

RICHARDSON
PIONEER

SEEDsource™



2019 PRODUCT GUIDE



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Our Locations

IT CERTAINLY FEELS as though the seed industry has experienced significant change in Western Canada with Bayer™'s recent purchase of Monsanto®, BASF™'s purchase of the InVigor® business, and the creation of Corteva™ and their new Brevant™ seed brand. Unprecedented change considered, Richardson continues to bring you - our customer - the same strong brands such as InVigor® canola and DEKALB® canola, corn and soybean seed. In a way, the more things change, the more they stay the same.

In 2019, we anticipate most seed companies will introduce new products to the market, with TruFlex™ canola by DEKALB® being one of particular interest. While we have heard a lot about this product and it has been given the "go ahead" in Canada, we have yet to see it in commercial production as trait approval from China is pending. In any event, we will keep you posted.

What you will find in the 2019 Seed Source is more choice. More choice in straight cut canola hybrids and improved disease resistance in canola; more choice in early-maturing soybeans and Xtend® soybeans; and more options in grain and silage corn. In addition to these products, Richardson is introducing a new CWRS wheat variety, SY Obsidian, developed by Syngenta® and sold exclusively at Richardson Pioneer Ag Business Centres. There has also been significant investment in state-of-the-art seed treating capacity at a number of Richardson Pioneer locations that will provide professional and timely seed treating services for your farm.

Whatever your seed, seed treatment or biological needs are, be sure to read through our 2019 product guide.

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AGRONOMY *Stars*



THE AGRONOMY TEAM at Richardson Pioneer is truly invested in agriculture and sharing a common goal with you, our farm partner, to produce high yielding and high quality crops, profitably.

We take pride in a strong agronomic foundation. With a vast network of highly experienced provincial and sales agronomists across Western Canada, we aim to give sound, individualized advice and professional guidance. Under the CropWatch™ umbrella, we provide strategy-focused field scouting and crop planning services. The newest tool in our agronomic arsenal, Richardson's CropMatrix™ digital platform, acts as a centralized service for field data collection, integration and analysis. With digital tools playing an ever more prominent role in the decisions farmers make, we are proud to continue to offer our customers innovative technology at the forefront of the market.

Maintaining high levels of agronomic understanding in our personnel is a key priority at Richardson Pioneer. Whether the focus is soil and crop fertility or integrated

pest management, all of our agronomists have a wide range of expertise in order to provide customers with a holistic and balanced support system. When working with our agronomists, you not only have access to the resources and knowledge-base of the individual but that of the Richardson Pioneer team in its entirety.

The agronomy team takes part in education and learning initiatives throughout the year in meetings and during in-field training events. In addition, we work with employees to build their knowledge-base and increase their confidence in the support they provide to our customers. We draw from internal and external experts to expand and fine-tune a well-rounded base of knowledge.

We see great value in continuing to build our network and maintaining a reputation for strong agronomic support. We actively promote the Certified Crop Advisor (CCA) program and have numerous CCAs across our network.

Call or visit your Richardson Pioneer Ag Business Centre for reliable agronomic advice for your farm.



CANOLA



HOW MANY canola hybrids do you grow on your farm? Do you utilize add-on seed treatments to combat flea beetles and cutworms? Are straight-cut canola products valuable to your operation? These are all things to consider when creating your 2019 farm plan. Our qualified team of sales agronomists can provide the technical advice, canola seed genetics and seed treatments to meet your needs.

For the first time in two decades, you'll have access to a new trait system. Monsanto Canada plans to have TruFlex™ canola with Roundup Ready® Technology available for commercial sale in 2019. The Canadian

Food Inspection Agency (CFIA) and Health Canada granted full food, feed and environmental safety approval of TruFlex™ canola in June 2012. The product has been approved for import in several export markets however, import approval from China is pending and should be granted in the first quarter of 2019. TruFlex™ canola offers improved control of tough weeds, flexibility in spray rates and timing as well as higher yield potential through genetics and improved crop safety. Please speak with your local Richardson Pioneer Ag Business Centre about these and other varieties available for sale.

InVigor® Hybrid Canola with LibertyLink® Technology

SUPPLIER	VARIETY	ATTRIBUTE
	InVigor L234PC NEW	Pod Shatter Reduction and second generation multi-genetic clubroot resistance*
	InVigor L233P	Pod Shatter Reduction
	InVigor L140P	Pod Shatter Reduction
	InVigor L255PC	Pod Shatter Reduction and clubroot resistance*
	InVigor L241C	Clubroot resistance*
	InVigor L135C	Clubroot resistance*
	InVigor L252	
	InVigor L230	

*To predominant clubroot pathotypes found in Canada at the time of registration. InVigor L255PC, InVigor L135C and InVigor L241C all share the same clubroot resistance profile. The NEW InVigor L234PC has this resistance profile plus it contains second generation multi-genetic clubroot resistance to additional clubroot pathotypes to help combat evolving clubroot pathotypes.

Genuity® Roundup Ready® Canola Seed

SUPPLIER	VARIETY	ATTRIBUTE
	75-42 CR	Clubroot resistance
	75-65 RR	Straight-cut hybrid, quick drydown
	75-45 RR	
	74-44 BL	Multi-genic blackleg resistance
	1022 RR	Multi-genic blackleg resistance
	1024 RR	Multi-genic blackleg resistance and clubroot resistance
	1026 RR	Multi-genic blackleg resistance and clubroot resistance
	1028 RR NEW	Multi-genic blackleg resistance and clubroot resistance
	6090 RR	Multi-genic blackleg resistance and clubroot resistance
	6074 RR	Improved tolerance to sclerotinia
	6076 CR	Multi-genic blackleg resistance and clubroot resistance (intermediate resistance to pathotype 5x) and improved tolerance to sclerotinia
	4187 RR	Multi-genic blackleg resistance and clubroot resistance

Clearfield® Canola Seed

SUPPLIER	VARIETY	ATTRIBUTE
	2024 CL	Multi-genic blackleg resistance and can be considered for straight cutting
	2026 CL	Multi-genic blackleg resistance
	2028 CL NEW	Multi-genic blackleg resistance and clubroot resistance
	5545 CL	Multi-genic blackleg resistance
	5535 CL	

OPTIMAL PLANT DENSITY IN CANOLA



WITH A FOCUS ON growing the most productive crops possible, we look for opportunities to fine-tune current practices at the farm level to achieve optimal yields. Starting off the season with the correct number of plants helps to set you up for success during the growing season. With too few or too many plants comes challenges and issues. Too few plants can lead to late maturity, harvesting issues due to thick stems and less stubble to anchor the crop, as well as potential insect and weed challenges. A thin plant stand will require additional care and attention to reduce the potential further loss of the plant stand. Having a plant stand that is seeded too heavily creates its own challenges. Thinner, weaker stems can more easily lodge and the thick canopy can have less airflow and increase disease incidence levels.

Studies have shown that seeding 10 plants per square foot is an optimal number to target. Factoring in mortality, the plant stand will reduce down to approximately 6 to 7 plants per square foot. Seedling mortality rates typically range from 30 to 50 percent depending on a number of factors including but not

limited to: seeding depth, seeding speed, fan speed, seed placed fertilizer, and soil conditions. With the large number of factors affecting mortality it is important to have a discussion with your agronomist so that they can help determine what your mortality percentage is for your farm. Thousand Kernel Weight (TKW) is an additional factor to consider for determining your seeding rate and calculating the optimal plant density on your farm. The TKW can be found on your canola seed bag. It represents how much 1000 seeds weigh in grams. Although the TKW is a very small number, the variance can significantly alter your seeding rate, even if there is a 0.5g difference between seed lots. Fine-tuning the optimum plant density on your operation can help set you up for success for the growing season.



CUSTOMIZING YOUR CANOLA SEED TREATMENT

IN THE PAST, seed treatments inherently covered all of the bases in terms of fungicide and insecticide functionality. In recent years, insect adaptations and the emergence of new and resistant plant diseases have made it necessary to develop alternative and more customizable seed treatments. The following are current options which provide both broad and narrow spectrum action against common canola crop pests:



Visivio™ seed treatment represents the next evolution of flea beetle control, offering canola growers a comprehensive solution for flea beetles, as well as seed and soil-borne diseases. A powerful combination of insecticides and fungicides, Visivio™ effectively controls striped and crucifer flea beetles and protects against a broad spectrum of seed and soil borne diseases, including rhizoctonia, pythium, fusarium, seed-borne blackleg and seed-borne alternaria.



Fortenza® is an add-in seed treatment and an option that can be selected when ordering canola seed. The active ingredient in Fortenza® aids in the control of cutworm which is becoming an increasingly important tool to

manage canola stands in their presence. Maintaining optimal plant populations is a significant component of optimizing yield with canola production.

DuPont™ Lumiderm® insecticide seed treatment

Lumiderm® is an add-in seed treatment for canola. The active ingredient in Lumiderm® aids in the control of cutworm insects and ultimately, managing canola stand. Maintaining optimal plant populations is a significant component of optimizing yield with canola production. This product has similar activity to that of Fortenza®.

JumpStart® XL

Acceleron BioAg is introducing a new formulation of JumpStart®, called JumpStart® XL. The difference is subtle, but it does allow for longer shelf life of the “bugs” on your canola seed and so ultimately, is a positive for both Richardson Pioneer and our farm customers. When ordering your canola seed with Richardson Pioneer, JumpStart® XL is an excellent add-in option to consider. Treatment of plants with JumpStart® XL helps in the phosphate solubilization process and results in plants taking up greater quantities of phosphorus. It works particularly well in soils with low available soil phosphate.

Always read and follow label directions. Visivio™ is an on-seed application of Rascendo® Seed Treatment insecticide and Helix® Vibrance® Seed Treatment insecticide/fungicide. Fortenza®, Helix®, NK®, Rascendo®, Vibrance®, Visivio™, and the Syngenta logo are trademarks of a Syngenta Group Company. © 2018 Syngenta. DuPont™ Lumiderm® is a Lumigen™ seed sense product. Unless indicated, trademarks with ®, ™ or SM are trademarks of DuPont or affiliates. © 2018 DuPont. ALWAYS READ AND FOLLOW LABEL DIRECTIONS. Acceleron BioAg™ and JumpStart® are trademarks of Monsanto Technology LLC, Monsanto Canada Inc. licensee. ©2018 Monsanto Canada Inc. All rights reserved.



SOYBEANS



RICHARDSON PIONEER offers one of the largest lineups of soybean varieties in Western Canada to provide you with a diverse range of soybean genetics from many breeding programs.

This diversity is important to match the best variety to the conditions on your farm. Maximizing your yield means selecting the variety that is best adapted to manage the climate, pests, weeds, disease and soil conditions on your farm. Talk to your local Richardson Pioneer Ag Business Centre team about your soybean production challenges and how we can help take your soybean yields to the next level.

SUPPLIER	VARIETY	RELATIVE MATURITY	HERBICIDE TRAIT
	DKB0005-44 NEW	000.5	RR2Xtend
	DKB0009-89 NEW	000.9	RR2Xtend
	22-60RY	000.9	GENRR2Y
	23-11RY	000.0	GENRR2Y
	23-60RY	00.2	GENRR2Y
	DKB003-29	00.3	RR2Xtend
	24-10RY	00.5	GENRR2Y
	DKB005-52	00.5	RR2Xtend
	DKB006-29	00.6	RR2Xtend
	DKB006-99 NEW	00.6	RR2Xtend
	DKB007-67 NEW	00.7	RR2Xtend
	25-10RY	00.8	GENRR2Y

SUPPLIER	VARIETY	RELATIVE MATURITY	HERBICIDE TRAIT
	S0007-B7X NEW *	000.7	RR2Xtend
	S0009-M2	000.9	GENRR2Y
	S0009-D6	000.9	GENRR2Y
	S003-L3	00.3	GENRR2Y
	S007-Y4	00.5	GENRR2Y
	S006-W5	00.5	GENRR2Y
	S006-M4X NEW *	00.6	RR2Xtend
	S008-N2	00.8	GENRR2Y
		NSC Leroy RR2Y	000.6
NSC Watson RR2Y		000.8	GENRR2Y
NSC Reston RR2Y		00.1	GENRR2Y
NSC Newton RR2X NEW		00.3	RR2Xtend
NSC Gladstone RR2Y		00.3	GENRR2Y
NSC Starbuck RR2X		00.5	RR2Xtend
NSC Sperling RR2Y NEW		00.6	GENRR2Y
NSC Richer RR2Y		00.7	GENRR2Y
NSC Greenridge RR2Y		00.8	GENRR2Y
	Nocoma R2 NEW	000.8	GENRR2Y
	LASSA R2X NEW	000.9	RR2Xtend
	NOTUS R2	00.1	GENRR2Y
	SUNNA R2X NEW	00.3	RR2Xtend
	AKRAS R2	00.3	GENRR2Y
	MANI R2X	00.4	RR2Xtend
	LONO R2	00.5	GENRR2Y
	LS TRI7XT	000.7	RR2Xtend
	LS TRI8XT NEW	000.8	RR2Xtend
	LS TRI9R2Y	000.9	GENRR2Y
	LS 001XT NEW	00.1	RR2Xtend
	LS Solaire	00.2	GENRR2Y
	LS 003R24N	00.3	GENRR2Y
	LS 004XT	00.4	RR2Xtend
	LS Mistral	00.5	GENRR2Y
	LS Eclipse	00.5	GENRR2Y
	LS 006XT	00.6	RR2Xtend
PRO 2525R2	00.6	GENRR2Y	
LS 007XT NEW	00.7	RR2Xtend	

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* Patent pending

RICHARDSON FARMS

It's sometimes difficult to take in everything that's going on at the farms. For 2018, among all the different crops, products and practices we are demonstrating, we have *five major focus areas*.



1 SPECIALTY FERTILIZERS

Customers are demanding more from their fertilizer program, and manufacturers are offering an increasingly long list of products. The intent, however, remains the same: producing high quality, high yielding crops in a profitable manner. Farmers are looking for more efficiency in their fertilizer, including slow release nitrogen, nitrogen stabilizers and different application strategies.

Fertility is not just about nitrogen. Nitrogen may be the cornerstone of a fertilizer program, but full fertilizer programs include phosphorous, sulphur, potassium, zinc and a host of micro-nutrient products. The farms will not only showcase individual products, but also evaluate different combinations.

2 SOYBEANS AND CORN

There's a lot to learn as soybeans become a part of the rotation across the Prairies. That's why both farms are focusing on soybeans this year.

The common theme at both Bennett and Kelburn Farm will be the evaluation of the Roundup Ready 2 Xtend Crop system's new varieties and herbicide options, including the residual weed control offered by the system.

From a genetics perspective, Bennett and Kelburn Farm have some differences. Bennett Farm is dedicated to the evaluation of early maturing soybeans, which has grown to a list of 18 varieties. Kelburn Farm will be evaluating a wide range of maturities, which has been fine-tuned to around 40 to 50 varieties. Kelburn Farm will also be comparing a planter and an air seeder.

Corn will be a significant part of the demonstration area at Kelburn Farm. The intent is to showcase the various components of corn agronomy, which will include hybrid selection, planting technology, weed control strategies, fertility options and post-harvest residue management.

3 SEED TREATMENTS

Seed treatments have proven to be an effective way to ensure successful establishment of a crop. We have seen tremendous adoption of seed treatment technology in cereals, but more recently we have experienced the rapid adoption of new seed treatment actives in canola that help manage pests, such as two-striped flea beetle and cutworms.

Based on 2018 Richardson sales data, more than 25 per cent of the canola seed is purchased with an additional seed treatment such as Visivio™, Fortenza® and Lumiderm®, and we don't see that trend decreasing.

4 BIOLOGICALS

The traditional biological business has focused on nitrogen fixation and plant nodulation. Manufacturers looked at evaluating new strains and determining optimal formulations for either ease of use or compatibility with equipment or seed treatments. The segment has evolved to include phosphate and sulphur solubilizers and now appears to be attracting much more investment and innovation.

In the form of plant protection, biostimulants and biofertilizers that improve productivity and offer plant health benefits are being researched. Richardson sees this as an emerging market full of opportunity.

5 FUNGICIDES

The intent of Richardson Farms is not to pit one fungicide against another. It's to demonstrate the best ways to use a fungicide, whether by improved scouting or by using predictive models, algorithms or new assessment tools. Once the decision to apply a fungicide is made, we look to determine the best time of application, water volume, nozzle type and orientation, to name a few.

For 2018 results log on to richardsonresults.ca



CEREALS & PULSES



RICHARDSON PIONEER has you covered for your cereal and pulse seed. Experience fast and efficient bulk seed service thanks to our expanding network of facilities and seed treaters. You can find the best cereal and pulse genetics to fit the needs of your farm with our valued partners SeCan, FP Genetics, CANTERRA Seeds, Syngenta and Seed Depot.

Exceptional disease resistance for CWRS growers.

- Resistant to leaf and strip rust
- Moderately resistant to stem rust
- Moderately resistant to fusarium head blight
- Resistant to smut
- Moderately resistant to leaf spots
- Five percent higher yielding than AC Carberry
- Two days earlier than AC Carberry

SY Sovite is exclusively available at Richardson Pioneer and was developed by Syngenta for growers in Western Canada.



New CWRS variety for 2019, short and strong for excellent standability.

- Short straw and good lodging resistance make for faster, more efficient harvesting
- Resistant to leaf rust
- Moderately resistant to stem and stripe rust
- Five per cent higher yielding than AC Carberry in black soil zone
- One day earlier than AC Carberry

SY Obsidian is exclusively available at Richardson Pioneer and was developed by Syngenta for growers in Western Canada.



Richardson is a proud partner of the U.K.-based bakery Warburtons.

Talk to your local Richardson Pioneer Ag Business Centre team about the 2019 Warburtons production contracts for wheat.





PARTNERING WITH **OAT ADVANTAGE** TO BRING YOU NEW OAT VARIETIES

Richardson Pioneer is proud to partner with Oat Advantage in the development of exciting new oat varieties for Western Canada.

Jim Dyck, together with his family, started Oat Advantage in 2008 and began breeding oats for western Canadian farmers. Their focus has been delivering varieties with high yield, standability and excellent grain quality to provide the best possible oat varieties for the entire value chain. Some of the first varieties developed by Oat Advantage are now starting to come to market.

Oat Advantage's first new varieties, ORe3541M and ORe3542M, have been licensed by SeCan and are in seed multiplication across Western Canada. Both varieties have excellent agronomic packages featuring reduced plant heights with good lodging ratings and resistance to crown rust. SeCan expects to have certified seed available to growers for the 2019 planting season.

ORe3541M and ORe3542M are currently in Richardson Milling's evaluation program and, pending successful mill testing, could be on Richardson Milling's recommended variety list for the 2020 growing season.

Our preferred variety list has a range of products for you to find the right agronomic fit for your farm while meeting the needs of our mills and end-use customers.

Richardson Milling Recommended Variety List

- AAC Justice
 - AC™ Furlong
 - AC® Morgan
 - AC Pinnacle
 - AC® Summitt
 - CDC Dancer
 - CDC Orrin
 - CDC Ruffian **NEW**
 - CDC Weaver
 - CS Camden
 - Leggett
 - Souris
-

The Richardson Milling recommended variety list is updated regularly. For the most up-to-date list contact your local Richardson Pioneer Ag Business Centre or visit richardsonpioneer.ca.



CORN

RICHARDSON PIONEER continues to expand the corn seed lineup to provide the best genetics for your farm. Our seed partners are focused on delivering early maturity, high yielding hybrids in both the silage/grazing and grain corn segments. We can provide the technical knowledge to ensure you choose the correct hybrid, the proper fertility package and the necessary crop protection products needed for both pre-emergent and in-crop applications.

Trait Technology Includes:

VT2P–VT Double PRO® RIB Complete® Corn

Above-ground control of yield-robbing insects.

GENVT3P–Genuity® VT Triple PRO® RIB Complete® Corn

Above and below ground protection.

RR2–Roundup Ready® Corn 2

Provides unsurpassed weed control.

Contact your local Richardson Pioneer Ag Business Centre to choose the corn hybrids that best meet your needs in a growing and emerging western Canadian market.



FROM **BrettYoung™**

VARIETY	CHU	TRAIT
DKC23-17RIB	2075	VT2P RIB Complete
DKC23-21	2075	RR2
DKC26-25	2125	RR2
DKC26-40RIB	2150	VT2P RIB Complete
DKC27-54	2175	RR2
DKC27-55RIB	2200	VT2P RIB Complete
DKC29-89RIB NEW	2275	VT2P RIB Complete
DKC30-07RIB	2350	VT2P RIB Complete
DKC30-19RIB	2300	VT2P RIB Complete
DKC31-07	2375	RR2
DKC31-09RIB	2400	GENVT3P RIB Complete
DKC32-12RIB	2450	VT2P RIB Complete
DKC33-78RIB	2400	VT2P RIB Complete
DKC34-57RIB	2575	VT2P RIB Complete
DKC35-88RIB	2550	VT2P RIB Complete

VARIETY	CHU	TRAIT
Dalton R NEW*	2100	RR2
Yukon R	2150	RR2
Fusion RR	2200	RR2
Archibald R NEW*	2450	RR2
Venza R	2500	VT2P RIB Complete
E44H12 R	2100	VT2P RIB Complete
E49K32 R	2300	VT2P RIB Complete
E50P52 R	2350	VT2P RIB Complete
E52V92 R	2450	VT2P RIB Complete

* Limited quantities available

WHAT DOES THE FUTURE HOLD FOR BIOLOGICALS AND INOCULANTS IN WESTERN CANADA?

WHEN WORKING WITH Richardson Pioneer, you have the option to choose from a variety of well-established inoculant brands.

We have a full complement of in-furrow granular, on-seed and in-furrow liquid and on-seed peat inoculants to meet your pulse, oilseed and cereal crop needs.

We are also looking forward to the future and the introduction of new and diverse biologicals.

Biologicals are derived from living organisms and are used to control pests, increase available nutrients in the soil and improve crop health. While there are many new products coming to the market, Richardson Pioneer continues to align with suppliers who conduct multi-year laboratory research tests and field scale trials to ensure these products will boost productivity on your farms. You need innovative products that increase your ROI and provide additional yield benefits to the seed genetics you are already using on your farm.

By working with credible suppliers who conduct the necessary research, you can be confident that the products you purchase from Richardson Pioneer will provide an economic benefit. Contact your local Richardson Pioneer Ag Business Centre to find out what products are coming to market.

BRANDS INCLUDE:

JumpStart® XL, JumpStart®, Nitragin® Gold, Optimize® ST, Cell-Tech®, TagTeam® LCO, TagTeam® and QuickRoots® products from Acceleron BioAg™



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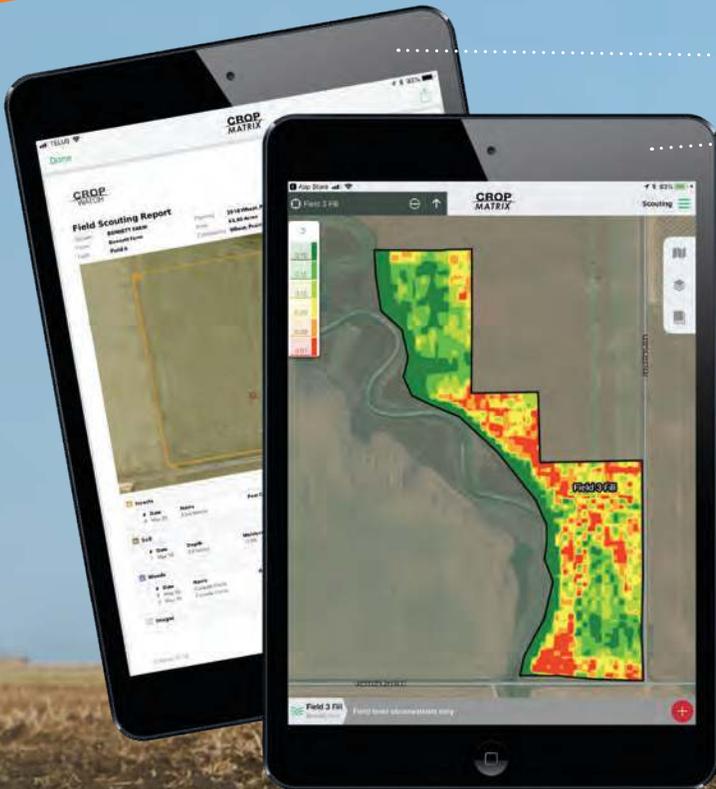


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AGTIV® products from Premier Tech



CROP MATRIX™



OUR STATE-OF-THE-ART DIGITAL PLATFORM

CropMatrix™ unified platform allows users an easy-to-use, integrated platform that pairs perfectly with the needs of a growing world.



CROPMATRIX™ WORKS with planting, as-applied, harvest, crop sensors, Veris® and many other field data collection tools including SoilOptix®. Your data is categorized in three ways: Planting, Applied and Harvest events. This data can be used in many different ways, such as analyzing and planning an operation's performance, field by field. This easy, centralized method allows advisors and customers to optimize their time. This year, we will be utilizing the CropMatrix™ platform at both Bennett and Kelburn Farm to help identify the best approach to precision agriculture and to test this process for our grower customers.

PRECISION

FIELD MAPPING: CropMatrix™'s easy-to-use field mapping tool gives you the power to create, split, import and manage GPS boundaries. Its flexible application means you can create field boundaries, exclusions, irrigation areas and other regions according to the way you farm and is not limited to how your previous software worked. You have the ability to mass-import field data from other programs. Online or off, you can add farms, fields and plantings, and choose from several crop varieties. The work flow is tailored for high productivity with defaults and custom colour codes.

ZONE MANAGEMENT: Informed by the platform's dense data offering, CropMatrix™ zone management tool can help you make better decisions throughout the growing season. Management zones can be generated from soil type, yield data, imagery, lab data, field trials, multiple data layers, third-party external zones, as well as created with free-form drawing tools.

LOGGED DATA AND WIRELESS DATA TRANSFER: Today's modern farming operation requires data to be normalized by all operations for timely decision making. Whether you have the most efficient field data system, like MyJohnDeere®, Climate FieldView™ or older legacy systems from AgLeader®, you need to have your data in one place and available for reporting and analysis. CropMatrix™ works with planting, as-applied, harvest, crop sensors, Veris®, and many other field data collection tools.

AGRONOMY

SOIL /TISSUE SAMPLING AND ANALYSIS:

Soil fertility is one of the most important contributing factors to maximizing yield for any crop. The CropMatrix™ platform works seamlessly with lab data, equations and multiple variable inputs, while allowing the opportunity to compile a soil analysis library. Along with other data, CropMatrix™ customers can develop sound fertility strategies that maximize productivity, soil health and profitability for not only next season but future seasons as well.

SCOUTING AND IMAGERY: Leave your notebook in the truck. CropMatrix™ enables you to record and report field-level observations quickly, allowing you to make important decisions on potential problems in real-time. With CropMatrix™, you can seamlessly display imagery on the map while scouting a field.

NUTRIENT MANAGEMENT: Nutrient application recommendations created with the CropMatrix™ platform are accurate and consistent with local guidelines, because they are designed with simplicity in mind. With easy access to all farm data, found in CropMatrix™ holistic farm management system, users make informed recommendations based on a crop plan, cultural practices and resources available to them.

SOILOPTIX®

In order for growers to capture the full potential of their fields, they need to know what nutrients their soil is providing them with and where those nutrients are within their fields.

SoilOptix® uses a gamma-ray sensor developed specifically for agriculture to offer the highest definition of soil nutrient and texture maps available with over 335 data points per acre and over 25 different data layers. Results are delivered in high-def shapefiles and are VRA ready. The pre-calibrated sensor makes the system user-friendly and field-ready in order to optimize field time. Using this technology along with CropMatrix™ allows our Richardson Pioneer agronomists to map each nutrient's variability to help focus the best use of nutrient dollars to generate the biggest returns.

INTRODUCING THE NEW Richardson Innovation Centre



RICHARDSON INTERNATIONAL is investing more than \$30 million to build a new, state-of-the-art food and ingredients research and development centre in downtown Winnipeg. Construction on the Richardson Innovation Centre, which will be located close to Richardson's head office, began in early April and is targeted for completion by spring 2020.

"We are excited to create a centre of excellence in innovation and food product development to enhance our business and build on our success in value-added food processing," says Curt Vossen, President and CEO of Richardson International. "We are very proud to make a significant investment in downtown Winnipeg and create a world-class facility to showcase the food industry in Manitoba and in Canada."

The four-storey, 5,800 square metre (62,000 square foot) Richardson Innovation Centre will house the company's food product development team with a product development laboratory and state-of-the-art culinary test kitchen. Richardson's quality assurance and food safety team will also be based at the centre, with quality

control laboratories, including an analytical lab, micro lab and an expanded grain grading lab, as well as office areas and room for future expansion.

"Our goal is that the Richardson Innovation Centre will become a centre for collaboration—as a training facility for our employees and customers and an education centre for food science students and the culinary community," says Chuck Cohen, Richardson's Senior Vice-President, Technology. "As a Winnipeg-based company, we look forward to bringing our customers, suppliers and partners from around the globe to this centre to showcase our products and capabilities and provide them with a rich experience in a very unique setting."

The new centre will bring Richardson's product development team together from across Canada into one state-of-the-art facility. As one of the leading canola processors and the largest oat miller in North America, Richardson will focus on enhancing our value-added products and collaborate with industry partners, such as the University of Manitoba and Cigi, to create new products.

RICHARDSON

PIONEER

OUR LOCATIONS

ALBERTA

Alix	Alix, AB	403.747.3000
Beiseker	Beiseker, AB	403.947.3767
Bigstone	Wetaskiwin, AB	780.352.3362
Bow Island	Bow Island, AB	403.545.2000
Carseland	Carseland, AB	403.934.9267
Craddock	New Dayton, AB	403.733.3529
Dunmore	Dunmore, AB	403.527.6600
Dunvegan	Rycroft, AB	780.765.2270
Fairview	Fairview, AB	780.835.3003
Falher	Falher, AB	780.837.8777
Forestburg	Forestburg, AB	780.583.2476
High Level	High Level, AB	780.926.4421
Hussar	Hussar, AB	403.787.3931
Lacombe East	Lacombe, AB	403.782.9554
Lamont	Lamont, AB	780.895.2353
Lavoy	Lavoy, AB	780.658.2408
Legacy Junction	Camrose, AB	780.679.5230
Magrath	Magrath, AB	403.758.3162
Manning	Manning, AB	780.836.2771
Nampa	Nampa, AB	780.322.3737
Nobleford	Nobleford, AB	403.824.3841
Olds	Olds, AB	403.556.3222
Oyen	Oyen, AB	403.664.2620
Provost	Provost, AB	780.753.8415
Rolling Hills	Rolling Hills, AB	403.964.3562
Sprucefield	Waskatenau, AB	780.358.2720
Standard	Standard, AB	403.644.3707
Stirling	Stirling, AB	403.756.3452
Three Hills	Three Hills, AB	403.443.2548
Vauxhall	Vauxhall, AB	403.654.2155
Vermilion	Vermilion, AB	780.853.6565
Veteran	Veteran, AB	403.575.4600
Vulcan	Vulcan, AB	403.485.6696
Wheatland	Strathmore, AB	403.934.2885

BRITISH COLUMBIA

Dawson Creek	Dawson Creek, BC	250.782.9264
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MANITOBA

Brandon	Brandon, MB	204.727.5353
Dauphin	Dauphin, MB	204.622.6030
Dundonald	Westbourne, MB	204.274.2301
Grand Plains	Grandview, MB	204.546.2800
Landmark	Landmark, MB	204.355.4061
Minnedosa	Minnedosa, MB	204.867.5625
Mollard	Brunkild, MB	204.736.5000
Red River South	Letellier, MB	204.737.2096
Shoal Lake	Shoal Lake, MB	204.759.2917
South Lakes	Stonewall, MB	204.694.0825
Starbuck	Starbuck, MB	204.735.2302
Steinbach	Steinbach, MB	204.326.4483
Swan River Valley	Swan River, MB	204.238.4237

SASKATCHEWAN

Antler	Antler, SK	306.452.3605
Assiniboia	Assiniboia, SK	306.642.3612
Balgonie	Balgonie, SK	306.771.2098
Canora	Canora, SK	306.563.5177
Carlton Crossing	Saskatoon, SK	306.933.1750
Carrot River	Carrot River, SK	306.768.2282
Corinne	Corinne, SK	306.732.4484
Coronach	Coronach, SK	306.267.2100
Crooked River	Tisdale, SK	306.873.4030
Davidson	Davidson, SK	306.567.4778
Delisle	Delisle, SK	306.751.7700
Dixon	Humboldt, SK	306.682.1730
Edenwold	Edenwold, SK	306.771.2311
Estevan	Estevan, SK	306.634.2342
Foam Lake	Foam Lake, SK	306.732.3344
Grenfell	Grenfell, SK	306.697.3377
Hamlin	North Battleford, SK	306.445.7163
Imperial	Imperial, SK	306.963.2101
Kamsack	Kamsack, SK	306.542.2344
Kelvington	Kelvington, SK	306.327.1122
Kindersley	Kindersley, SK	306.463.3399
Lampman	Lampman, SK	306.487.3121
Langenburg	Langenburg, SK	306.743.2252
Last Mountain	Southey, SK	306.726.2110
Maple Creek	Maple Creek, SK	306.662.2420
Marshall East	Marshall, SK	306.387.6272
Melfort	Melfort, SK	306.752.9073
Melville	Melville, SK	306.728.5742
Nokomis	Nokomis, SK	306.528.4484
Reed Lake	Herbert, SK	306.784.2286
Regina East	White City, SK	306.781.8900
Saskatoon	Saskatoon, SK	306.249.2200
Shellbrook	Shellbrook, SK	306.747.2464
Simpson	Simpson, SK	306.836.2040
Strasbourg	Strasbourg, SK	306.725.2017
Swift Current	Swift Current, SK	306.778.1616
Unity	Unity, SK	306.228.4555
Wadena	Wadena, SK	306.338.2999
Wakaw	Wakaw, SK	306.233.4213
Weyburn	Weyburn, SK	306.842.6663
Whitewood	Whitewood, SK	306.735.2626
Yorkton	Yorkton, SK	306.782.4484

JOINT VENTURES

Westmor Terminals Inc.	Morinville, AB	780.939.3216
Tri Lake Agri	Killarney, MB	204.523.5380

THE SKY IS THE LIMIT

BOOK YOUR 2019 SEED TODAY

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

At Richardson Pioneer, we know choosing the right product is only part of your success. We're here to help you increase your yields profitably with expert agronomic advice and fully integrated service.

From crop planning to grain marketing, we're truly invested in helping you grow your business.

Contact your local Richardson Pioneer Ag Business Centre for more information.

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