

SUCCESS HEALTHIER FIELDS AND FOODS.

As a food supplier, the planting decisions you make this spring can dramatically affect your ability to fulfill the needs of your customers: from bakers and cookie makers to grocery store shoppers. Will the variety of wheat you grow meet the colour and baking characteristics demanded by today's artisan bread bakers or satisfy the nutritional concerns of today's consumer?

Seed choice can also significantly impact your farm's profitability. Does the variety you choose have the right agronomic traits such as disease or insect resistance for your region? Whether it's targeting new markets or improving agronomics, certified seed can help you achieve success.

"We're finding more opportunities for farmers to grow crops that are targeted to specific consumer needs through a system

certified seed. While not everyone can benefit from these niche opportunities, for farmers who are willing to put in the extra effort required, the premiums can be well worth it.

Ron Jefferies, a grain farmer from Glenboro, Manitoba says he participates in IP programs for several reasons. "Farmers who participate in these programs benefit from price premiums, guaranteed delivery and access to the latest advances in crop genetics," he says. "AC® Snowstar has proven itself in the field with better yield, improved straw strength and shattering resistance, which helps when straight combining."

Jefferies, who also cleans and processes his farm-grown seed adds, "While it's not a big concern today, in the next few years the removal of kernel visual distinguishability (KVD) will significantly impact our seed choices. Using certified seed is

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of identity preservation (IP)," says Peter Entz, Director of Seed and Traits with Richardson International Ltd. This year the company is embarking on a new IP hard white spring wheat program with the Canadian Wheat Board that targets millers and bakers developing nutritionally-enhanced bakery products, including breads with higher dietary fibre but with the appearance of white bread.

AC® Snowstar, a new hard white wheat variety from SeCan, has a stronger agronomic package than earlier varieties and also delivers better functional and quality traits to millers and bakers. "Our buyers purchase IP grains because they want something different than what the commodity market offers. They're willing to pay a premium for ingredients that offer improved quality assurance, better functionality and a system that provides traceability back to the origin of supply," says Entz. And that's just what they get when the crop starts with

an excellent way for farmers to manage their sales risk, especially if they're unsure of the purity of their own farm-saved seed." With a system of trace back directly to the seed grower, farmers can grow crops with confidence of what they're dumping in the elevator pit.

Daryle Manning, a grain merchant with Richardson Pioneer, encourages farmers to seriously consider certified seed, especially for business reasons. After looking at the costs of cleaning seed, transporting it to and from the cleaning plant, lost grain sales, lower germination, and potentially lower yields resulting from planting old agronomic traits, farm-saved seed isn't such a bargain. In addition, the convenience of buying the seed ready to use or having it delivered directly to your farm has considerable value. "Sit down and calculate how much farm-saved seed is costing you. It's probably a whole lot more than you think," says Manning.