

# SUCCESS

SOME FARMERS PLANT IT.

DO SUCCESSFUL FARMERS USE CERTIFIED SEED or do farmers who use certified seed become successful? Either way, certified seed opens doors to new opportunities for success. That's why choosing to use certified seed should be top of mind as you finalize seeding plans for this year's growing season.

Art Enns is heading into this 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. "With today's record high prices, you can't take any chances on seed purity, vigour or germination," he says. "And even in the past, it gave 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

Cook is currently participating in the identity-preserved program for Snowbird, a hard white spring wheat destined for the Asian pasta market. Identity-preserved programs 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.

"Using certified seed each year is critical to maintain the purity and integrity of the product," says Cook. "This program has provided premiums and a more steady cash flow throughout the year because Snowbird tends to be moved at different times than red spring wheat."

Cook also sees certified seed as an investment for future success. "Without support for R&D, there will be no new innovative varieties for the future," he says. Canada's seed companies invested over \$56 million in R&D in 2007 and plan to almost double that investment by 2012. 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

**"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."**

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."

The decision to use certified seed on Rory Cook's farm near Teulon, Manitoba is also an easy one to make. "It most definitely increases the success and profits of our farm," says Cook. Cook is part of a fifth generation family-run farm that includes 4,000 acres of cereals and oilseeds and a 6,000 head hog operation that raises gilts for breeder stock. "We choose to use certified seed for purity, a stable disease package and access to premium markets. It's been a practice for at least the past 15 years on our farm."

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.

"This research is critical, especially when it comes to keeping on top of rising pest pressures," says Cook.

Seed is the foundation of a good crop. Give your crop the best start possible and yourself peace of mind. Choose certified seed.