

# Reporter

THE LATEST NEWS FROM RICHARDSON INTERNATIONAL LIMITED



## Richardson Acquires European Oat Millers

**RICHARDSON** has expanded its oat milling business outside of North America with the acquisition of European Oat Millers based in Bedford, England. The acquisition closed on June 15, and we are excited to welcome more than 140 people to the Richardson team.

Founded over 30 years ago, European Oat Millers is a well-established, family-owned business that produces a wide range of oat products, including:

- Various oat flakes
- Flour and groats
- Wheat and barley flakes
- Extruded ingredients and products

These products are sold throughout the UK and are exported to continental Europe, Africa, the Middle East and Asia.

"My brother and I are very proud of the business that we have successfully grown over the past three decades," says Bill Jordan, who co-founded European Oat Millers with his brother, David. "We are pleased to be passing it on to a similar family-owned business that shares both our vision for growth and our core values, and we look forward to watching the business evolve."

With the acquisition, Richardson now has five oat processing facilities—three in Canada (Portage la Prairie, MB; Martensville, SK, and Barrhead, AB), one in the U.S. (South Sioux City, NE) and one in Bedford, England. Richardson first entered the oat milling business in Canada and the U.S. in 2013 and is now one of the world's largest oat millers.

"We are excited to build on our success in value-added processing and extend our food manufacturing footprint to a new geography," says Curt Vossen, President and CEO of Richardson International. "As the largest oat miller in North America, we now look forward to building a presence in Europe to enhance our ability to compete in the global marketplace."

Going forward, Richardson will work to build on the investments we have already made, including increasing manufacturing capacity, and we will continue to seek opportunities to expand our global business.

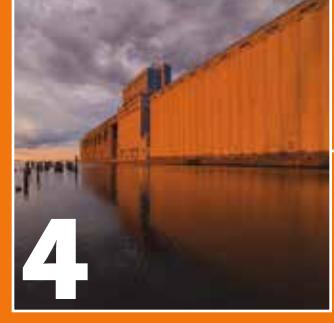
For more information on European Oat Millers, visit their website at [www.oatmillers.com](http://www.oatmillers.com) and read the news release about the acquisition on our website at [www.richardson.ca/media](http://www.richardson.ca/media). ■



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**Kelburn Farm**  
Richardson's Kelburn Farm celebrates its 20th anniversary as our first demonstration farm



# Introducing **CropMatrix™**

**Richardson's New State-of-the-art Agronomy Platform**

**RICHARDSON PIONEER** is excited to introduce CropMatrix™, our brand new, state-of-the-art agronomy platform designed to help your farm business. The CropMatrix™ platform offers a full-systems approach to agronomic planning. It will greatly enhance our ability to work with you to create a detailed farm plan to meet your agronomic goals.

The platform offers features including:

- Farm planning and record keeping
- Crop scouting
- ROI calculators
- Crop protection product recommendation checks
- Data analysis
- NDVI imagery
- Weather data

"Being able to gather, collect and analyze all of this data will greatly enhance our ability to support our customers and our industry as we continue to focus on responsible crop production, improve best management practices and showcase world-class production practices," says Heather Durie, Richardson Pioneer's Agronomy Manager. "We are just getting started with the program and, in 2018, we will hopefully be able to add even more value for our customers and employees."

Customers will have access to the platform to see how our agronomists are planning for the success of their business. You can log in to the platform online to view the information our employees are recording for your farm free of charge or, for a small annual fee, you can actively participate.

"We are very excited to launch our new CropMatrix™ platform as it provides an interactive and transparent approach to farm planning so we can better serve our valued customers," says Russ Reich, Assistant Vice-President for Richardson Pioneer. "The information collected and assessed through this new agronomy software platform will enhance the growers' ability to make more informed business decisions all year round."

The CropMatrix™ platform allows Richardson Pioneer to streamline the management of field trials across the Prairies to get information out to our customers quickly and efficiently.

For more information on CropMatrix™ or to get started on the platform, contact your local Richardson Pioneer Ag Business Centre. ■

**CROP WATCH**  
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**Planted Crops**  
Grower: HD Farms Farm: HD Farms Date: June 12, 2017

**Plantings**

FIELD CODE / NAME	PLANTING CODE / NAME	SIZE	CROP	COUNTY / PLS	LAT / LON
<b>Home</b> Home	<b>2017 CDC I</b> 2017 CDC Invinc...	122.29 Acres	Lentil, Small, Green CDC Invincible	T17N R24W S18	50.428510, - 105.288267
<b>Field 4</b> Field 4	<b>2017 CDC I</b> 2017 CDC Invinc...	156.25 Acres	Lentil, Small, Green CDC Invincible	T17N R24W S8	50.422178, - 105.276804
<b>H's Field</b> Field 2	<b>2017 CDC I</b> 2017 CDC Plen...	5.48 Acres	Wheat, Spring, Red CDC Plentiful	T17N R24W S7	50.418722, - 105.302192
<b>Field 3</b> Field 3	<b>2017 CDC P</b> 2017 CDC Plen...	111.42 Acres	Wheat, Spring, Red CDC Plentiful	T17N R24W S7	50.422192, - 105.291143
<b>H's Field</b> Field 1	<b>2017 Barle</b> 2017 CDC Plen...	22.33 Acres	Wheat, Spring, Red CDC Plentiful	T17N R24W S7	50.422895, - 105.301095
<b>TOTAL</b>		<b>417.77</b> <b>Acres</b>			

Legend:  
■ Small Green Lentils  
 ■ Spring Wheat  
 ■ E20.23 Acres



# CropWatch<sup>TM</sup> Agronomy Services

The Richardson Agronomy Team and How They Can Help You This Season

**RICHARDSON PIONEER** has over 50 agronomists scouting and planning across the Prairies that specialize in their local areas. Our CropWatch™ agronomy team can help you get the most out of your farming business by maximizing profitability and adding efficiencies to your business.

Richardson Pioneer's team of Professional Agrologists and Certified Crop Advisors work with you through potential crop production issues. Using detailed crop planning software, our team will help you to develop a plan that combines yield and fertility targets, crop rotation management and integrated pest management. Agronomy services through Richardson Pioneer are free of charge for our loyal customers.

"I love being an agronomist because I get to be involved in the entire crop year from start to finish with the grower," says Bethany Wyatt, a Regional Sales Agronomist out of Richardson Pioneer in Weyburn, SK. "It is truly one of the most rewarding feelings to stand in a beautiful field alongside the grower I helped by giving sound advice and recommendations."

Our team is constantly striving to help you choose the best new technologies and varieties for your farming operation. Our CropWatch™ team sets up performance trials across the Prairies every summer to test varieties and farm practices throughout the growing season in your local areas. These trials allow us to see how varieties perform under the same growing conditions you're experiencing on your farm. In the winter, our team is busy with training events to stay up-to-date on what's new and effective.

"One of the many challenges of being an agronomist is keeping up with the changing technology and products available to growers," says Bruce Mackinnon, Regional Sales Agronomist out of Richardson Pioneer in Magrath, AB. "Just because something is new does not mean it's better. Understanding through trials and testing can help all of us discover the benefits. Advancements in technology are not stopping, and neither can we to provide value to our customers."

Richardson Pioneer's CropWatch™ agronomy team wants to help you succeed this year. Call or visit your local Richardson Pioneer Ag Business Centre for reliable agronomic advice for your farm. ■



## Your Richardson Pioneer Web Update

The CropWatch™ Performance Trials page on Your Richardson Pioneer is now more interactive! With the new performance trials map, you can filter by specific geographies, crop, trial type and year. Once you click on a trial to learn more, the charts can be filtered if there are multiple measurements taken.

Visit Your Richardson Pioneer at [www.richardsonpioneer.ca](http://www.richardsonpioneer.ca) to view the new map. Not signed up for Your Richardson Pioneer? Sign up today to gain access to additional services exclusive to Richardson Pioneer customers.

## RICHARDSON'S 2018 PHOTO CONTEST

Bryan Bishop, Thunder Bay, ON

# Take Your **Best Shot**

## Richardson's Fourth Annual Photo Contest

**WE'RE LOOKING FOR** your best shots! Richardson launched the fourth annual Take Your Best Shot photo contest on May 1. All Richardson customers and employees are encouraged to enter photos for your chance to win great prizes and be featured in Richardson's 2018 calendar.

We're looking for the best photos that showcase Canadian agriculture and highlight Richardson. Photos should feature our locations and the agriculture industry throughout the entire growing season. The winning shots will be featured in marketing materials, on our website, on Richardson's social media channels and in the 2018 Richardson calendar.

### How to enter:

Submit your photos to [photo@richardson.ca](mailto:photo@richardson.ca) and include:

- Photographer's name and location
- Telephone number
- Description of the photo and the location
- Twitter and Instagram handles, if applicable

The deadline for submissions is **11:59 p.m. on Friday, September 15, 2017**.  
Winners will be announced by the beginning of October.

### Prizes

Your great shots could get you one of these prizes!

**FIRST PLACE:** iPad

**SECOND PLACE:** Bluetooth wireless headphones

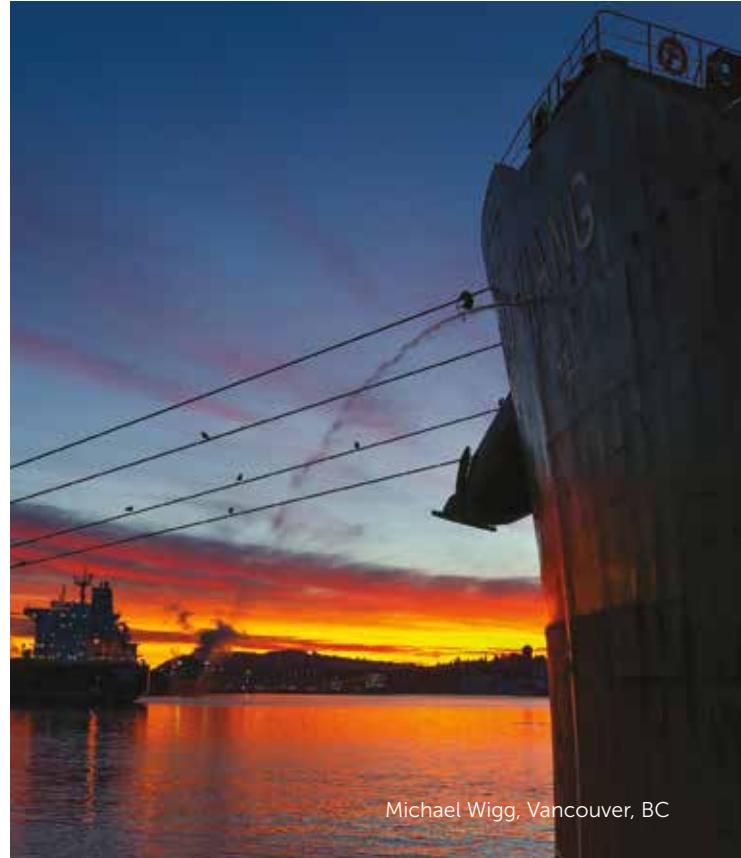
**THIRD PLACE:** Richardson water-resistant Bluetooth speaker

Judges, including professional photographers, will select photos based on creativity, composition, resolution and how the image captures the spirit of agriculture and our business.

### Eligibility

**Please note:** any entrants seeking to win one of the prizes must submit a photo of a high enough resolution to be featured in our calendar. 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. You can check the quality of your photos by right clicking on the file on your computer, selecting "Properties" and clicking on the details tab.

Photos of lower resolution are not eligible to win the prizes, but may still be featured on Richardson's social media channels and used as smaller images in Richardson's 2018 calendar. See full contest details on our website at [www.richardson.ca](http://www.richardson.ca). Good luck and remember to take your best shots!





Our suppliers celebrating the 20th anniversary at Kelburn Farm

# Kelburn Farm

## CELEBRATING 20 YEARS OF PARTNERSHIP

**Richardson's Kelburn Farm Celebrates its Anniversary as our First Demonstration Farm**

**THIS YEAR MARKS** 20 years since Kelburn Farm became what it is today—Richardson's showcase research and demonstration farm located in the Red River Valley in Manitoba. We work closely with our suppliers, the agriculture industry, our employees and our customers to test the effectiveness of the latest agricultural technologies and to educate guests about Canada's agriculture industry.

Kelburn Farm began as a cattle farm in 1943 and was slowly converted to grain. After the flood of 1997, Richardson decided to switch the focus of the farm to a demonstration facility focused on training, education and showcasing the western Canadian agriculture industry.

Every year, customers, suppliers, employees and students visit the farm to experience a real-life farming experience and to learn about the latest advancements in the industry.

"Kelburn has tremendous value for us and our partners. It is a place we can all meet, learn and discuss the issues of the day," says Peter Entz, Assistant Vice-President, Seed and Traits for Richardson. "We are tackling some of these relevant issues and providing a venue to educate and show how modern agriculture is performing and advancing."

Kelburn Farm is also a prominent education centre, becoming an interactive outdoor classroom for students of all ages. Every year, Richardson welcomes more than 2,500 children to the farm for programs like the Manitoba Canola Growers Association's Canola Learning Centre and Agriculture in the Classroom—Manitoba's Amazing Ag Adventure program.

"To have the opportunity to take students and teachers out to a real working farm is amazing. Not every farm can host schools and the number of students we want to take out," says Johanne

Ross, Executive Director for Agriculture in the Classroom—Canada. "Kelburn is a venue where different segments of the industry can work together. It's all about partnerships and sharing of information, and that's where Kelburn has shone so brightly."

In 2013, Richardson began renovating the buildings on the farm and has since completed a new main hall, reception area, meeting spaces and a pavilion. The main hall can host up to 400 people while the pavilion can host an additional 150 visitors. Every year, the buildings are used for training and events that bring together our employees, customers and suppliers.

"It's such a unique value-added resource that Richardson has developed to allow all people to come out and get that experience on the farm," says Ellen Pruden, Canola Eat Well Director with Manitoba Canola Growers. "Through the Canola Learning Centre, visitors get to see and understand how canola is grown and crushed. It's not an easy jump when you're standing at the grocery store and wonder where the oil comes from. These tours through our partnership help draw those connections."

Richardson wanted to build on the success at Kelburn Farm and in 2016, we announced the creation of a second demonstration farm, Bennett Farm, located in Richardson, Saskatchewan just outside of Regina. The new 444-acre farm will allow us to gather more accurate information on how crops and products perform in a different growing environment. The farm will be completed in 2019 and is already welcoming organizations like Agriculture in the Classroom – Saskatchewan to the farm this year.

Want to stay up to date on what's happening at Kelburn Farm and Bennett Farm? Follow us on Twitter @Richardson\_Farm. ■





# Kindersley Fire Department

## Now Better Able to Serve the Community

**LAST YEAR**, the Kindersley Fire Department was looking for a better way to fight fires that spread quickly. Richardson Pioneer was proud to support the fire department with a \$20,000 donation last summer. They've since finished fundraising and have purchased a new cargo-style trailer and side-by-side vehicle, which have already been put to good use fighting grass and field fires.

"This project came up from researching what other communities have done to successfully fight large-scale wild fires. We've had several over the years and we were not as effective as we could have been due to lack of proper equipment," says Ron Hope, Fire Chief for the Kindersley Fire

Department. "The unit was put into use several times this spring and was so successful that the municipality has now purchased a second cargo trailer and side-by-side."

With this new equipment, the Kindersley Fire Department is now better able to serve the community by being more versatile and completely mobile, which enhances the 18 volunteer fire fighters' abilities to fight fires in remote areas and fires that can spread quickly. The side-by-side vehicle houses 65 gallons of water that the team uses to fight wild fires and work at vehicle collisions, and the trailer allows them to bring extra equipment to incidents.

"I was happy to sit down with Ron and discuss the opportunity to support the local fire department," says Garrett Armitage, Director of Operations, Richardson Pioneer Kindersley. "At Richardson Pioneer, we're truly invested in helping our local communities. The Kindersley Fire Department has helped us with mock emergency simulations, and we're proud to have helped them in return by donating to this project."

Do you have a local project that needs support? Contact your local Richardson Pioneer Ag Business Centre for more information on applying for a donation from the Richardson Foundation. ■



# Anne Portnuff Revitalization Project

## Richardson Donation Helps Make Anne Portnuff Theatre More Comfortable for Years to Come

**THE ANNE PORTNUFF THEATRE** is a hub for the arts scene in Yorkton, SK, with over 20 organizations using the theatre annually. Thousands of guests sit in the theatre's seats, which are the original seats installed in 1967. With the theatre celebrating its 50th anniversary this year, those seats are no longer able to keep up with the theatre's demand.

In April, Richardson Pioneer was happy to donate \$25,000 to assist with the replacement of the seats in the theatre. The project has so far raised about half of the total needed to replace all of the seats and they expect to begin the project by June 2018.

"The donation from Richardson Pioneer really got us moving forward because it inspires other

people to donate and it gets us that much closer to our goal," says Tonia Vermette, Administrator for the Yorkton Arts Council and President of the Yorkton Music Festival. "Over 100,000 people go through that theatre every year, so this will benefit a lot of people in the community."

Many of the theatre's current seats are being kept together using duct tape and some are not structurally sound. The theatre is designed to hold 724 people, but the number of available seats continues to decline. Members of the Yorkton Music Festival and Yorkton Arts Council got together in 2015 to come up with a solution to replace the seats and revitalize the theatre and started the Anne Portnuff Theatre Revitalization Project.

For more information on the Anne Portnuff Theatre Revitalization Project, visit [www.theanneportnuff.ca](http://www.theanneportnuff.ca).

"The seats are the only flaw in what is otherwise an excellent theatre," says Tonia. "The theatre has allowed the performing arts to flourish in the city. It has been praised by people who have performed there over the years."

"With the number of recitals, band concerts, community musicals and graduation ceremonies over the past 50 years, I believe that at one time or another, each person in this community has been impacted by this theatre," says Al Wilhelm, the Manager of Operations for Richardson Oilseed Yorkton. "It's important for us to support projects like this one because this theatre has impacted so many people and will continue to do so for years to come." ■



# Keep it Clean

## Don't Limit Your Delivery Opportunities This Harvest

**AT RICHARDSON PIONEER**, we support our growers through every stage of crop production, from planning, to planting, to harvest. After harvest, we buy the crops back from our customers and use them in our own food processing businesses or sell them to customers around the world. It's our goal to support our customers to ensure their crops remain compliant with the importation requirements of export markets.

The Canola Council of Canada, Cereals Canada and Pulse Canada embrace the "Keep it Clean" campaign designed to reinforce the importance of using only registered pesticide products that do not present undue export risk.

The Keep it Clean campaign emphasizes that, thanks to growers like you, Canada is a leader in providing high quality food safe grain to markets around the world and recognizes that shipments containing even the smallest concentration of residue level in exceedance of a foreign country's import tolerance is at risk of being rejected.

While Canada has not experienced any major trade MRL issues in recent years, it's critical that Canadian growers continue to pay careful attention to label compliance and best practices when applying crop protection products to ensure ongoing access to global markets without the risk of trade disruption.

To mitigate against potential trade disruption risk in key export markets, Richardson Pioneer will not handle grain treated with the following products in 2017/18:

**Chlormequat** – Chlormequat is registered for use on wheat in Canada, but using it results in residues that are not acceptable in the United States. Do not apply any crop protection products containing

Chlormequat on wheat, including the product known as "Manipulator."

**Quinclorac** – Quinclorac is registered for use in Canada, but using it results in residues that are not acceptable in certain export markets. Do not apply any crop protection products containing Quinclorac on canola, including the product known as "CLEVER® Dry Flow Herbicide."

**Metconazole** – Metconazole is registered for use on canola in Canada, but using it results in residues that are not acceptable in certain export markets. Do not apply any crop protection products containing Metconazole on canola, including the product known as "Quash."

**Fluoxastrobin** – Fluoxastrobin is registered for use on wheat in Canada, but using it results in residues that are not acceptable in certain export markets. Do not apply to any crop protection products containing Fluoxstrobin on wheat, including the product known as "Evito."

**Benzovindiflupyr/Azoxystrobin** – Benzovindiflupyr/Azoxystrobin is registered for use on lentils, soybeans, chickpeas and peas in Canada, but using it results in residues that are not acceptable in certain export markets. Do not apply any crop protection products containing Benzovindiflupyr/Azoxystrobin on lentils, soybeans, chickpeas or peas, including the product known as "Elatus."

**Saflufenacil** – Saflufenacil is registered for use in Canada, but preharvest use on certain crops may result in residues that are not acceptable in certain

export markets. Do not apply crop protection products containing Saflufenacil preharvest to wheat, durum, oats, barley or flax, including the product known as "HEAT LQ."

Although these products may be registered for use in Canada, the risk of residue levels in excess of importation tolerance in key export markets is significant and could result in trade disruption. To aid in the avoidance of at-risk residue concentrations, growers are reminded to:

- Use acceptable pesticides only. Growers should only use products that are registered for their crop and won't cause concern for customers.
- Use pesticides correctly. Growers should consult the label for proper rates and timing.

We're all in this together. Contact your local Richardson Pioneer Ag Business Centre to prepare your crops for export this year. ■



### DID YOU KNOW?

- According to the Canola Council of Canada, Canada exports 90 per cent of the canola we produce.
- Canada exports over 20 million tonnes of wheat, oats and barley every year, according to Cereals Canada.
- In Canada, we export \$4.2 billion of pulse crops each year, according to Pulse Canada.
- Richardson ships Canadian grains and oilseeds to over 50 countries through our ports in Vancouver, BC; Thunder Bay, ON; Hamilton, ON and Sorel-Tracy, QC.





# Nurturing growth

**CROP™  
WATCH**

Your local agronomy experts

**Richardson Pioneer is  
committed to working with you  
at every stage of growth.**

At Richardson Pioneer, our CropWatch™ agronomy team has professional agronomists in the field across the Prairies. Our local and regional agronomists work one-on-one with our farm customers to provide product knowledge, crop planning and recommendations tailor-made to each farm. We're here to help you make the most of your crop throughout the growing season.

To learn more, visit your local Richardson Pioneer Ag Business Centre or [richardson.ca/cropwatch](http://richardson.ca/cropwatch).

**TRULY INVESTED**

[richardson.ca](http://richardson.ca)



**RICHARDSON**  
**PIONEER**