

NEWS RELEASE

John Cowan Receives 2009 Seed Achievement Award

Whistler, B.C. July 14, 2009 – “A relentless supporter of certified seed, with the outstanding ability to unite our industry to work for a common cause” is how John Cowan was described as he accepted the 2009 Seed Achievement Award.

The Seed Achievement award is presented by the Canadian Seed Trade Association to a person who has made a significant contribution to the Canadian seed industry. “There is no better candidate for this prestigious award than John Cowan,” said his nominator Jeff Reid of SeCan.

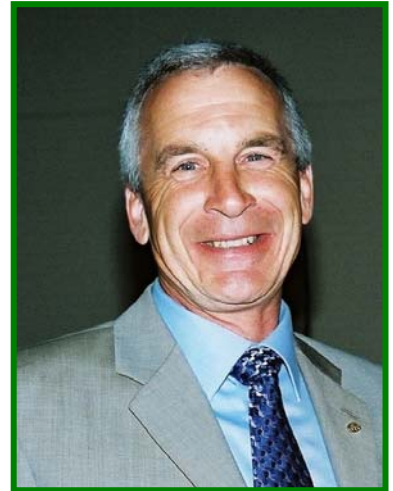
John Cowan began his seed industry career in 1997 with Hyland Seeds in Blenheim Ontario. He was just the 4th employee ever hired by Hyland Seeds. He moved on to become Hyland’s Sales and Marketing Manager, growing the advertising and marketing budget 10 fold before becoming General Manager of Hyland Seeds in 1997.

Under John’s leadership Hyland has established itself as a leading developer of corn, soybean, and wheat genetics targeted at the northern tier of North America. Hyland now contracts hundreds of thousands of acres of identity preserved crop production which is highly integrated with Thompsons’ elevator and value-added processing facilities in Canada and the northern United States.

“John has been an exceptional spokesman on behalf of our industry,” said Reid. “He spearheaded the Hyland Seeds ‘Farmers Feed Cities’ hot air balloon which developed into an incredibly successful PR activity on behalf of not only Hyland Seeds, but the entire seed industry. He also developed and continues to champion the ‘value circle’ concept where he envisions all players in the agri-food industry working together towards and benefiting from new seed innovation.”

John Cowan has also left his mark on CSTA, lending his expertise to a number of CSTA committees and serving for 10 years on the Board of Directors. John was CSTA’s President in 2005-06, and continues to contribute actively as a member of several committees and as part of CSTA’s External Relations work group, which he helped to establish.

John received his award at CSTA’s 86th annual meeting in Whistler, British Columbia.



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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.