

# SUCCESS

## IT STARTS WITH GREAT GENETICS

WHETHER YOU'RE raising purebred cattle or growing a good crop, starting with premium genetics is critical for success. 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 this year's growing season.

On St. Arnaud Farms, good seed stock is the most important consideration. "It doesn't matter whether you're producing cattle or crops," says Robert St. Arnaud. "You need a good bull just as much as you need good seed stock." St. Arnaud runs a 2,500 acre family farm along with his brother and father near Vimy, Alberta, close to Edmonton. In addition to growing wheat, oats, barley, canola and hay, they breed Dunrobin Herefords.

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"Using certified seed has always been a standard management practice on our farm," says St. Arnaud, noting 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."

Kevin Bender, a cereal and oilseed grower near Bentley, Alberta agrees. "We choose certified seed for the guaranteed germination and purity standards. Additionally, supporting innovation through certified seed purchases plays an important role in my future success," he says. Bender notes the importance of programs such as the Western Grains Research Foundation wheat and barley check-offs, which support the development of new and improved varieties for Prairie farmers.

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 2009, have

potential to prevent an estimated \$40 million dollars per year in losses from midge damage downgrading and yield reductions.

Certified seed can also open doors to new markets. Many identity-preserved programs require the use of certified seed and offer farmers access to varieties with elite genetics and output traits required by end-users. They also offer incentives such as contract and storage payments and guaranteed delivery.

"Our choice to use certified seed has increased the success and profits of our farm," says St. Arnaud, "and it's something we plan to continue to do in the future."

From varietal purity and high germination to accessing new genetics and supporting innovation – it all starts with certified seed. Give your crop the best start possible and yourself peace of mind. Choose certified seed.

This article is brought to you by Canada's seed industry including growers, breeders and seed trade.

