



# ROSS AGRI

## Growing Together

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ROSS AGRI NEWSLETTER

Winter 2006

### Welcome to 2006



## Western Canada Safety Award

Congratulations to employees of Ross Agri who have been declared winners of the 2005 work alert program from October to December. All staff that participated won some type of award. For all of Western Canada (farm sales- Southern Alberta, Saskatchewan and Manitoba) the top award winners were all Ross Agri staff, the second place winners consisted mostly of Ross Agri staff as well. Congratulations to everyone for another great win, and for being so diligent when it comes to safety. Here is a list of the winners and prizes:

### Work Alert - Nobody Gets Hurt - Program - 2005 Awards

#### Premium Gold Award Winners (Melton Nubuck Jacket)

Basil Nichols, Joyce Weeks-Castor, Ryan Storbakken, Brock Frederick-Sedgewick,  
Murray Josephison, Doug Zazulak-Viking, Harry Allen-Wainwright

#### Silver Value Award Winners (Mocha Fleece Jacket)

Edgar Eldering-Czar, Doris Cordel, Don Sisson-Castor,  
Karen Hill, Brian Anderson, Robbie Chomik, Nancy Tkaczyk-Viking, Sue Allen, Wainwright,

#### Bronze Value Award Winners (Vest): Shelly Labre, Viking

#### Platinum Individual Awards (Luggage): Doug Zazulak, Viking

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## New Products: Outback Guidance Systems

This past November under the initiative of Camrose employee Neil Dunham, Ross Agri became the distributor for Outback Guidance Systems for the Central Alberta territory. This was a natural fit which allows the company to use its network of locations to market



the Outback line to its farm customers. Neil held an information day in Camrose for staff and customers, and introduced a full color brochure which is now available for those interested in this remarkable product. The Outback brand is globally recognized for providing high-quality GPS guidance solutions that meet customers needs cost-effectively, with maximum user-friendliness. Outback is a division of Hemisphere GPS, the GPS Business Unit of CSI Wireless Inc. Headquartered in Calgary, Alberta, CSI is

one of North America's fastest-growing technology companies -- a leading international designer, manufacturer and marketer of products that fall into three rapidly expanding categories: Wireless (Desktop Cellular Telephones) GPS (Agriculture and Marine Guidance, Precision GPS); and Combined Wireless-GPS (Telematics and Asset-Tracking). Outback products can be order over the internet at <http://www.outbackguidance.com> or by stopping in today at your local Ross Agri location. Give us a call for more information on this exciting product line.



### Did You Know?

In May 2006, every farm in Canada will receive a Census of Agriculture questionnaire. The questionnaires, which will help create a picture of Canadian agriculture, are to be filled out by May 16, 2006.

- During the past decade, Alberta produced about one-quarter of the nation's wheat crop, one-third of the canola, two-fifths of the barley and close to one-quarter of the oats.

source: Alberta Government, About Alberta



## COMMUNITY GIVING: Stollery Children's Hospital

Every year Ross Agri donates to community projects, fundraisers, schools and local charities. One of the cornerstones of their giving back is through the Stollery Children's Hospital located in Edmonton. Several years ago the Ross's youngest daughter received the gift of life-a liver transplant. The family has been supporting the Children's Hospital ever since. The Ross's have been giving to Stollery through a variety of methods. Some examples are; a donation program set up by Rod Ross where \$1 is donated for every ton of fertilizer sold. The annual Customer Appreciation Golf Tournaments where matching funds are contributed by the Ross family for funds raised through silent auctions at

these events.

Stollery Children's Hospital is a something that touches all of us in every community in central Alberta. To date over \$30,000 has been raised for children in our 11 geographic areas. Over 50 % of children treated at the Stollery Children's Hospital are from outside the Capital Health (Edmonton & area) region. The Children's Hospital provides excellent health care services to children from central and northern Alberta, including organ transplantation, intensive care for children and babies, treatment of childhood cancer, emergency services, and more. Stollery is the primary centre for pediatric organ transplantation, and is the referral centre for Western and Northern Canada for pediatric cardiac surgeries/transplantation and liver transplantation.

The Stollery Children's Hospital is home to the only specialized pediatric emergency in central Alberta. Children are commonly treated at Stollery for: Emergency trauma, cardiac surgery and care, transplantation, day surgery, oncology, neonatal intensive care. In 2004/05, over 4000 sick and injured children were treated at the Stollery Children's Hospital from central Alberta communities where we serve these include: David Thompson Health Region: Castor, Ponoka, Rimbey, Trochu, Drumheller, Wetaskiwin. East Central Health Region: Camrose, Sedgewick, Viking, Wainwright. Through our fundraising and donating to Stollery Children's Hospital, we know this is one of the ways we can support and give back, in all the communities we serve.

## Growing Together... in Camrose

### Local Producer: Derwin & Judy Massey



There is an old advertising adage that says, "Your Reputation is Your Brand." After 28 years of farming, and five years in the business of growing certified seed, Derwin and Judy Massey of Stettler, Alberta, have developed a brand and reputation that is second to none.

Known first and foremost to friends and business associates as, "really good people," the Massey's have steadily grown their pedigreed seed operation over the past five years. They initially saw an opportunity in the pea seed market due to a lack of availability in the area. Since then, Echo Ridge expanded the operation to

include a number of wheat and malting barley varieties.

Two years ago they became certified members of SeCan, enhancing their network of seed grower partnerships. The steady growth of Echo Ridge Seeds has been enough to warrant the Massey's now devoting about 25-30% of their cropping land to growing certified seed.

Starting out with their home quarter 28 years ago, the operation has grown significantly in size and scope. Derwin, also a journeyman carpenter, initially began with the idea of developing their land for real estate purposes – but after helping his father-in-law work the farm for a few years, he and Judy decided to start farming themselves.

Five years ago, the Massey's decided to try their hand at growing pedigreed seed, and have found it to be both challenging, and rewarding. "It's invigorating! Sometimes it's nice to do something different," says Judy, commenting on the benefits of diversifying their farm. "It's been a good change for us." According to Derwin, the changes have actually been significantly related to the administrative end of the business. "It's more work than I expected," he says with a smile. "I was expecting to flush augers and clean combines, but there's a lot more to it than that."

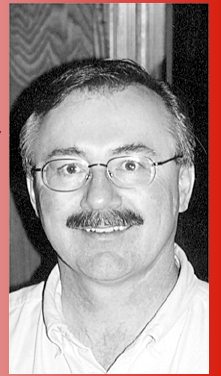
Between trying to predict the buying patterns of their customers, and maintaining the extensive (but necessary) paperwork and record-keeping that accompanies the business, they have discovered just how demanding handling pedigreed seed is. "It's not for everyone," says Derwin, "It's fussy...it takes some patience."

Never intimidated by work, Derwin and Judy, also a school teacher, have made quick in-roads with their business partners. They became members in SeCan just over two years ago, and have done their best to become active participants in the changes that agriculture has seen over the past five to ten years.

The Massey's are aware of challenges facing the agricultural industry today, but remain focused on finding creative ways to deal with challenges. This includes finding alternative sources of on-farm income (like their seed business), and developing imaginative tools for retaining seasonal employees against sky-high oil industry salaries (they offer benefits, such as incentive air miles, to loyal workers). After 28 years farming, the Massey's look poised to take on any challenge that comes their way with creativity, and a reputation for success.

### Location Manager: Brian Reinhart

Known to his friends as 'Smokey', Brian Reinhart was born in Provost, AB. At the age of 6 the family relocated to Rosalind, where Brian and his wife Joann still reside. Brian and Joann have 3 children that are now grown up, and moved out into the working world. Nicole and Michael have both been through University and the youngest son Derek is playing hockey for the Regina Pats of the Western Hockey League. Joann has been working as a Registered Nurse at St. Mary's Hospital in Camrose for around 27 years. Brian and Joann have been happily married now for 26 years.



Brian came to Ross Agri last March with 31 years in the Ag retail business in the Camrose area. They live on the family farm near Rosalind, where they have been growing a bit of wheat and canola for many years now. When we asked Brian what was one big highlight in his life, he responded "this summer my son Derek was drafted 177th overall by the Columbus Blue Jackets of the NHL, we never really expected him to be picked due to the downsized draft this year. We were in the family van when his agent called us to break the news, it was a wonderful moment". Brian enjoys fishing, cards, baseball and has an insatiable appetite for golf. "Each year we have an inlaw golf tournament in North Battleford, its a great event that we really enjoy and look forward to".

One of Brian's goals as Camrose Site Manager, is to increase the customer base while maintaining the valuable long term relationships that have been already built there. Brian offers our producers a wealth of down to earth Agronomic knowledge, backed with great customer service. He has the ability to put himself in the customers shoes and talk the same language, as well as share the same concerns as the customer. Brian has a wonderful sense of humor and a repertoire of some pretty good jokes. He is a very welcome and excellent asset to the Camrose team.



## Canada Food Grains Bank Project

In our last issue we gave an overview of the CFGB Project. In this issue we are highlighting the 2005 harvest Ponoka project, which was an outstanding example of success. Ross Agri Ponoka employees Gene Holben and Lynden Vold worked tirelessly on the project. Gene also was key in organizing an old time threshing bee, with equipment from the era. The project had a great yield of 68 bus. per acre, but suffered from a wet fall, hence the wheat was down graded to a feed grade wheat. This cut the value in half but the Ponoka project still got \$24,000 plus \$4000 for the straw sales. This is matched 4 to 1 by C I D A. Kudos to Gene and Lynden for their help. The threshing added a lot of interest for the 100 people who turned out for the harvest.

