

NEWS RELEASE

Alexandre Mailloux is CSTA's 2011-12 President

Niagara Falls, Ontario – July 25, 2011 – Alexandre Mailloux of La Coop Fédérée has been elected to serve as the 2011-12 President of the Canadian Seed Trade Association.

First elected to the Board of Directors of the CSTA in 2005, Mr. Mailloux accepted the President's gavel at CSTA's 88th Annual Meeting in Niagara Falls, Ontario.

In his acceptance speech, Mr. Mailloux said that his focus as 2011-12 President will be on the members and the strategic plan that has been established to serve the common interests of all CSTA member companies: "CSTA is a strong organization only because it has supportive and engaged members," said Mr. Mailloux. "We need to continue to ensure that we listen to all of our members and work to achieve results for everyone."

Mr. Mailloux is also a strong supporter of CSTA's strategic planning process. "CSTA's Board of Directors has established clear, measurable goals for the Association. We need to stay focused on those goals to achieve the best results for all of our members," he said.

In addition to Mr. Mailloux's election as President, Peter Entz of Richardson International in Winnipeg, Manitoba was elected to the Executive Committee as Second Vice-President. Todd Hyra of SeCan was elected to serve a 3 year term on CSTA's Board of Directors.



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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.