

News Release

LARRY WHITE RECIPIENT OF SEED ACHIEVEMENT AWARD



Larry White (right) receives his award from nominator Jim Downey

CHICAGO – August 7, 2006 – Larry White has been selected as the 2006 recipient of the Canadian Seed Trade Association's Seed Achievement Award. This award recognizes and honours significant contributions to the Canadian seed industry. Larry was presented with the award in July at the joint ASTA/CSTA Annual Convention in Chicago, Illinois.

Leadership and dedication to the Canadian seed industry define Larry White. Growing up on a grain farm in Flaxcombe, Saskatchewan, Larry continued to pursue agriculture and received his Bachelor of Science in Agriculture from the University of Saskatchewan in 1964. After working with the Saskatchewan Wheat Pool and the Canadian University Service Overseas (CUSO) in Thailand, Larry moved to Ottawa in 1981 and started

his career with SeCan Association. As one of the founding directors of SeCan, Larry recognized the need for an association that facilitated the introduction of new publicly developed varieties. General Manager for 24 years, he pioneered the administrative structure of SeCan, and set up the research levy system that contributes approximately \$750,000 per year in research agreements to various plant breeders across Canada. Since 1992, this system allowed SeCan to contribute over \$5.5 million dollars to research support.

“He was instrumental in creating some of the most effective promotional campaigns to encourage Canadian farmers to purchase superior SeCan cultivars,” says Bruce Thompson, Member Services Manager for SeCan, and nominator of Larry. Through this promotion, Larry helped introduce over 400 crop varieties and helped the SeCan membership grow to over 2,700 seed growers and seed trade members from coast to coast.

Larry was also involved in implementing Plant Breeders' Rights – he was a founding member of the Canadian Plant Technology Agency and served as Chairman of the CSTA's Intellectual Property Committee. Over the course of Larry's career, SeCan has paid over \$27 million in royalties to plant breeders. Larry retired in 2005.

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For more information, contact: Bill Leask, Executive Vice-President CSTA
Tel: (613) 829-9527

Headquartered in the nation's capital, the Canadian Seed Trade Association represents the interests of 138 corporate members engaged in all aspects of seed research, production, and marketing, both domestically and internationally.