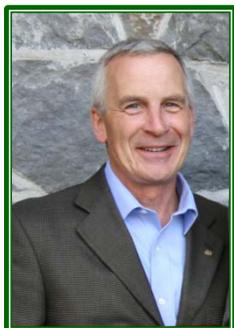


## NEWS RELEASE

### Honourary Life Membership bestowed on John Cowan

**Ottawa, Ontario: July 24, 2015** – Honourary Life Membership in the Canadian Seed Trade Association has been bestowed upon seed industry champion John Cowan.



“A relentless supporter of certified seed, with the outstanding ability to unite our industry to work for a common cause” is how John Cowan was described as he accepted the 2009 CSTA Seed Achievement Award. That description still applies as he receives his second CSTA award: Honourary Life Membership.

John Cowan began his seed industry career in 1977 with Hyland Seeds in Blenheim, Ontario, and became General Manager in 1997. Under John’s leadership, Hyland Seeds established itself as a leading developer of corn, soybean, and wheat genetics targeted at the northern tier of North America.

Throughout his career John was an exceptional spokesman for the seed industry. He spearheaded the Hyland Seeds ‘Farmers Feed Cities’ hot air balloon which developed into an incredibly successful PR activity for the entire seed industry. He developed and continues to champion the ‘value circle’ concept where he envisions all players in the agri-food industry working together towards and benefiting from, new seed innovation.

He was one of the creators of CSTA’s External Relations Work Group and contributed creativity and commitment to that work group for many years. John served for 10 years on the CSTA Board of Directors and was CSTA’s President in 2005-06. Until his retirement from Hyland Seeds he continued to actively participate in CSTA committees. Even after his retirement from the seed sector John continued to contribute to its success, participating on behalf of the Grain Farmers of Ontario.

Only a very few in the seed industry are chosen by their peers to receive the CSTA Honourary Life Membership Award. It recognizes and celebrates a life time of dedication and volunteer work for the seed industry in Canada and for the Canadian Seed Trade Association. It is an award that is well-deserved by John Cowan. The Award was announced in Windsor, Ontario, during the Association’s 92<sup>nd</sup> Annual Meeting and John will receive his award at a future event.

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The Canadian Seed Trade Association is the national voice of 130 seed company members engaged in all aspects of seed research, production, and marketing and trade, both domestically and internationally. Visit us at [www.cdnseed.org](http://www.cdnseed.org). Follow us on Twitter: @SeedInnovation

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