

MEDIA RELEASE

CSTA Names Rempel Life Member

Canadian Seed Trade Association
Honourary Life Member – Fraser Rempel

OTTAWA – July 28, 2004 - Fraser Rempel grew up on a farm in the Nipawin area of Saskatchewan, and worked with his father and brothers in the family farm business. A graduate of the University of Saskatchewan Diploma in Agriculture program, he joined Newfield Seeds Ltd. as a Sales Representative in the early 1950's. He became General Manager of Newfield's in 1960 and served in this role and as a director of the company until his retirement in 1991. Fraser was a visionary and a lead undertaker of those visions and his efforts over a thirty year time span have served to enhance the development of Canada's seed industry.

Fraser helped to establish an interest in pea production by producers in Saskatchewan. These efforts heavily influenced the viability of the crop exceeding one million acres in production today.

During a visit to Jilin Province China in 1987, Fraser recognized not only the large acreage that could be seeded to forage and the shortage of forages for the local livestock industry, but also that the people he met had a real commitment to improving the agricultural industry in China. Fraser initiated a series of field trials with the ultimate objective to promote Canadian forage varieties, but they also served as a visible demonstration of Newfield Seeds' commitment to the Chinese market as well as an opportunity to learn more about doing business in China. Known by Chinese business associates as a "round eye that they could trust", Fraser's leadership, insight and integrity was recognized by all. China is now the largest single purchaser of forage and turf seeds in the world. Fraser's commitment, and Newfield Seeds activity in China, has resulted in significant benefit to the Canadian seed industry as a whole.

Fraser served on numerous CSTA committees including: Statistics Committee, International Committee, Cereal Grain Committee, and the Seed Multiplication Division. He was Vice Chairman of the Plant Breeders Rights' Committee, the Trade Practices Committee and served in 1972 as Vice Chairman on the International Seed Federation Congress Committee. As President of CSTA in 1971, Fraser secured then Prime Minister of Canada, John G. Diefenbaker, for the luncheon speaker, suitably impressing the entire membership.

Fraser is married to Cathy and lives in Saskatoon. They have three grown children, Cynthia, Rex and Jim.

The CSTA's Honourary Life Membership award is presented annually to an individual in honour of their significant volunteer contribution to the Canadian seed trade. Fraser has been an inspiring leader in the Canadian seed industry and in recognition of his many accomplishments and significant volunteer contributions the Canadian Seed Trade Association is pleased to name Fraser Rempel an Honourary Life Member.

Headquartered in the nation's capital, the CSTA represents the interests of 170 corporate members engaged in all aspects of seed research, production and marketing, both domestically and internationally.

- 30 -

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