

NEWS RELEASE

Bob Pryce Receives CSTA Honourary Life Membership

Québec City, Monday July 13, 2013 – The Canadian Seed Trade Association has awarded honorary life membership to a long time seed industry supporter: Bob Pryce.

CSTA's Honourary Life Membership award is presented to an individual, in honour of their significant volunteer contribution to the Canadian seed trade.

Bob Pryce spent 38 years contributing to the seed industry, the seed trade and to the Canadian Seed Trade Association. He began in the 1960s and rose through the ranks of Stewart Seeds, Ciba Geigy, Novartis Seeds and Syngenta Seeds Canada. All through those 38 years, Bob was working tirelessly to establish new corn hybrids in both the United States and can be credited with the substantial growth of the Canadian seed corn trade.

Bob was very active at the Canadian Seed Trade Association, serving on the Board of Directors and leading the Seed Corn Committee. It was during that time that Bob made what he would call one of his most significant accomplishments. Working with corn producers, seed companies, regulators and politicians, Bob led the effort to exempt corn from variety registration in 1998. The result was more timely and efficient delivery of new corn hybrids to Canadian farmers.

Bob retired from Syngenta in May, 2008, but spent the next two years as an independent consultant. Now, even though he is fully retired, Bob continues to actively follow developments in Canadian corn and soybeans.

Bob Pryce received his Honourary Life Membership at the annual awards ceremony during CSTA's 90th Annual Meeting in Québec City.



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