

## NEWS RELEASE

### Jeff Reid is CSTA's 2008-09 President

**Ottawa July 16, 2008** – Jeff Reid is the 2008-09 President of the Canadian Seed Trade Association. He was elected at CSTA's 85<sup>th</sup> Annual Meeting in St. John's Newfoundland.

A graduate of Guelph University, Jeff Reid is now the General Manager of SeCan, Canada's largest distributor of certified seed. Prior to joining SeCan, Jeff was the Research Manager, and then Marketing Manager of C&M Seeds at Palmerston Ontario.



Jeff wants to focus much of his term as President on CSTA's membership. "CSTA's strength is its membership," he said. "The Board of Directors has recognized that in one of the association's key strategic goals - to ensure we have an inclusive and broadly based membership that represents all facets of the seed trade. We need to ensure that all of our members and some potential new members see value in a CSTA membership, whether they are big or small, and no matter in which crop kind they specialize"

Members at CSTA's Annual Meeting also elected David Sippell of Syngenta Seeds Canada to the position of 1<sup>st</sup> Vice-President and Wayne Unger of Brett Young Seeds as its new 2<sup>nd</sup> Vice-President.

The Annual Meeting also elected three new members to the Board of Directors. They are:

- ◆ David Harwood, Pioneer Hi-Bred Ltd.
- ◆ Scott Horner, Hi Tech Production Ltd.
- ◆ Ron Kehler, BASF Canada

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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.*