

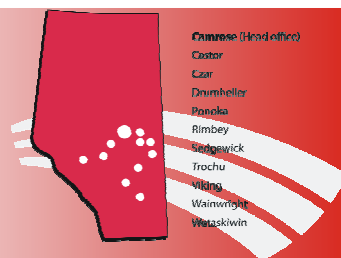


# ROSS AGRI

Growing Together

ROSS AGRI NEWSLETTER

Fall 2006



## Viking Footprint Staff Win Canada Safety Award



Front row l to r: Sheilagh Ross (Camrose), Shelley Labre, Nancy Tkaczyk, Murray Josephison, Karen Hill, all from Viking, Edgar Eldering (Czar), Basil Nichols (Castor), Sue Allen (Wainwright), Steve Nelson (Camrose). Back row l to r: Rob Chomyk (Viking), Mark Van Berkel (IOL) Doug Zazulak (Viking), Rod Ross (Camrose), Tim Maryon (IOL), Tim Johnson (Camrose), Mike Ross (Camrose), Brian Anderson (Viking). Missing: Ryan Storbakken & Brock Frederick (Sedgewick), Harry Allen (Wainwright).

Staff from the Viking footprint were recently awarded the Imperial Oil National Safety Award. The award for outstanding safety performance in 2005/06, was presented by Tim Maryon, Sales Manager Branded Associate Business for Western Canada and Mark Van Berkel Imperial Oil Limited Territory Manager. Members of the Camrose corporate team helped to host the event at the Norseman Inn on September 12<sup>th</sup>, 2006. The Viking footprint includes Castor, Czar, Sedgewick, Viking and

Wainwright. The winners were selected from over 100 areas in Canada. Congratulations to everyone involved!

## N Pro44—Smart Nitrogen Now Available!



Slow release *Smart Nitrogen* is now available through most Ross Agri locations. This innovative product is making its debut on the fertilizer scene in Western Canada. Ross Agri is pleased to be selected by Agrium as one of only a handful of Ag dealer outlets in Western Canada that will be making the product available this fall and next spring.



N Pro44 is a coated nitrogen fertilizer that delivers N to the crop with control and predictability. A flexible micro-thin polymer coating over top of the N granule, enables this precision. Conventional nitrogen fertilizers are frequently applied in advance of crop needs. Because there is often excess moisture from the time of application until crop uptake, N in the soil during this period is subject to loss by downward movement of nitrate through the soil (leaching) or by conversion to gases, which escape to the atmosphere denitrification and volatilization). N Pro44 encapsulates N in a polymer coating until it is needed by the crop. N Pro44 will be blended on most hard red spring wheat crops to enhance the probability of increasing the protein content. If you want to find out how N Pro44 may benefit your operation, our team of Agronomists will be pleased to offer you their expertise.

## Environmental Farm Plans

**What is the EFP?** The Environmental Farm Plan (EFP) process helps you identify and address environmental risks and opportunities in your operation. This plays a key part in safeguarding



The Alberta Environmental Farm Plan Company Progressive Stewardship

your local environment. And a healthy environment is essential to the success of Alberta's agricultural producers.

The Alberta Environmental Farm Plan Company is a non-profit company that helps farmers and ranchers identify environmental opportunities and challenges on their own land. The AEFP Company was created in April 2002 because Alberta producers identified the need for delivery of an environmental farm plan program to be arm's-length from government.

**Why Develop an EFP?** Sustaining production, managing risks, providing a healthy landscape for the next generation, and maintaining market access.

**Why is Ross Agri involved?** While we are committed to providing environmentally sound advise and expertise, we also feel it is our responsibility to assist producers in obtaining information on government programs, access to workshops and seminars. This program fits nicely with our ability to help our customers gain access to federal and provincial funding through the Alberta Environmental Farm Plan Company.

**Where do I find more information?** To find out when the next workshop is scheduled for your area, call any of our locations, or stop in to pick up a brochure. You can also visit the AEFP website at [www.albertaefp.com/index.html](http://www.albertaefp.com/index.html)

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## Did You Know?

**2005 Fertilizer Retail Sales Statistics**  
(All amounts in metric tonnes)

Nitrogen: Alberta- 432,847  
Saskatchewan -540,618

Phosphate: Alberta- 161,052  
Saskatchewan -224,600

Potash: Alberta- 66,108  
Saskatchewan -36,942

Sulphur: Alberta- 41,800  
Saskatchewan -43,317

**Total Fertilizer Tonnes**  
(includes all nutrients)  
Alberta- 1,340,511  
Saskatchewan -1,689,016  
All of Canada-5,338,175

**Other Facts** - Potash Sales in Saskatchewan recorded the largest decline for all nutrients in Canada as they fell 14.2% in 2005.

Phosphate Sales in British Columbia were the only nutrient that showed an increase in sales in 2005 in all of Canada. They rose by 16.7% over amounts posted in 2004.

Source: The Canadian Fertilizer Institute

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Local Producer

Whether it's new cropping ideas, custom farming, or tourism, the Adam's of Munson, Alberta, have taken pride in striking out on their own path – and they have found success in doing so.

"I guess the progressive attitude had to come from somewhere – I've always been able to build something, or grow something that was new," says Don, the patriarch of the family farm. Don and his wife Linda still farm with son Brett, and his wife Tara, who now have three kids of their own. Brett has since taken the reigns on the family farm, and that same progressive attitude seems to be a hereditary trait. Taking diversification to a whole new level, Brett has embraced changes on the farm, as well as off it. "From diversifying commodities, to diversifying our own perspectives," says Brett, "we've had to remain adaptable and flexible to succeed." From being one of the first to try growing peas, canary seed, and even hemp over the years – the Adam's have been forerunners in the Alberta Agriculture scene when it comes to trying new things. "Right now, we have low commodity prices, high input prices, and high land prices," adds Brett. "It doesn't matter what kind of calculator you're using, it just isn't looking good right now – so you have to find other ways to make money." One route they have successfully pursued involves using the untapped potential of the equity in their farm. "Consider the equity available in your farm to develop other investment opportunities," says Brett. Utilizing some of the equity they had built up in their land, the Adam's recently decided to invest in a small business on the British Columbia coastline called Wilder Nest. Catering to tourists interested in fishing, hiking and the great outdoors, the business has been doing well under the Adams' ownership. "Instead of farming crops, we are farming tourists," says Brett with a laugh. In addition to that, Brett began importing and selling low-cost, four wheel drive Japanese vehicles to supplement the farm income – an initiative that has also been well-received so far. In service for a number of years as custom operators, the Adam's have developed a solid reputation in the area for seeding, spraying, and harvest – and recently purchased a Wilmar Eagle 8500 Sprayer with 90 foot booms. "It's big enough that he won't let me drive it," laughs Don, "But that's okay with me!"

They have been around the Munson area since the 1930s, and plan to stick around a lot longer. For now the Adam's look forward to many more years of trying new things, while remaining committed to keeping the family farm strong.



Manager

Jackie Friedley is our Manager working out of our Drumheller office. She was born in Brooks, and started elementary school in Cessford. Through the school years the family moved between Drumheller and Cessford and back again. Jackie tells us she has had several different kinds of interesting jobs. She worked in an accounts office, a grocery store, and for an oil and gas company in Calgary while attending business college (Hollingshead). She also cleaned school, worked in a bank, at a greenhouse and then settled in with us at Imperial Oil/Esso now Ross Agri. "I have enjoyed all my jobs and feel that they have helped me become the person I am today".



Family is the biggest part of Jackie's life. "I have 4 wonderful kids, the oldest being Tiffanie, who lives in Drumheller. Tayler is my next oldest, he calls Whitecourt his home. Last but not least I have my twins Tahner and Tyson, they just turned 21 and are both trying their hand at being car salesmen. So if anyone needs a vehicle... I know two struggling salesmen in Calgary. I am very proud of all my children and the fact that they are all very independent, and not afraid to try new things. Jackie's partner Cam works for the Drumheller Co-op, they both enjoy living in Drumheller, working in the yard and on the golf game, horse back riding, sewing, bicycle riding and camping. "I am not much for water sports but will try just about anything once" she explains.

Jackie gets to work with two great guys; Grant Simmerson and new employee Matthew Andrew. Because of all the great help she gets from them, she is able to offer excellent customer service to both the oil field folks and also the agricultural side of the business which is only going to grow as time goes on. Jackie is quite proud of the fact that Drumheller is one of the top two locations in Western Canada for sales of Esso Oils and Lubricants. Drumheller has now added Lease Site Spraying to the services available. This is a service that has been going strong for a few years from the Camrose location. Now Ross Agri is able to offer the same quality of service and product that the Camrose area customers enjoy.

Jackie has a funny story that she wanted to share with our readers. "I came into the back side of a conversation that the guys were having with one of our sales reps. They were discussing a business in town called Paul's Anchors. I listened for a few minutes and finally I couldn't stand it, I had to ask what a business like that would be doing in Drumheller?. Well as it turned out the anchors were not the kind for ships, but this fellow has something called anchor trucks. The guys laughed their pretty hard, and then told me that this business wasn't making boat anchor's. Now everyone knows why I keep a little bit of blonde in my hair, it's for these kind of moments that I have!"

Community Giving



Recognizing outstanding youth building community through volunteerism



2006 Award Representatives  
Shawn Eelhart, (Ages 6-12)  
Jodi Harrison (Ages 13-15)  
Jamie Wold (Ages 16-18)  
Jennifer Redstone (Ages 19-25)



Sponsors:



Peggy Rhine Shuman  
Barrister, Solicitor & Mediator



Leaders of Tomorrow Awards has recognized hundreds of outstanding youth for service to community for many years. Ross Agri is a proud sponsor of this program in Camrose and the large area that the program serves. Volunteers can be serving through an organization, like a school, church, or community association. Each year, nominees are invited to participate in an awards reception, where they are honored for their commitment to community. In order to draw community attention to the positive contributions of these young people, each nominee is featured in the local newspaper for publicity. Participants 6-18 years of age are also encouraged to continue to build leadership skills through a leadership development camp provided in partnership with Wetaskiwin Leaders of Tomorrow and the 4-H Foundation of Alberta. In addition, the area MLA and Federal Member of Parliament have both supported the Leaders of Tomorrow program by providing congratulatory letters, scrolls and pins for nominees or award representatives.

Leaders of Tomorrow Awards was created in the early 1990's by Volunteer Calgary to acknowledge outstanding young volunteers. It quickly became recognized as an outstanding model for corporate partnership with the voluntary sector. In 1996, the Wild Rose Foundation hired a provincial facilitator to encourage and support communities throughout the province to develop their own corporate partnerships and host Leaders of Tomorrow Awards Programs. In Camrose the program is hosted by the Volunteer Centre, and is made possible with support of six sponsors including Ross Agri. In Castor we have also supported the program through financial donation. If you have someone in mind that you feel should be recognized through this program, the nomination process is simple. Forms are available from [www.whyvolunteer.ca/leaders\\_of\\_tomorrow\\_awards](http://www.whyvolunteer.ca/leaders_of_tomorrow_awards) or through your local Volunteer Centre.