

NEWS RELEASE

CSTA Elects Dave Sippell as Its 2009-10 President

Ottawa, July 30, 2009 – Dave Sippell, President of Syngenta Seeds Canada, is the 71st President of the Canadian Seed Trade Association (CSTA). Sippell was elected by the delegates and Board of Directors at CSTA's 86th Annual Meeting in Whistler B.C.

In accepting the President's gavel, Sippell said that agriculture in the world is facing a tremendous challenge in a very short time. "The United Nations says that by 2050 - just 40 years from now - there will be 9 billion people in the world, an increase of 2.5 billion from today. I see three possible scenarios. 1. Face starvation for many people - this is totally unacceptable; 2. Cut down rain forests in an attempt to produce more food, but even then there won't be enough land; or 3. Apply technology to agriculture to produce more food on each acre. We in the seed industry have chosen option number three and are committed to meeting the challenge."



Sippell says the seed trade will face the challenge as competitors, because "that makes us more efficient and effective, but as CSTA members we can contribute even more because we are able to work together to make the entire industry better. I'm honoured to be chosen to lead this unique and effective association through 2009-10."

Dave Sippell's term as CSTA President will see the Association carry that spirit of cooperation forward nationally to a joint convention with the Canadian Seed Growers Association in July, 2010; and internationally as the host of the World Seed Congress in May in Calgary, Alberta.

At its annual meeting, the CSTA also elected Wayne Unger of Brett Young Seeds in Winnipeg, Manitoba as its First Vice President; and Alexandre Mailloux of La Coop Fédérée in Montreal, Quebec as Second Vice-President. New members of the Board of Directors are: Don Mingle of PRO Seeds Canada in Woodstock, Ontario and Rod Merryweather of Bayer CropScience in Calgary, Alberta.

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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.

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