

## NEWS RELEASE

### Lloyd Dyck receives 2011 Honourary Life Membership



**Niagara Falls, ON Monday, July 18, 2011** – Lloyd Dyck is the 2011 recipient of the CSTA Honourary Life Membership Award. This award is presented annually by the Canadian Seed Trade Association (CSTA) to honour an individual for their significant contribution to the CSTA. Nominees for the award must have contributed volunteer time to the association and trade over the course of their lifetime of work in the seed business.

Dyck has been working in the seed industry for 35 years with Brett Young, based in Winnipeg. His contributions to the CSTA include serving on the Board of Directors for eight years (1988-1996) and as CSTA's President in 1994-95.

"Lloyd was not only generous with his own time to make contributions to the CSTA, but [he] has been a strong supporter of the participation of other Brett Young employees at CSTA," says Wayne Unger, CSTA President.

This certainly rings true as Brett Young employees serve on the Board of Directors, in leadership positions on various committee as well as at the international level at the International Seed Federation and the Seed Association of the Americas. In addition, four CSTA presidents have been Brett Young employees.

As an international leader, Dyck served as Canada's representative to the Forage and Turf committee of the ISF for many years. He also played an instrumental role in many of the ISF revisions regarding the international trade of seed; and in the North American Seed Trade Rules for the trade of seed in North America. One of the highlights of Dyck's international work with CSTA was to have key benefits for Canadian seed growers protected under the North American Free Trade Agreement.

"Lloyd's leadership was instrumental in many progressive changes in the seed industry," says Unger. In addition to serving with CSTA, Dyck played a large role in the establishment of the Canadian Seed Institute, which served to help modernize seed quality programs in Canada.

Dyck is currently employed as Co-Chief Executive Officer for Brett Young.

Lloyd Dyck received his award at the 88<sup>th</sup> annual meeting of the Canadian Seed Trade Association held in Niagara Falls, ON. Congratulations Lloyd.

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*Headquartered in the nation's capital, the Canadian Seed Trade Association (CSTA) represents the interests of 127 corporate members engaged in all aspects of seed research, production and marketing, both domestically and internationally.*