



CANADIAN SEED TRADE ASSOCIATION

L'ASSOCIATION CANADIENNE DU COMMERCE DES SEMENCES

39 Robertson Road., Suite 505, Ottawa, Ontario K2H 8R2

Email: csta@cdnseed.org

<http://www.cdnseed.org>

Telephone (613) 829-9527

FAX (613)829-3530

NEWS RELEASE

An Opportunity for High School Students: Become a Future Influencer with the Canadian Seed Trade Association

Ottawa, Thursday, September 15, 2011 – Canada's premiere Agricultural Conference, GrowCanada®, will feature two "Future Influencers" to be selected by the Canadian Seed Trade Association (CSTA). The conference will run November 29th – December 1st in Winnipeg, Manitoba. The theme of this year's conference focuses on how 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 Conference provides an exceptional opportunity for students to meet the leaders of some of the world's most important agriculture and food companies and organizations. Our selected Future Influencers will also 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.

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's farmers can achieve this? Explain why or why not?

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. In addition to participating in the conference, our Future Influencers will be asked to write a short journal each day of the conference summarizing key themes and their impressions. At the conclusion of the conference, we ask for a short publishable article that draws on the conference experience to address the big question – How are we going to do feed, fuel and clothe this growing population amidst the challenges of climate change, and competing demands for land and water?

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.

For more information check out the 2011 GrowCanada® Conference website at <http://www.growcanadaconference.ca/2011/> or contact the CSTA at FutureInfluencers@cdnseed.org.

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For Information: Elizabeth Schouten, CSTA Stakeholder Relations Coordinator
Tel: (613) 829-9527 Email: eschouten@cdnseed.org

Headquartered in the nation's capital, the Canadian Seed Trade Association (CSTA) represents the interests of 130 corporate members engaged in all aspects of seed research, production and marketing, both domestically and internationally.