

NEWS RELEASE

CSTA Celebrates the Contribution of Claude Roger with its Honourary Life Membership Award

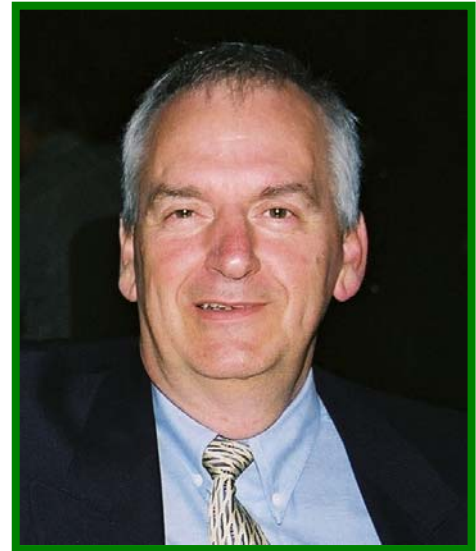
Whistler, B.C. July 14, 2009 – A long time supporter of the seed industry and agriculture in Quebec and in Canada, Claude Roger, is the 2009 recipient of the Canadian Seed Trade Association's Honourary Life Membership Award.

The CSTA's Honourary Life Membership is presented annually to an individual, in honour of his or her significant volunteer contribution to the Canadian seed trade. According to his nominator, Alexandre Mailloux of Coop Fédérée: "This award is not given lightly. Only a very few in our industry are chosen by their peers to receive it. It recognizes and celebrates a life time of dedication and volunteer work for the seed industry in Canada and for the Canadian Seed Trade Association. It is an award that is well deserved by Claude Roger."

Claude's career in the seed industry has been filled with success, and his record of volunteer work is as long as his career. He has held many important positions Quebec and in Canada including serving on the Board of Directors of the CSTA twice. He has been part of the Conseil des productions vegetables du Quebec for 22 years, serving as its Chair for three. He has Chaired CropLife Quebec, and the Quebec Seed Association; and was also Chair of the Montreal chapter of the Order of Professional Agronomists of Quebec. In recognition of his contribution to the seed industry, Claude received an Honourary Life Membership in the Canadian Seed Growers Association in 2004.

Claude is "honest, frank and full of the energy required to take on new challenges," said Mailloux. "In our industry, achieving success often takes many years and many different approaches. It requires vision, audacity and rigorous determination. Claude has all of the necessary attributes needed to achieve success. We congratulate him on a job well done, and a contribution well recognized."

Claude Roger received his award at the 86th annual meeting of the Canadian Seed Trade Association in Whistler, B.C.



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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.