

Haney Farms Quarterly



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Inside this issue:

Silage is Always on our Minds	2
5700PR and the Canadian Wheat Board Market Development	2
Information Systems and Small Business	3
Haney Farms Launches www.haneyfarms.com in the Spring	3
A Look Back	4
The Rationale Behind Plant Breeders Rights and Royalties	4
Contact Information	4



A Seneca in flight

The Purpose of the Newsletter

The idea is to keep you the customer in touch with what the Seed Business at Haney Farms is offering in terms of products, programs and services for your business. We plan to provide articles on varieties, farming practices, equipment, chemicals and business concepts that we feel will be beneficial to your business. Haney Farms believes that it is important that we provide as much information as possible in order for you to make accurate well researched decisions. Profit margins continue to shrink in agriculture and the room for mistakes continues to dwindle. Your first decision has to be the right one and we hope that we can help you in anyway that we can. Our goal in this newsletter is to expand on the traditional Seed Grower newsletter by providing you with information that ex-

pands on just variety information and tries to provide you with the whole picture. The plan is to provide you with an edition every quarter in order to provide you with updated new information or research that has been completed in the prior four months in agriculture. Inside this issue we are very fortunate to have a contribution from Dr. M Gordon Hunter, Associate Professor University of Lethbridge. Dr. Hunter provides insight into how small business management constantly fights "resource poverty" and how this affects your information system. There is also information on CowJet, a new market development program for 5700PR (Red CPS), an explanation of Plant Breeders Rights (PBR) and an article on early seed



Haney Farms Seed Plant

growing entitled, A Look Back Thank you and we hope that you enjoy this new concept and please provide feedback to Shaun.

CowJet is Airborne

CowJet Aviation is a revolutionary new concept that Haney Farms has used with great success in the Fall of 2003. It can work for you one of two ways. CowJet flies a twin engine Piper Seneca. Mike Pollard, our Livestock Manager has used this tool extensively to buy cattle for HFL.

It works like this:

Mike picks the schedule that will give the best opportunity. We pick the sales to give us the biggest chance to get the size and class of cattle we are looking for at any given time. Haney Farm's are dealers. We can purchase the cattle for you or you can come along, scheduling and room permitting, and view the process first hand. And here's the best part: If you ride along,

you don't pay anything. The only thing that we need is the commission that you would normally pay to another dealer. You don't buy, you don't pay.

This fall, we went to Kamloops, Vermillion, Ponoka, North Battleford and Regina to name a few. We are two hours out of Kamloops and one hour and 45 from Vermillion to give you some indication of the time it takes to get to these sales. We leave in the morning and get back the same night. This gives you the opportunity to get the cattle you want while at the same time maintain close contact with your business.

A number of really good things happen when you access this opportunity:

1. You get the cattle you want.
2. You are home at night to be close to your family and business.
3. The view is fantastic.

Working with CowJet Aviation will give you the edge in the post B.S.E. era. It's time to move your business past B.S.E. with new concepts, new approaches and most importantly, new profits.

CowJet is all three of these.

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Silage is Always on our Minds



Silage Day

There are new silage varieties available in 2004 as well as some long time producers. Here is the breakdown.

- **Murphy—Forage Oat**
 - Designed for forage
 - High Silage Yield
 - Works well for swath-grazing
 - Very tall in height
 - Good Straw strength
 - Higher yields and better stand ability than Foothills
- **Vivar—6 Row Semi Dwarf**
 - Semi-dwarf with short, strong straw
 - High silage and grain yield
 - Plump kernels
 - Ideal under intensive management or for livestock feeders
- **AC Lacombe—6 Row**
 - Very high silage yield
 - Smooth awns
 - Good silage quality
- **AC Harper—6 Row**
 - Very good resistance to covered smuts
 - Intermediate resistance to scald and net blotch
 - Good lodging resistance
 - High silage yield
 - Plump kernels
 - Smooth awns
 - Intermediate resistance to scald and net blotch
- **CDC Earl—6 Row**
 - Standard for lodging resistance
 - High Silage yield
 - Smooth awn
 - May lack the disease package of newer varieties
- **Pronghorn—Triticale**
 - Good lodging resistance
 - High biomass
 - Rated fair in resistance to Fusarium Head Blight
 - Excellent for crop rotation

This year at Haney Farms we are planning to have a silage test plot. We will have all of our varieties planted against one another in a silage test plot. We will harvest each plot individually and weigh them individually. This will give us some idea on the tonnage of all the varieties against one another. In the fall issue of the newsletter we will print the data results.

We are committed to providing you the customer with the information that will help you make the decisions you need in order to prosper on your farm. Many times it is hard to cut through the mumbo jumbo of all the varieties in order to find those that will work best for you on your farm, in your soil type and your agronomic conditions.

Some of the Variety information was supplied by the Cereal Silage Variety Options brochure

The Key Factors to Consider

- Time of Harvesting
- Species Selection
- Digestibility Energy and Protein
- Biomass (Silage Yield)
- Lodging Resistance
- Awn Type
- Disease Resistance
- Seeding Rate

5700PR and the Canadian Wheat Board Market Development Program

Haney Farms will have a new Canadian Prairie Spring Red Wheat available for spring of 2004. On top of this great news is that the Canadian Wheat Board has a program developed exclusively for this variety.

The farmer wishing to participate in the program must purchase pedigreed 5700PR from an authorized pedigreed seed vendor.

To register for the program, the farmer completes a CWB sign-up application form before June 27th. Forms are available at Agricore United locations starting Spring 2004

Farmers who submit a sign-up application are NOT contractually locked in to market their

5700PR through the market development program. The farmer retains the option of signing a CWB Special Delivery Contract by September 26th or may choose to market outside the CWB market development program.

In August, a delivery contract will be mailed to farmers who have submitted a sign-up application. The farmer has the option to sign the Special Delivery Contract by September 26th. Signing this contract obligates the farmer to market their 5700PR grain to the board.

If the off board price spikes prior to signing the CWB Special Delivery Contract, the farmer is free to market outside the CWB program. The expected pre-

mium on the variety is \$5 per MT.

If you have any questions regarding this program contact Shaun Haney at 403-738-4517 or shaney@haneyfarms.com and Vic Schapansky with the CWB at 403-381-8837 or Vic_Schapansky@cwbc.ca

Variety	Yield Irr	Maturity	Ht cm	Lodging
5700PR	102	0	80	Excellent
Crystal	99	-1	80	Good
Taber	100	112	81	Good



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“The functions provided by computer-based information systems have also been a major contributor to innovation of small businesses.”

Information Systems and Small Business

The small business sector represents an important component in the Canadian economy. For example, according to Industry Canada, there are over 2.3 million small businesses with fewer than 100 employees, accounting for over 50% of the private sector employment and for 43% of total economic output. It is recognized that the innovative capacity of a nation's economy to meet changing demands in the global economy has been linked to the flexibility and responsiveness of small business. The functions provided by computer-based information systems have also been a major contributor to innovation of small businesses. It is important to explore how the unique aspects of small business may impact their strategic use of information systems.

The concept of “resource poverty” may be employed to provide further elaboration. It refers to the lack of both financial and human resources. Managers of small businesses must continually conduct their affairs with limited amounts of financial resources. This situation tends to increase the manager's focus on a minimum and multi-staged commitment process. Further, limited

human resources may mean either fewer available employees or employees without the necessary skills. In either case, the managers of small businesses will be limited in what activities can be initiated and completed. Hence, there will be a focus on the near term, with an emphasis on allocating scarce resources only to what are considered top priority activities. Small business managers tend to emphasize responding to opportunities with a minimum commitment of resources in a multi-staged approach (i.e. numerous small commitments over a period of time). Unfortunately, the deployment of information systems requires the development of a long-term plan and a large one-time commitment of both financial and human resources.

This issue is important to several stakeholders. First, it is important to small businesses themselves that aim to use information systems to gain a competitive advantage. Second, it is important to consultants whose aim it is to help small businesses add value through the use of information

systems. Third, it is important to vendors who aim to target this burgeoning market by being better able to service its needs. Fourth, it is important to government policymakers in their effort to support the growth of the small business sector through use of information systems.

To conclude, if the small business manager is pro-actively committed to capitalizing on information systems, he or she will be more likely to seek out opportunities for strategic impact. For example, by keeping abreast of new developments in their industry, managers can use this knowledge to determine ways to add value by creating unique products or services. If multiple sources of reliable, objective information are used as a basis for decision-making, there is a greater likelihood that the information systems adopted will be more suited to the needs of the firm. At a minimum, greater knowledge of information systems among small business managers will increase their ability to assess the quality of the advice or proposals they receive.

Dr. M. Gordon Hunter is currently an Associate Professor in Information Systems in the Faculty of Management at the University of Lethbridge. Gordon has previously held academic positions at universities in Canada, Hong Kong, and Singapore. He has held visiting positions at universities in USA and New Zealand. He has a Bachelor of Commerce degree from the University of Saskatchewan in Saskatoon, Saskatchewan, Canada. He received his doctorate from Strathclyde Business School, University of Strathclyde in Glasgow, Scotland. Gordon has also obtained a Certified Management Accountant (CMA) designation from the Society of Management Accountants of Canada. He has extensive experience as a systems analyst and manager in industry and government organizations in Canada. He currently consults with the Centre for Innovative Management in the delivery of their Internet based Executive MBA program.

Haney Farms Launches www.haneyfarms.com in the Spring

“This will give our customers the chance to access our products and services whenever they need to at their convenience.”

In the spring, Haney Farms will be launching a new website that will connect our customers to our services and products 24 hours a day. The site will provide information on all facets of Haney Farms.

“This will give our customers the chance to access our products and services whenever they need to at their convenience,” says Dick Haney.

Haneyfarms.com will be designed by Sara Sutherland of SJ Communications of Guelph, Ontario. Sara has extensive experience in the

Agricultural marketing sector. She has done work for Grower Supply, Alberta Potatoes Industries Association and Syngenta Global. We are very happy to have Sara involved in this project.

The site will be up and running for the spring time and will be updated regularly to make sure the information is sharp and accurate.

The exact date of release is not yet known but it will be in the spring in time for the retail seed season.

The idea behind the website is very much the same as this newsletter. We know you want the information at your fingertips and when you want it. The website will accomplish this for all our customers across all market segments.



A Look Back



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In 1937 the Haney Family produced its first pedigreed seed. I was the “grower of record” on the crop certificate. The name used for the seed business which included my father and brother was “H. M. Haney and Sons”. The head quarters of the seed growers association was in Ottawa and all information was hand written. There was only one class of pedigreed seed for sale and that was registered. Each year of production dropped one generation. It was registered 1st generation, registered 2nd generation and on for many generations.

The Research Stations produced the beginning class which was called Elite seed.

The only seed cleaning plant which could clean to registered standards at the time was at the Lethbridge Research Station. For the first few years we got our seed cleaned there. All pedigreed seed had to be bagged – two bushels of wheat and barley and three bushels of oats. The bags were sown by hand and the seed inspector probed every bag and put the metal seals on each bag himself.

In the early days of plant breeding Marquis wheat was the standard of quality.

Released in 1909, Marquis rapidly dominated Canadian production and soon spread into the mid-western United

States. Marquis yielded 20–40% more than the Red Fife the prior wheat variety of choice. Can you imagine what would happen today if a new wheat came onto the market that yielded 40% more than AC Superb? World markets recognized its quality. Wheat became the economic driver of the Prairies. Canadian wheat production increased from 2.5 million tons in 1905 to 5.5 million tons in 1913. In 1915, a bumper crop year, 80 percent of the 9.8 million tons harvested was Marquis.

Quality, early maturity and yield—truly a royal combination in early seed production.

The Rationale Behind Plant Breeders Rights and Seed Royalties

“PBR is patent protection on crop varieties—if royalties are not paid, PBR allows the holders to go to court to collect.”

Yes they are different, but they do relate to each other.

Seed royalties like book or compact disc royalties are one way breeding institutions get a return on their work. Royalties apply to most crop varieties sold in Canada. But sometimes, as when common seed is used users don't pay. That's why Plant Breeders Rights were developed.

PBR legally empowers holders to prevent the unauthorized sale or use of a protected variety's seed. Think of it as patent protection. If

you invent something but don't patent it, you have no protection under the law if someone copies your idea and profits from it. PBR is patent protection on crop varieties—if royalties owed are not paid, PBR allows the holders to go to court to collect.

Interestingly, you don't need PBR to collect royalties; but if you want the right to prosecute, you need PBR. Royalties and PBR ensure users pay for the technology they use.

Many people ask why do plant

breeders charge royalties? The answer is simple—to ensure the development of new varieties. It takes time and money to develop a wheat resistant to fusarium, or a malting barley with specific protein levels. Royalties ensure that plant breeders have the funds necessary to develop new varieties with the genetics and traits farmers want and the markets need.

Part of every dollar spent on Certified Seed is returned to research. Royalties are your guarantee of continued improved varieties.

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Please provide feedback our customer's opinions are important to us