

**Win the Opportunity to Participate in Canada's Premier Agricultural Conference
Be a Future Influencer at GrowCanada®**

The Canadian Seed Trade Association seeks two "Future Influencers" to be featured at Canada's premiere Agricultural Conference: GrowCanada®. The conference will run November 29th – December 1st in Winnipeg, Manitoba.

GrowCanada®'s focus is on the role that innovation in the agricultural industry can help Canada become a global leader in agricultural, nutritional, health, energy and environmental solutions for a growing world population. The theme of this year's conference is **"Invested • Innovative"**.

CSTA will choose two young leaders to participate at the 2011 GrowCanada® Conference. They will have the opportunity to participate in industry discussions and learn more about agriculture and to be part of a featured panel discussion in front of 500 conference delegates, giving them the opportunity to express their opinions and views on modern agriculture to some of the most influential players in the industry. Our Future Influencers will also express their views in an on line journal during the conference and write an article for publishing by the CSTA at its conclusion.

Grade 11 and Grade 12 students with an interest in this opportunity are asked to apply with a 500-word (maximum) essay answering the following question:

**In order to feed 9.3 billion people by 2050, global food production will need to almost double.
Do you think the world can achieve this? Explain why or why not?**

Candidates who are chosen for this tremendous opportunity will have their travel and accommodation costs and the costs of a chaperone covered by the CSTA. The candidate and the chaperone will also receive complimentary registrations for the GrowCanada® Conference.

An agricultural background is not required for this opportunity - just enthusiasm and a desire to be part of the solution. Send your essay to FutureInfluencers@cdnseed.org. Successful applicants will be contacted by October 31, 2011.

As the GrowCanada® 2015 Vision states, "Agriculture is more than food, it is our future." Apply now to become a part of the future of agriculture and this rewarding experience.

Here's what our participants had to say about last year's conference:

"The main idea that has stuck with me is that there is such a lack of knowledge about modern agriculture, and how the public has such a negative opinion about the new technologies in modern agriculture. It really is clear that so much needs to be done to get the message across that new technologies in agriculture are good and they are the solution to many global problems such as world hunger and the loss of the boreal forests."

– Megan Reid

"I went to the conference, the stereotypical urban teenager, someone not from a farm and no thought about going into agriculture. I left the conference feeling that agriculture might be a good career path; as many have said some trends come and go, but we will always need to eat."

– Emily Cummings