

NEWS RELEASE

Brenda Trask Receives 2011 CSTA Seed Achievement Award

Niagara Falls, ON Monday, July 18, 2011 – Brenda Trask is the 2011 recipient of the CSTA Seed Achievement Award. This award, presented annually by the Canadian Seed Trade Association (CSTA), recognizes and honours an individual for significant contributions to the Canadian seed industry. The individual must be engaged in a private seed business or a public institute based in Canada.

Brenda entered the seed industry in 1985 upon her graduation from the University of Guelph with an Honours degree in Agricultural Economics. One only needs to read her résumé to recognize the impact she has had and continues to make to the seed industry in Canada and around the world. In fact Brenda has shared her skills with many of CSTA's member companies over the years.



"Brenda's talent for communication and her interpersonal skills have positively influenced the image of all of these companies and their products, and of the entire seed industry," says Chuck Hilhorst, Chair of the International Seed Federation (ISF) 2010 National Organizing Committee.

In addition to working with many CSTA member companies, Brenda also worked at CSTA headquarters. In 2005, she spent a year with CSTA covering a leave position. She left lasting impressions on the association and on the membership. Brenda's ability to quickly grasp seed trade issues was invaluable and she effectively worked with member organizations to promote the interests of the collective membership.

Perhaps one of Brenda's most challenging experiences and greatest success was serving as the coordinator of the ISF World Seed Congress 2010, held in Calgary, Alberta. She and her team faced challenges on the national and international fronts when planning the conference, yet they successfully pulled off one of the most successful congresses in history. Participation and financial returns were both significantly greater than expected, and 93 per cent of delegates who completed the post-congress survey reported that the congress was good or excellent.

Brenda Trask's career in the seed industry continues as she is currently employed with SeCan where she serves as their Communications Manager. She also remains actively involved at CSTA meetings and is always willing to lend a hand.

Brenda Trask received her award at the 88th annual meeting of the Canadian Seed Trade Association held in Niagara Falls, ON. Congratulations Brenda.

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For Information: Patty Townsend, Canadian Seed Trade Association
Tel: (613) 829-9527

Headquartered in the nation's capital, the Canadian Seed Trade Association (CSTA) represents the interests of 128 corporate members engaged in all aspects of seed research, production and marketing, both domestically and internationally.