

We offer you more.



As a progressive grower, you're always looking for opportunities to take your understanding of agriculture beyond the field. We know that choosing which corn hybrids to grow or which equipment will work for your operation is just the beginning. You need to know how to manage employees effectively, how to put government programs to work for you, and how to plan for your farm's future succession. You also have to keep your finger on the pulse of a global agricultural community that's constantly changing.

Syngenta leads by listening to growers. For the past eighteen months, we've researched the areas of most concern that you have identified to us. Now we're pleased to bring you this new opportunity to expand your knowledge and stay at the forefront of Canadian agriculture. With industry experts and other top growers, you'll learn advanced techniques to help your operation thrive and to help you lead the way to a productive future.

Learn from Experience. Learn from the Experts.

AgriServ is an educational opportunity that will bring some of Canada's top growers together with leading agribusiness experts to tackle key issues affecting your operation. In four unique modules, you'll gain valuable insight into Succession Planning, Human Resources Management, Monitoring Government Programs, and Agri-Learning.

We know your business is about so much more than seed. That's why Syngenta is committed to delivering programs and services you won't find anywhere else, to help you stay at the leading edge of an industry in transformation.

For more information, contact:



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Transition & Succession Planning:

February – March 2010



Successfully transitioning the operation of your farm, whether to a family member or a new owner, requires careful planning. At **Transition & Succession Planning** workshops, industry experts Dr. John Fast and Michael R. Bossy will explain important steps in the process to help you navigate the complex terrain of farm succession.

Following the session, growers will have an opportunity to take part in a personal one-on-one, three-day consultation with Dr. Fast and Michael Bossy, sponsored by Syngenta Seeds Canada, Inc.

The registration process will commence December 2009 – January 2010.



Dr. John Fast

Dr. Fast is a leading expert on farm family business in Canada. The founder of **The Centre for Family Business**, he is also the founding partner and president of **Family Enterprise Solutions**, a management consulting and training organization through which he has emerged as one of Canada's family business leaders. He is the author of *The Family Business Doctor:*

Ensuring the Long Term Health of Your Business Family. With a background as counselor, entrepreneur, ethicist and educator, John is an expert in leading organizations through complicated transitions. As an active researcher and speaker, he addresses numerous trade, professional and academic audiences each year.

"Dr. Fast has proved to be an invaluable facilitator during a succession planning process that has been demanding for our group of companies, employing ten family members. We have made great progress towards building an effective program for the succession of our business. More importantly, our family relationships have emerged from this process with renewed strength and understanding."

PAUL O'REGAN, PRESIDENT
O'REGAN'S AUTOMOTIVE GROUP, HALIFAX
CAFE (CANADIAN ASSOCIATION OF FAMILY ENTERPRISES) 2008
CANADIAN FAMILY BUSINESS OF THE YEAR



Michael R. Bossy, CA, TEP, CFP, CAFA

Michael Bossy is the founder of The Michael Bossy Group Professional Corporation (MBG) and has been providing businesses advisory services to agricultural clients since 2001. During his career, Michael has consulted on more than 200 family business succession and estate

planning situations. Acting as the point guard, Michael has guided business families through the "minefield of family farm succession" and ultimately the passing of the business ownership. A graduate of the Ivey School of Business at the University of Western Ontario, he is also a member of the Canadian Association of Farm Advisors (CAFA).

"We are both pleased and thankful that The Michael Bossy Group was available to us when we decided to incorporate 3 generations into our family farm business. They demonstrated many commendable traits, including an extensive knowledge, dedication, resourcefulness, and friendliness, that assisted in making this a smooth transition. We will continue to collaborate with The Michael Bossy Group for continued success in our business."

THE VANLAGEN FARM

Join John and Michael to share your ideas and learn effective strategies for navigating your operation's future. Along with other top growers, this module is your chance to share your ideas and prepare your business for a successful future.



Human Resources Management: February – March 2010



Managing the people who work for you is just as important as managing your crops. In this March 2010 module, human resources expert Dr. Sara Mann will introduce growers to best practices in labour management that you can put to work for your operation. You'll learn how to recruit, evaluate and hire the best people, how to communicate effectively with your employees, and how to get the most out of your workforce with motivational and coaching skills. You'll also benefit from an introduction to Canadian labour law and Workplace Safety and Insurance Board (WSIB) legislation.



Dr. Sara Mann

Dr. Sara Mann is an Assistant Professor of Organizational Behaviour and Strategic Human Resource Management in the Department of Business at the University of Guelph. Sara completed Bachelor of Commerce and MBA degrees at McMaster University, and a PhD at the Rotman School of Management, University of Toronto. Sara's research interests

include job performance, performance management, selection and training, specifically in the agriculture industry. Sara has taught at both the undergraduate and graduate levels for many years, and offers consulting on management issues, as well as executive development, through both coaching and workshops.

"I never miss an opportunity to sit in on a presentation by Sara Mann. Students enjoy her enthusiastic delivery and the way she injects leading-edge information into every discussion. Her expertise is obvious and her helpful insights give every student invaluable tools and concepts to take back to the workplace."

MIKE SALE
TORONTO POLICE SERVICE

People are your greatest resource. With Sara's expert guidance, you'll discover effective ways to manage and motivate your employees to keep your operation productive and successful.



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Professional Development through Agri-Learning: February 2010



Space is limited. Early registration is recommended.

As a grower, you're part of a global community in which the exchange of ideas is just as important as the exchange of commodities.

Agri-Learning is your opportunity to experience the business of agriculture as you've never seen it before. In March 2010, you'll join a group of other top NK growers for a trip to Argentina and Chile. Along with tour leader Richard Buck of AgriTours Canada Inc., you'll see the values and practices that bind you together with growers across the world – and you'll expand your understanding of agriculture with new ideas you've never imagined. Tour details will be forwarded to you directly by AgriTours Canada Inc.

AgriTours Canada Inc.

Since 1999, Richard and Barbara Buck have been leading growers and others in the agricultural industry on agricultural tours across the world through their company, AgriTours Canada Inc. AgriTours Canada has provided to large-scale feed and seed companies, farm bureaus from the U.S., associations, agricultural clubs, and private groups outbound tours to more than 15 different countries over the past ten years. AgriTours Canada provides professional, customized tours designed and built specifically for each client.

Registration will be managed by AgriTours Canada, October – December 2009.

"In 2005, I participated in the Syngenta/NK sponsored trip to Brazil arranged by AgriTours. The hospitality shown by the NK people and the expertise of Richard Buck (Agri-Tours) shepherding us through the experience is well remembered and appreciated. Richard and his staff are very experienced in arranging these trips, looking after every little detail, and well respected by their contacts in these countries. You will not be disappointed!"

LARRY COWAN
CHIMO FARMS LIMITED
MT BRYDGES , ONT.

This once-in-a-lifetime opportunity will give you a new perspective on your business and the world agricultural community.



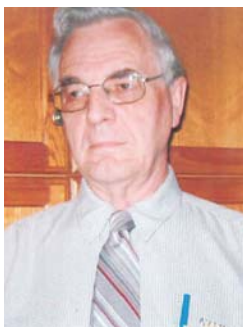
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Monitoring Government Programs:

December 2009 – December 2010



Government programs can offer valuable income opportunities to growers, but they're constantly changing, and keeping up with deadlines can be difficult. Syngenta Seeds has developed and sponsored an information delivery mechanism to monitor government programs and deliver timely news on the changes, deadlines and tips that affect your bottom line. Beginning in November 2009, through to November 2010, your AgriServ membership brings you an information-packed electronic monthly newsletter. Topic examples could include Extension of CAIS, Growing Your Farm Profits, etc.



Don Lindsay

Don Lindsay is a Certified General Accountant and Certified Financial Planner who has worked on behalf of agricultural producers for the past thirty-six years. A past secretary-manager of the Ontario Flue-Cured Tobacco Growers' Marketing Board, Don has spent the last ten years as Director, Government Programs with the Michael Bossy Group Professional Corporation.

"After years of receiving no payment from the CAIS program, I went to the Michael Bossy Group PC for a second opinion. After completing their due diligence on six years of data, they re-submitted my application and I received a very significant payment which was crucial to our operations at the time."

*ALOIS BUEHLMANN
BUEHLMANN FARMS INC.*

Join Don and discover strategies for searching out opportunities and navigating Canada's complex government programs to make them work for your business.



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