneer employees took out their notebooks and learned about the latest agriculture technology and practices at Richardson's 2016 Growing for Success event in Saskatoon, SK in early February.

Every year, Richardson Pioneer employees from each location are invited to attend the three-day event to get ready for the upcoming growing season. Participants attend sessions on topics such as grain market updates, soil fertility, herbicide resistance, harvest management and digital farming. Speakers include members of the Richardson team and specialists from other organizations across North America.

As Richardson continues to grow, we are truly invested in making sure our employees continue to learn and grow as well. This is one of many events Richardson holds each year, in addition to conferences and seminars, to ensure employees have up-to-date information. To get the best advice for your farm, visit your local Richardson Pioneer Ag Business Centre. ■



RICHARDSON RESULTS

The Richardson Results 2015 Crop Production and Performance Data booklet is now available at your local Richardson Pioneer Ag Business Centre and online at www.richardson.ca/about/kelburn. Formerly the Kelburn Crop Report, the Richardson Results booklet provides the 2015 season results for variety and crop inputs product performance from Richardson's Kelburn Farm in southern Manitoba and our CropWatch™ Performance Trials across Western Canada. Pick up your copy today!