

# SUCCESS

## HARVESTING VALUE WITH CERTIFIED SEED.

Looking for opportunities to maximize the value of your crop? Certified seed provides access to new markets and the ability to extract more value from your harvest.

“For farmers, certified seed is the starting point for accessing milling markets that demand exact specifications through a system of identity preservation,” says Dale Alderson, Seed Manager with Paterson Grain. IP contracting opportunities, such as the Canadian Wheat Board’s Warburtons milling wheat program, offer farmers a price premium of \$20/tonne over non IP wheat crops. The bakery is able to extract more value from wheat that meets the variety and quality specifications for their bread. In turn, the bakery passes a portion of that extra value back to the grower through premiums.

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For companies like Warburtons, building long-term relationships with farmers is essential to delivering consistent quality all the way from the seed to the last crumb. “Quality control is essential for these customers and that’s why planting certified seed is so important,” says Alderson. Alderson sees growth in other IP programs as well, including future opportunities in the hard white wheat class.

In a world where food safety scares are becoming more prevalent, customers want assurances that their food meets quality and safety standards. As a result, food companies are asking for traceability right back to its origination. “We anticipate more demand for traceability,” says Alderson. “Planting certified seed is the first step in providing traceability along the entire value chain.”

In addition to providing confidence to end users, certified seed also provides peace of mind for farmers. “If you want a good crop you’ve got to start with good seed,” says Kevin Hruska. Hruska operates a 32,000 acre farm near Gerald, Saskatchewan

growing primarily wheat and canola. “By planting certified seed I don’t spend time worrying about germination, seed diseases or cleaning seed. When it’s time to plant, my seed is ready for the ground.” And by selecting IP varieties, Hruska is accessing the most advanced genetics available for his farm.

Hruska likes planting 5602HR, an IP wheat variety from Viterra. “This IP variety has the best fusarium resistance I’ve seen and great colour,” he says. “While it’s not the top yielding wheat, when fusarium hit last year the variety proved hands down that it was the best seed for my farm.”

Managing risk is essential to managing a successful farm. With the elimination of KVD (kernel visual distinguishability) farmers

need to know what’s in their seed supply. Is the seed in your bin true to type or could it contain off-types or unregistered varieties? By choosing certified seed you’ll know exactly what variety you’re planting and delivering to the elevator in the fall. That’s peace of mind and good risk management.

Farmers like Hruska also plant certified seed 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. Sit down and calculate how much farm-saved seed is costing you. It’s probably a whole lot more than you think.

If you’re looking for ways to get more value out of this year’s harvest, contact your local seed supplier to evaluate your options. Growing an IP crop might just be that new opportunity you’ve been looking for.