

# REPORTER

THE LATEST NEWS FROM RICHARDSON INTERNATIONAL LIMITED



## UPWARDS AND ONWARDS

**SUMMER WEATHER** has finally caught up to the feverish pace of construction at Richardson's new canola processing plant in Yorkton.

"We have accomplished a great deal over the past three months," says Pat Van Osch, Vice-President and General Manager, Richardson Oilseed Processing. "From building foundations and erecting structural steel to installing large pieces of equipment, the crew has been working tirelessly to ensure everything is progressing on schedule."

Van Osch says that the Yorkton site has completely transformed in appearance from the way it looked back in March and April. Among the latest site developments:

- Seed and meal storage has been erected, with the concrete poured non-stop over a period of seven days.
- Most of the major equipment has been delivered and installed in key buildings, including the seed preparation and initial oil extraction building (90 per cent installed); final extraction building (80 per cent installed); refining area (70 per cent installed) and the utility area (40 per cent installed).
- The water storage tank, which will be used to supply process water and to hold water in reserve for fire fighting purposes, has been completed.
- Oil storage tanks are currently in the process of being finished.

"As we move into the next phase of construction over the summer, the construction team will focus on continuing to put equipment in place as well as complete the building structural steel and cladding," says Van Osch, noting that the piping, conveying and electrical components of the site will also be started in the coming weeks. ■

## PUTTING THE "PRO" IN PROGRESS

WHILE THE NEW PLANT is under construction, Richardson is also making strides in the hiring and training of skilled individuals to work at the Yorkton facility. Eight new workers are gaining practical experience at Richardson's Lethbridge oilseed processing plant, while others are enrolled in a customized education program at Parkland College.

"Twelve new employees are participating in a college program giving them the skills and knowledge they need in general plant operations," says Gord Kennedy, Manager, Human Resources. "Once they have completed the course, these individuals will receive hands-on training at Richardson Oilseed's Lethbridge plant, allowing them to hit the ground running by the time the Yorkton plant is open."

In addition to those currently involved in Richardson-focused training initiatives, another 11 people are working in Yorkton, where they are preparing for the plant startup by focusing on areas such as operating procedures and safety policies.

To inquire about employment opportunities at the Yorkton plant, please contact Gord Kennedy at [gord.kennedy@richardson.ca](mailto:gord.kennedy@richardson.ca).

# RICHARDSON INVESTS \$12 M TO EXPAND GRAIN FACILITIES



To increase capacity on the front end of its grain-handling network and create greater efficiency for customers, Richardson has committed to invest \$12 million to expand four of its Ag Business Centres in Saskatchewan and Manitoba. The recently-announced expansion includes upgrades to the following facilities:

**Brandon, MB** – Double current grain storage capacity to 20,500 metric tonnes and expand rail car capacity to accommodate a 112-car unit train.

**Swift Current, SK** – Increase grain storage capacity to 30,000 metric tonnes and expand rail car capacity to accommodate a 112-car unit train.

**Crooked River, SK** – Upgrades to rail car capacity to accommodate a 104-car unit train.

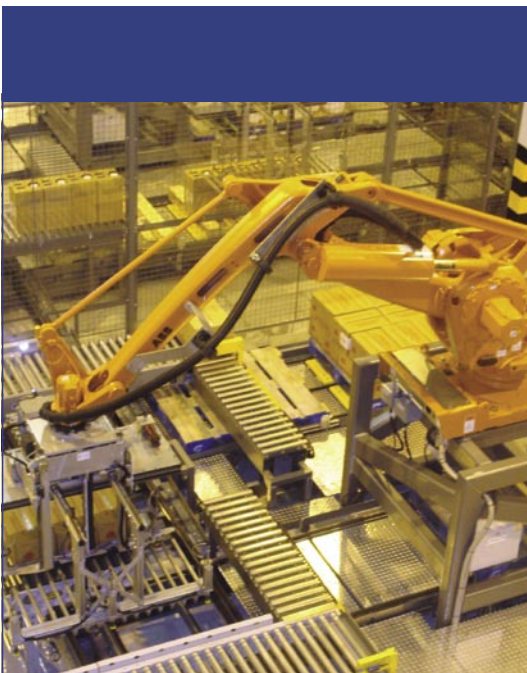
**Whitewood, SK** – Expansion of the fertilizer shed to 4,800 metric tonnes (6X current capacity).

“We fully understand the importance of growing and evolving to meet the demands of the customers we serve today as well as to proactively plan for the needs of growers in the future,” says Richardson International President Curt Vossen.

“This new project is the latest in a series of significant investments we have made

to expand and improve our operations from grain sourcing through to canola oil processing,” Vossen continues. “It solidifies Richardson’s ongoing commitment to develop the most efficient pipeline of grain movement in Western Canada, which is essential in helping us bring agriculture full circle.”

Previously, Richardson invested \$40 million in 2008 to expand 16 of its facilities in Alberta, Saskatchewan, Manitoba and Ontario after increasing its grain-handling capacity by 50 per cent through acquisitions made in 2007. Upon completion of the 2009 expansion, a total of 30 Richardson Ag Business Centres will be capable of loading 100-car unit or more trains. ■



## LETHBRIDGE PLANT INSTALLS NEW ROBOT TECHNOLOGY

**EARLIER THIS YEAR**, Richardson installed a state-of-the-art palletizer system in the Lethbridge canola processing plant. The latest in warehouse automation, the robotic palletizer has already boosted efficiency by replacing the manual method of stacking and wrapping pallets of finished canola oil products.

The automated system consists of two independently-operating robot cells, conveyers, data acquisition and wrapper. The robotic palletizer is capable of picking up items such as boxes or pails, stacking them on wooden pallets and then wrapping the pallets to secure the product for storing or shipping. Each robot simultaneously works on three separate palletizing stations, while the entire system is able to stack and wrap the six fastest production lines in the plant.

The robotic palletizer is just the latest example of how Richardson is exploring new technology to maintain its reputation as North America’s most dependable supplier of Canadian-made canola oil. ■



# CORPORATE IDENTITY

## SPEAKS VOLUMES ABOUT OUR BUSINESS

**LIKE PEOPLE**, every company or brand has its own unique identity. A good corporate identity will ensure that a company stands apart while showing customers what it stands for.

“A strong corporate identity is the public face of our company. It reflects the reputation of all our people, products and services,” says Kevin Jacobson, Richardson’s Director, Corporate Communications, who emphasizes the importance of having a solid brand that people immediately recognize and equate with positive values – like integrity in business and being a responsible corporate citizen.

“In today’s market, it’s no longer about just knowing your customer; it’s also about your customer knowing you so that they think of you first,” Jacobson says.

Less than a year ago, Richardson International re-branded to strengthen its corporate identity. Changing the company’s name and logo enabled Richardson to bring all of its subsidiaries under one trusted brand name, a move designed to help customers fully understand the scope of its integrated operations while reinforcing its global position.

“We want to communicate the breadth and depth of our company – where Richardson is going in the future,” Jacobson says, adding that preparing employees to be more effective company ambassadors will create better customer relationships.

“Ultimately, we want to make a connection between our organization and the people we do business with so the experience is one that they have a desire to repeat.”

The company has also been working diligently to ensure that its corporate identity is consistent and noticeable everywhere from its website, advertising, invoicing, signage, and promotional products to the way employees answer the phone and greet customers at trade shows.

Richardson has been a highly-visible participant at several shows in Western Canada this year, including the Western Canadian Crop Production Show in Saskatoon, Ag Days in Brandon, Farm Tech in Edmonton and the Ag Expo in Lethbridge. The western trade shows gave Richardson an opportunity to reach as many as 40,000 people with its message – including that it now has one of the west’s largest networks of grain handling and crop inputs facilities. ■

# HANDS-ON LEARNING

## GIVES FUTURE FARMERS A LEG UP



**RICHARDSON** International Limited is a family-owned agricultural business rooted in people. That’s why the company feels so strongly about the need to nurture the importance of agriculture in a new generation – and is taking an interactive approach to teaching future farmers and consumers about where their food comes from.

Richardson recently announced its partnership with two new educational initiatives that will give school children in Saskatchewan and Manitoba opportunities to explore the growing world in a close-up and personal way.

The first is Richardson Ag-grow-land, a new, permanent exhibit at the Saskatchewan Science Centre in Regina. Showcasing agriculture in the province, the 2,000-square foot Richardson Ag-grow-land features a scaled-down barn, homestead, grain terminal and cargo ship where kids can climb and play, watch videos, use interactive touch screens and learn about how grain is grown, harvested, handled and loaded for shipping to customers around the world.

“Richardson saw Ag-grow-land as the perfect opportunity to introduce children to modern agriculture in a dynamic and fun environment,” Richardson International President Curt Vossen said at the unveiling of the \$1 million exhibit in June. “In doing so, we ensure that future generations will continue to appreciate and support agriculture in Saskatchewan.”

In Manitoba, Richardson is pleased to be partnering with Agriculture in the Classroom to relocate its Amazing Agriculture Adventure initiative to Kelburn Farm, Richardson’s research farm south of Winnipeg. Ag in the Classroom, a non-profit organization that teaches students where food comes from and how it gets to our tables, estimates that over 1,000 kids will participate in the Amazing Ag Adventure program annually.

For the past 13 years, Kelburn has also been proud to host the Canola Learning Centre, which educates urban school children about canola farming. Jointly funded by the Manitoba Canola Growers Association, the Canola Council and participating partners, the CLC allows kids to see, feel, smell and taste the value of agriculture. ■

# HOT OR COLD, CANOLA OIL IS A COOK'S BEST FRIEND

CANOLA OIL is not only one of the healthiest vegetable oils available because it is low in saturated fat and high in monounsaturated fat – it is also one of the most versatile in the kitchen. For many home cooks and professional chefs, there is no substitute for the light, clear and mild taste of canola oil in cooking, fondues, stir-frying, baking, dressings and marinades. Here's why:

- It can be heated to a higher temperature (220-230°C) than other frying oils before it starts to smoke. It also drains more thoroughly than melted shortening.
- Doesn't transfer food flavours in fondues or deep fryers – so chicken won't come out tasting like fish.
- Canola oil is perfect for salads! It remains clear and free-running when stored in the refrigerator, acts as an emulsifier to blend ingredients and won't separate once mixed.
- Bakers love canola oil too. It can be used to lightly grease cake pans and cookie sheets and can easily replace other types of fats or oil in recipes to lower the saturated and trans fat content of baked goods.

**GREAT  
SUMMER**  
*Recipe!*

## Raspberry Vinaigrette

Bursting with berry flavour, this light dressing will brighten any tossed summer salad.

### Ingredients

- 3 Tbsp. juice from fresh or frozen raspberries
- 2 Tbsp. Canola Harvest® 100% Pure Canola Oil**
- 2 Tbsp. Raspberry vinegar
- 1 tsp. granulated sugar

Combine raspberry juice, canola oil, raspberry vinegar and sugar in a container with a tightly fitting lid. Shake until sugar dissolves. Drizzle vinaigrette over salad and toss. Serves 7.

For more great Canola Harvest® recipes, visit: [www.canolaharvest.com](http://www.canolaharvest.com)



## WE'RE ONLINE 24/7

For breaking news, updates on the progress of the Yorkton canola processing plant or to read the latest Richardson company information, visit us online at:  
**[www.richardson.ca](http://www.richardson.ca)**



## IN OUR NEXT ISSUE

**The next issue of Reporter will include:**

Yorkton plant construction progress with new photos

How area growers can get involved

Meet the management of the new plant

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