

Richardson is *invested*

2,500 employees building stronger communities
in the places we call home.



For 160 years, Richardson Pioneer has been giving back to the communities in which our customers and employees live and work. It is a commitment we strongly believe in, borne of respect and appreciation for the wide variety of places we call home. Our employees share our passion for helping to build stronger communities and are involved in a wide variety of activities to give back.

Through the Richardson Foundation, we supported 72 community projects and organizations across Western Canada in 2016 alone. Whether it's upgrading a baseball diamond, purchasing new safety equipment for a fire hall or creating a new water park, we are proud to help build stronger, healthier and safer communities.

TRULY INVESTED

richardson.ca

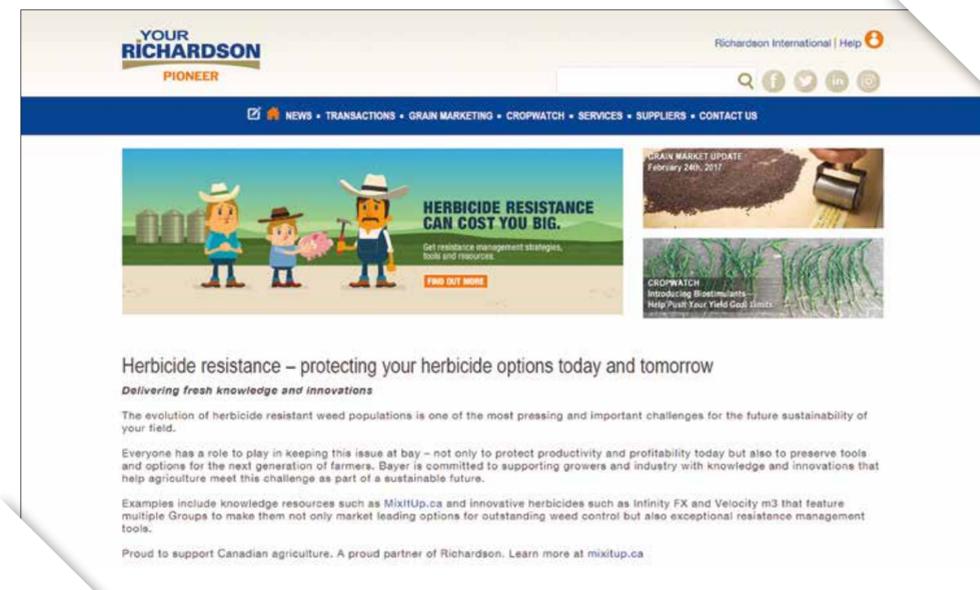
RICHARDSON
PIONEER

@RichardsonInternational

@Richardson_INTL

RICHARDSON PIONEER Reporter

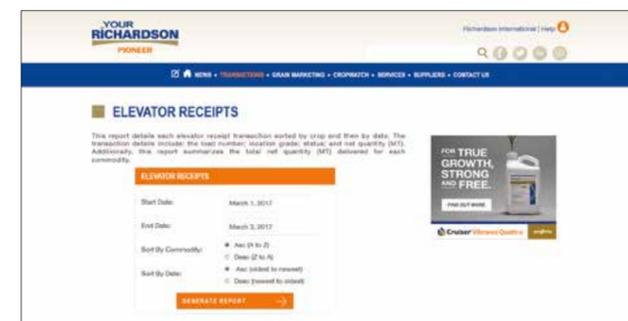
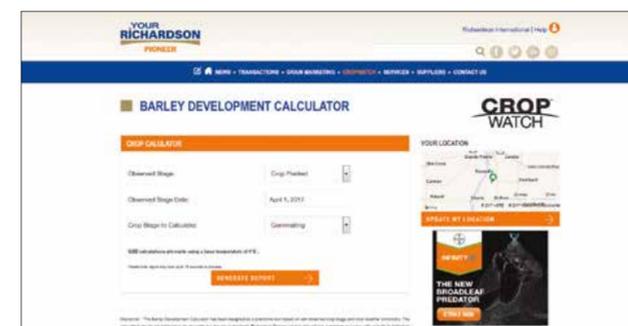
THE LATEST NEWS FROM RICHARDSON INTERNATIONAL LIMITED



Your Richardson Pioneer gets a Makeover

YOUR RICHARDSON PIONEER, our password protected customer website, has received a facelift! Visit us at [richardsonpioneer.ca](#) to check out our new clean and modern look with updated colours and imagery. Most of the website's articles and information are unchanged, although some sections have been reorganized. We've also added more information about our agronomy services. Not a *Your Richardson Pioneer* member? Sign up today at [richardsonpioneer.ca](#)! Customers receive access to features like:

- Timely articles and information on agronomic support and Richardson Pioneer grain marketing services
- Supplier information and products
- Interactive agriculture maps and weather charts
- Your Richardson Pioneer transactions and receipts
- Crop calculators for a variety of crops like canola, barley, spring wheat and soybeans
- Contact information for the Richardson Pioneer Ag Business Centre near you



PIONEER® FOR THE SALE AND DISTRIBUTION OF SEED IS A REGISTERED TRADE-MARK OF PIONEER HI-BRED INTERNATIONAL, INC. AND IS USED UNDER LICENSE BY THE UNAFFILIATED COMPANY RICHARDSON PIONEER LIMITED.

SPRING 2017

what's inside



Investing in Our Communities

We were proud to support 72 community projects across the Prairies in 2016.



Fighting Fires Safely in Rural Communities

Richardson Pioneer donates to volunteer fire department in Coutts, AB.



Expanding Our Crop Inputs Network

Richardson Pioneer announces new builds and an acquisition in Saskatchewan.

INVESTING IN OUR COMMUNITIES IN 2016

Richardson is truly invested in supporting projects and initiatives in the communities our customers and employees call home. In 2016, we're proud to have donated \$1.4 million to 72 projects across Canada through the Richardson Foundation. The donations helped fund projects like fire departments purchasing new trucks and equipment, community centres upgrading equipment and ice rinks, schools and community centres building new playgrounds and community groups establishing new splash parks.

We were proud to support these projects in 2016:

ALBERTA

Calmar & District Ag Society and Curling Club
 Champion Skating Rink Association
 City of Wetaskiwin Fire Services
 Colinton Community Club
 Coutts Fire and Rescue Association
 Friends of East Wheatland
 Gwynne School Parent Association
 Irvine School
 Kingman Recreation Association
 Manning Playground Society
 Mayerthorpe Curling Club
 New Norway & District Recreation Board
 Readymade Community Association
 Smoky Lake Spray Park Committee
 The Carmangay and District Fire Protection Association

BRITISH COLUMBIA

Dawson Creek Curling Club

MANITOBA

Baldur Recreation Centre
 Beausejour Community Hall Inc.
 Belmont Volunteer Fire Department
 Crystal City Lions Club
 Glenboro Minor Ball
 Grosse Isle School
 J.A. Cuddy School Parent Advisory Council
 Pelican Lake Ag Society
 Post Road Heritage Group Inc.
 Shoal Lake Splash Park Committee
 Starbuck Recreation Association
 Stony Mountain Community Association
 Swan River Splash Park Committee
 Taylor Elementary School Parent Advisory Council
 Watson Crossley Museum
 Westbourne Longburn Community Club Inc.

ONTARIO

R.M. and Rec of Lakeshore

SASKATCHEWAN

Aberdeen Rec Complex
 Bengough Parks & Recreation Board
 Burstall Community Hall Commission
 Canora Junior Elementary School
 Clair Community Hall Committee
 Poplar River Community Park Inc.
 Eatonia Memorial Arena
 Edenwold School Community Council
 Glaslyn & District Rec Board
 Herbert Fire Department
 Humboldt Public School
 Kamsack Volunteer Fire Department
 Kelvington Curling Club
 Kenaston Community Recreation Board
 Kindersley Fire Department
 Langham Skate Park Committee
 Lashburn CN Sportsplex
 Margo Volunteer Fire Department
 Marysburg Centre of the Arts
 Town of Morse
 Muenster Playground Project Committee
 Neville Recreation Board
 Norquay Communiplex
 Preeceville Arena Board
 Radville-Laurier Regional Park
 Rose Valley District Volunteer Fire Department
 Rosthern Volunteer Fire and Twin Rivers Rescue
 Southey Fire Department
 Springside Lions Club
 St. Dominic School Playground
 Torquay Community Club
 Town of Wilkie
 Valley Christian Academy
 Village of Lang Community Rink
 Wadena Curling Club
 Warman Minor Softball Association Inc.
 Wilcox Parents Committee
 Windthorst Playground Committee
 Wood Mountain Recreational Club



Gwynne School Parent Association



Belmont Fire Department



Readymade Community Association



Canora School Playground



Preeceville Arena Board



Pelican Lake Ag Society



City of Wetaskiwin Fire Services Department



Rose Valley Fire Department

You can read stories about some of our donations on pages four and five and on Richardson's blog at www.richardson.ca!

Have a Great Local Project in Your Community?

Do you know of a great local project that needs funding? Visit your local Richardson Pioneer Ag Business Centre for more information on how to apply for a donation through the Richardson Foundation.



Keeping Wadena Curling for Years to Come

THE WADENA CURLING CLUB is an important part of the community. As one of the more well-used small town curling clubs in Saskatchewan with around 220 members, it was important for the club to keep the rink running consistently. In 2015, the curling club's board began looking for quotes to replace the compressor and chiller.

"We have a proactive board and rather than sit back and wait for a disaster, they decided to act," says Steve Moulding, President of the Wadena Curling Club. "Worst case scenario, we didn't do anything and we could lose our chiller mid-season and lose two months of curling. Not only would we lose the revenue from those months, it would also be a struggle to reactivate all the curlers after."

Last year, Richardson Pioneer stepped in with a \$25,000 donation. With this donation and another from the Town of Wadena, the Wadena Curling Club board was able to meet its goal and had the

new compressor and chilling plant operational before the 2016-2017 curling season. They also had the opportunity to replace rink lighting to high efficient LED lights and were able to complete other necessary building improvements.

"Without the generous donation from Richardson, we would still be fundraising for the future replacement," says Steve. "Without donations like these, it makes it extremely difficult to keep non-profit organizations financially sustainable for present and future residents."

The Wadena Curling Club hosts many events throughout the year, including after school programs for two Wadena schools and schools in Archerwill and Invermay, a weekly league from the junior high school, which involves surrounding communities, and district playdowns. The club often hosts playdown events like the Junior Men's Provincial qualifiers, the 4H Provincials, the Saskatchewan Curling Tour Players Championship, the Provincial Scotties and senior championships.

The club is also used by other groups to fundraise for good causes in the community, like hospital equipment, playgrounds and swimming pool projects.

"Curling clubs are an important part of every community," says Carter Kolybaba, Director of Operations for Richardson Pioneer Wadena. "The Wadena Curling Club has strong participation not only from Wadena residents, but also from surrounding communities. A new plant will ensure the area has curling as a recreational opportunity for a long time."

Not only do the rink improvements ensure the club can stay open consistently, they also see some cost savings since the new compressor and brine filter are more efficient.

"Support from organizations like Richardson Pioneer and the Richardson Foundation is greatly appreciated and this donation goes a long way to ensure the curling club will be a strong part of the community for years to come," says Steve. ■

Fighting Fires Safely in Rural Communities

Richardson Pioneer Donates to Volunteer Fire Department in Coutts, AB

RICHARDSON PIONEER, through the Richardson Foundation, was happy to support the Coutts Fire and Rescue Association in 2016 with a \$10,000 donation towards six new self-contained breathing apparatus (SCBA) units. SCBAs are used for entering smoke-filled buildings or other atmospherically dangerous situations like chemical spills. To keep the volunteer firefighters safe in these situations, the Coutts Fire and Rescue Association needed to replace its outdated equipment.

The Coutts Fire Department services a large area in southern Alberta, including 50 km east and west of Coutts, AB and 12 km north of the U.S. border. They also have a co-response area with Sunburst, Montana. To continue to service this large area, the Coutts volunteer firefighters needed upgraded SCBA units. In 2015 alone, Coutts Fire & Rescue responded to 51 calls.

"Our old SCBAs were outdated and we were unable to get them recertified," says Mark Stanford, Fire Chief for Coutts Fire & Rescue. "We were able to secure enough funds of our own to match Richardson's donation and purchase new SCBA units in mid-September. Without Richardson's donation, we still wouldn't have the new units."

Finding funding for projects like this can be a challenge for volunteer organizations like the Coutts Fire and Rescue Association. Mark says it can be difficult to keep equipment up-to-date and that they are continuously seeking funding for a variety of projects. Coutts is in an area where there is high traffic coming through Alberta's largest border entry, but a limited population base to draw on for local funding.

"The Richardson Foundation has helped other fire departments in the area. I know how much emergency services depend on donations to keep their equipment current," says Ray Smith, Area Marketing Representative for Richardson Pioneer Stirling. "All organizations that depend on funding to operate are challenged to find enough."

Coutts Fire & Rescue received the new SCBA units in October 2016. All volunteer firefighters took part in a 40-hour course to become trained and certified on the new equipment. The team have now started using the new SCBAs and had to use them in a multi-structure fire call in Sunburst at the end of December.

"It was a great feeling knowing our members were wearing certified SCBAs and all were properly trained," says Mark. "Richardson's donation made all the difference in us getting these SCBAs." ■



Volunteer firefighter during a smoke house training course

Field	Harvest Method	Proportion Application to Harvest Area	Harvested	Adjusted Yield	% Grain Yield
Wadena 1 (2016)	Strip	Proportioned	22 Aug	87	87
Wadena 2 (2016)	Strip	Proportioned	22 Aug	87	87

RICHARDSON RESULTS IS NOW LIVE!

With all the new products and technologies entering the market, we are excited to test them in real life conditions at our demonstration farms – Kelburn Farm in the Red River Valley, Bennett Farm in Richardson, SK and plot trials in Lavoy, AB. Every year after harvest, we evaluate these trials and share our results with our customers and suppliers.

This year, we've done away with paper copies! Richardson's 2016 crop production and performance data for our demonstration farms is now available on our new Richardson Results website. Learn more about our demonstration farms and check it out today at www.richardsonresults.ca.



**RICHARDSON EMPLOYEES
SERVING IN THEIR COMMUNITY**

Dustin Hildebrandt
Deputy Chief for MacGregor/
North Norfolk Fire Department



Carseland, AB

Meet Richardson's Volunteer Firefighters

FIREFIGHTERS ARE ESSENTIAL for any community, urban or rural, to respond to emergency calls 24/7, 365 days a year. At Richardson, we're proud to not only support volunteer fire departments with donations from the Richardson Foundation, but also our many employees who volunteer their time to local fire departments across the Prairies.

"We're on call 24/7 and I respond to most calls, unless it's during my spring busy season with Richardson, says Rodney Luybaert, Crop Inputs Manager at the Richardson Pioneer Whitewood facility and volunteer at the Whitewood Fire Department in Saskatchewan. "It feels good to know you're doing something for the community and people appreciate what you're doing."

Richardson Pioneer donated \$10,000 to the Whitewood Fire Department in 2015 for new equipment. "They are nice to wear and make myself feel much safer than in my last helmet," says Rodney.

Many fire departments in small communities across the Prairies rely on volunteers to respond to hundreds of calls each year.

"One of the biggest challenges for volunteer fire departments is finding enough people to join," says Deanna Elgert, Administrative Coordinator for the Richardson Pioneer Sprucefield facility and firefighter for the Waskatenau Fire Department in Saskatchewan.

Volunteer fire departments often cover a large, rural area, some of which is shared with other fire departments. The volunteer firefighters respond to all types of calls including grass and bush fires, forest fires, vehicle accidents, structure fires, search and rescue and truck inspections.

"I haven't had to rescue any cats from trees yet though," jokes Calvin Zrymiak, Location Manager for Richardson Pioneer Dawson Creek, who has been a firefighter for the Pouce Coupe Fire Rescue in Alberta for eight years and a volunteer firefighter since 1998.

Rural fire departments depend on donations and fundraisers to keep equipment up-to-date. Richardson Pioneer is proud to assist these fire departments who are keeping our employees, our customers and members of the community safe.

"It is very expensive to keep equipment up-to-date and current, so we do a lot of volunteer fundraising to help our department purchase extra equipment and to lighten the financial load on

our municipality," says Dustin Garabed, Assistant Manager, Grain for Tri Lake Agri in Killarney, MB and member of the Ninette Fire Department.

In 2016, Richardson Pioneer supported 11 volunteer fire departments who were fundraising for different initiatives such as new fire trucks, safety equipment, off-road vehicles and fire halls along with training for volunteers on the new equipment.

"Richardson donated \$20,000 for training facility enhancements in 2015. We now have a large meeting and training room that enables us to do all our training and host other departments," says Darrell Huber, Director of Operations for Richardson Pioneer Provost and Captain of the Provost Fire Department. "Having this helps volunteers get the training they need with the added convenience of not having to travel. It also reduces costs for our department to get top-notch training."

Volunteer firefighters join for different reasons, but they all agree that they're proud to be part of the tight-knit group that helps the community stay safe. They work as a team to get the job done.

"I've always liked the challenge of doing tasks that are sometimes considered a 'man's job.' I'm the first woman to ever be on the Minnedosa Fire Department," says Kelsey Abel, Assistant Manager, Crop Inputs, Richardson Pioneer Minnedosa. "When I was in high school, I was involved in a serious roll over. Ever since then, I've wanted to join the department. Being on the department has also given me a sense of pride for serving my community. To be honest, I also like the fact that I may encourage other women to join their departments."

At Richardson, we're proud of our employees and customers for all the work they do to help their local communities, and we're proud to donate to help rural fire departments across the Prairies. ■



Kelsey Abel
Firefighter for the
Minnedosa Fire Department



Deanna Elgert and the
Waskatenau Fire & Rescue Team



Calvin Zrymiak
Firefighter for the Pouce Coupe
Fire Rescue

Richardson Pioneer Expands Crop Inputs Network

AT RICHARDSON PIONEER, we are truly invested in enhancing our network to better serve our customers, and we are proud to be expanding our crop inputs network in Saskatchewan in 2017.

In September 2016, we announced plans to build three new crop inputs centres in Pasqua, Elrose and Wakaw. While Pasqua and Elrose are going to be brand new locations for Richardson Pioneer, the new crop inputs centre in Wakaw will replace our current facility in that location.

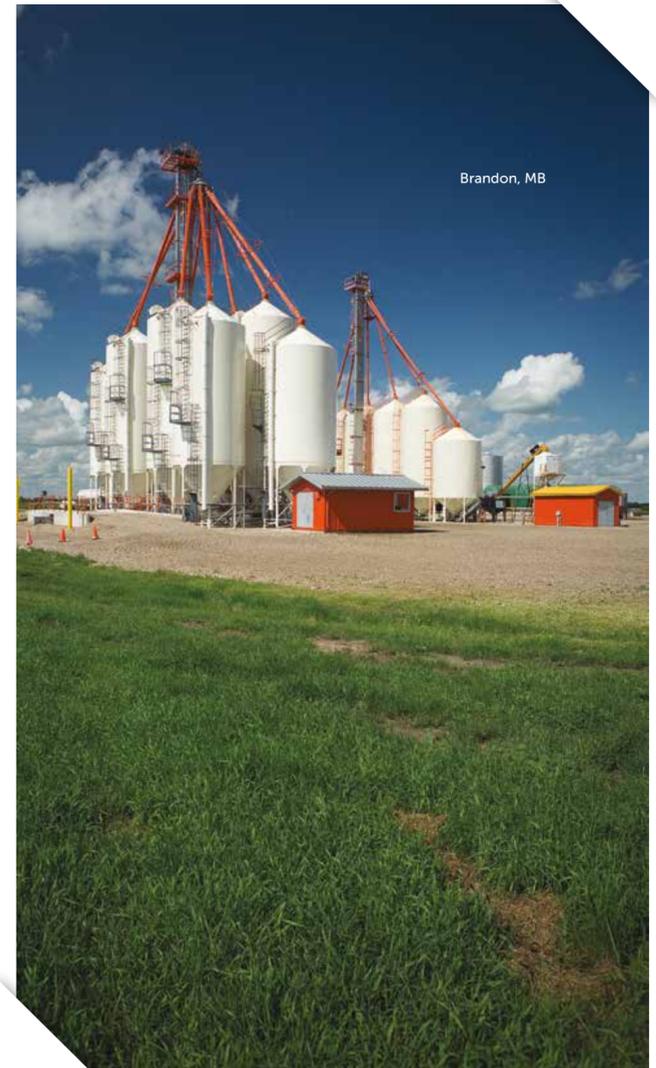
These new locations will have high-speed fertilizer blending capabilities, modern offices and a 6,000-square-foot, AWSA-certified warehouse to provide our customers with leading crop inputs products and best-in-class service. Construction is now underway and these new facilities are expected to be fully operational later this year.

"We are continuing to aggressively invest in our crop inputs business to grow our Richardson Pioneer network and expand our reach to offer services to more customers across Western Canada," says Tom Hamilton, Vice-President, Agribusiness Operations. "We look forward to being part of the communities of Pasqua and Elrose and improving our business in Wakaw, providing local producers with access to state-of-the-art crop inputs facilities and full agronomic services through our CropWatch™ agronomy team."

In January, Richardson Pioneer announced our acquisition of Crop First Agro, an independent retail crop inputs centre in Grenfell, SK. Crop First Agro has been a key service provider in the Grenfell market for several years, selling seed and crop protection products and providing agronomic advice. We're excited to welcome Crop First Agro to our network and to add a high-speed fertilizer blender to the site to further enhance services for customers.

"The experienced management and staff at Crop First Agro have been the cornerstone of their success. We are pleased that all employees are now part of our team," says Tom. "We are very focused on growing our retail crop inputs network across the Prairies and will continue to look for strategic areas where there are opportunities to expand our Richardson Pioneer network."

In 2016, Richardson Pioneer finished construction on another new crop inputs centre in Three Hills, AB, which has high-speed fertilizer blending capabilities and a 10,000 square-foot, AWSA-certified warehouse. In 2016, 10 new VIS fertilizer blenders were added to locations across the Prairies, which allow greater flexibility for blending and increased product inventory. Richardson Pioneer locations in Brandon, MB and Kamsack, SK also received new expansion storage and blending bins. ■



Brandon, MB



Three Hills, AB