

NEWS RELEASE

Robynne Anderson Receives 2008 Seed Achievement Award

Ottawa, July 15, 2008: Robynne Anderson, the founder and publisher of Issues Ink, a Canadian based publishing company and a long time supporter of the Canadian seed industry, has received the 2008 Seed Achievement Award.

The Canadian Seed Trade Association sponsors this award, which is “presented to a person who has made a significant contribution to the Canadian seed industry in the private or public sector.” Robynne Anderson was nominated and selected by her peers in the seed industry for her long time contributions to both the Canadian seed industry and the Canadian Seed Trade Association.



Raised on a family seed farm near Dugald, Manitoba, Robynne graduated from Carleton University and began her career as a Special Assistant to then Agriculture Minister and Deputy Prime Minister, Don Mazankowski. She worked on a number of pieces of legislation of importance to the seed industry, including Plant Breeders' Rights legislation in the late 1980s. In 1991, Robynne combined her working knowledge of government and her agricultural background to create Issues Ink. One of her first projects was to work with the diverse membership of the Canadian Seed Trade Association to create CSTA's first Strategic Plan. Speaking about that project, her nominator, Wayne Gale of Stokes Seeds, said: “Despite the many diverse agendas in the room, Robynne brought a room full of industry leaders together to find new solutions to old, persistent problems. That report was the beginning of so many changes in the industry, and the relationship with Robynne Anderson and Issues Ink was the beginning of so many positive changes to the CSTA.”

Today, Issues Ink publishes a number of Canadian and international publications including Germination, the magazine for the Canadian seed industry, and Seed World, its United States counterpart. Robynne also consults on policy, communications and strategic planning through Issues and Insights, a Canadian consulting company.

Robynne received the Seed Achievement Award at CSTA's 85th Annual Meeting in St. John's Newfoundland.

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Headquartered in the nation's capital, the Canadian Seed Trade Association (CSTA) represents the interests of 132 corporate members engaged in all aspects of seed research, production and marketing, both domestically and internationally.