

Certified seed gives growers peace of mind.

brother and father near Vimy, Alberta, close to Edmonton. He notes that certified seed provides advantages of good vigour, germination, and traits such as high yields and herbicide resistance. “Seed is so critical in producing a successful crop and choosing certified is the only way to guarantee you’re getting varietal purity and good germination.”

St. Arnaud also uses certified seed to support and access innovative genetics. For example, he plants CDC Imagine wheat, which provides herbicide tolerance and flexibility in crop rotations, specifically growing wheat after barley. “Supporting research so we can have continued access to these new varieties is very important.”

Canada’s seed companies invested over \$56 million in R&D in 2007 and plan to almost double that investment by 2012. In 2007, research investment accounted for 26% of the operating budgets of these companies. This investment is paying off – one new wheat variety generated an increase of \$562 million in farm gate receipts since its introduction. New wheat varieties tolerant to wheat midge, due to be commercially available in fall 2009, have potential to prevent an estimated \$40 million dollars per year in yield losses from midge damage.

From varietal purity and improved traits, to accessing new markets and helping develop new varieties for the future – **it all starts with certified seed.**

Top Ten Reasons to Use Certified Seed:

1. You’re getting clean seed.
2. You’re getting varietal purity.
3. You’re getting guaranteed quality assurance.
4. You’re getting access to new opportunities.
5. You’re getting new genetics.
6. You’re getting substance behind your word.
7. You’re getting a better deal on crop insurance.
8. You’re getting maximum use of other inputs.
9. You’re getting access to premium markets.
10. You’re getting traceability.

Planting Success

Seed is the foundation of any good crop. As you finalize plans for the 2009 growing season, ensure you're setting yourself up for success by asking the right questions. Do you need higher yields, better pest resistance, and improved quality? How about access to new markets? From improved traits to quality assurance to high yields, certified seed opens doors to new opportunities for success. That's why choosing certified seed should be top of mind as you finalize plans for the 2009 growing season.

Peace of Mind

Art Enns approaches the growing season with peace of mind about his seed quality and varietal purity. "We have been using certified seed for the last 20 years and have made it a standard management practice on all our acres for the last four or five years," says Enns, who runs a 3,000 acre cereal and oilseed farm with his brother east of Morris, Manitoba. "It gives us peace of mind – how do you put a price on that?"

To Enns, choosing certified seed is just a sound business management practice. "The risk of saving a few dollars by going to the bin can really come back and hurt your yield and returns in the fall," he says. "My best recommendation is to do your research and come to the field in the spring with high quality certified seed to give your crop the best start possible – you've only got one shot to set the foundation for success."

New Opportunities

Pat Olszewski is another grower who is realizing benefits from certified seed. Olszewski operates a 4,100 acre farm near the Montana border at Frontier, Saskatchewan where he grows wheat, yellow peas, brown mustard, and malting barley. "I choose certified seed for varietal purity, better vigour, and disease resistance," says Olszewski. "In a market where every dollar counts, you want to make sure you are starting with the right variety that works best on your farm – and certified seed is the only way to guarantee that."

Olszewski is also using certified seed to access new markets. He has participated in the identity-preserved wheat program for Warburton's bakery for eight years and is now participating in the Navigator durum program, both of which require the use of certified seed every year. In addition to opening up new marketing opportunities, IP programs allow farmers to grow elite genetics, and offer incentives such as contract and storage payments and guaranteed delivery.

"I really like the Navigator variety, especially its harvestability," says Olszewski. "Through these programs, I've been able to secure markets, ship extra tonnage, and receive premiums that cover the seed cost many times over."

Supporting Innovation

"Using certified seed has always been a standard management practice on our farm," says Robert St. Arnaud, who runs a 2,500 acre family farm along with his

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