

seed for the
future

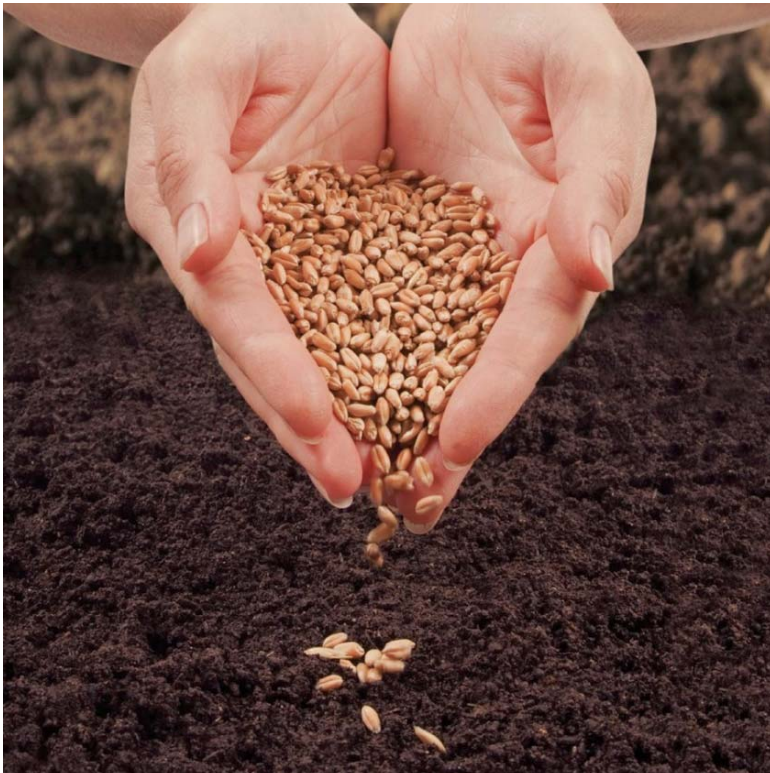


The Proof is in Your Field, The Future is in Your Hands

Does Certified **SEED** Really **MATTER?**

Certified
Seed

YOU'RE PLANTING SUCCESS



All the things that enhance our quality of life:

- Abundant, healthy food
- Greener spaces
- Cleaner fuels
- Better fabrics

All started with an idea that was nurtured and cultivated through science and innovation

They all started with seed

Certified Seed Delivers



- Quality
- Purity
- Productivity
- Market Opportunity
- Choice

The Proof is in Your Field

Every innovation means another problem solved or another need met
e.g.:

- Higher yield
- Improved disease and insect resistance
- Drought and salinity tolerance
- Improved nitrogen use
- Healthier foods (omega3 oils, increased beta glucan)

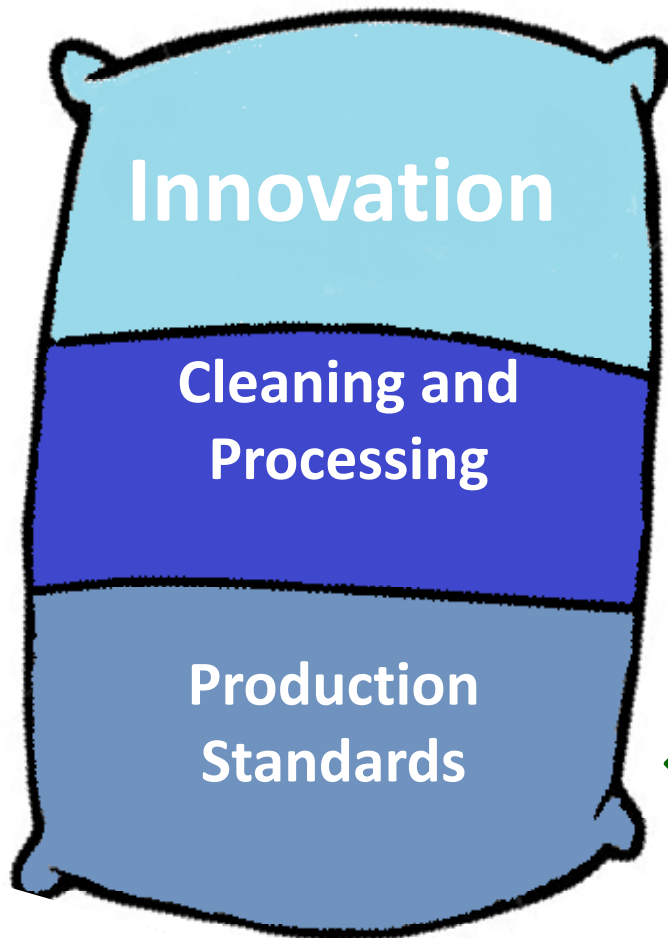


The Impact on the Bottom Line



- More choice
- Dollars in your pocket
 - One new wheat variety has generated \$562 million in farm revenue since introduction
 - One new feed barley variety generated over \$35 million in farm gate receipts in just one year

What's in a Bag of Certified Seed?

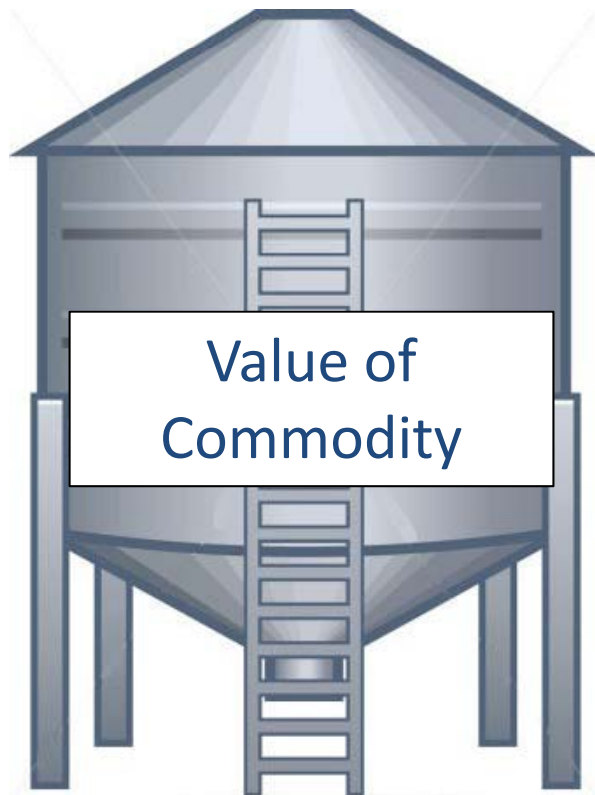


- Investment in the development of new, improved varieties.
- 10 – 13 years development
- \$1 million to \$3 million investment

- Licensed and audited cleaning plants
- Regular sample verification

- To ensure variety and mechanical purity
- Strict grower standards – isolation, land use, crop protection
 - Field inspections
 - Testing in accredited lab

Bin Run Seed is NOT free



- Loading and unloading
- Cleaning
- Transportation
- Farm labour costs
- Potential increased liability
- Lost market potential
- Lost risk management tools

Why Choose Certified Seed?

1. Genetics - New varieties

- better yields
- disease, drought, salinity, pest tolerance
- Better end use qualities

2. Guaranteed Quality

- Regulatory requirements enforced by 3rd party inspections

3. Varietal Purity

- Regulated systems, lab and field Inspections

4. Maximize Other Inputs

- Pure fields ensure efficient use



Why Choose Certified Seed?

5. Traceability

- Peace of mind in an increasingly demanding marketplace

6. Assurance for Grain Buyers

- Blue tag is proof of variety and attributes

7. Access to Premium Markets

- Identity preservation
- Guaranteed variety and attributes

8. Future Seed Innovation

- Returns fund investment in research and variety development



“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.”

Kevin Hruska, Gerald Saskatchewan

“End users find there’s greater consistency in malting barley grown from certified seed, and we find that farmers who use certified seed year after year get selected for malting more often.”

Lyle DePauw, CPS

“By regularly planting certified seed I’m ensuring that the barley I grow is exactly what my customer is looking for.”

Bob Brigden, Melitta Manitoba

“I particularly like the plant vigour that I get from planting certified seed, which in the end gives me a better stand early in the season.”

Ed Schafer, Makwa Saskatchewan

The Future is in Your Hands



Industry investment and productivity go hand-in-hand

- Private sector invested \$110 million in plant breeding and variety development in 2012
 - 6% of combined operating budgets
- Investment goes where certified seed sales are higher

Crop Kind	% Certified Seed	% Private Investment (2012)
Canola	99%	49%
Corn	98%	18%
Wheat	20% west/48% East	11%
Barley	26%	1%

Canada's farmers are falling behind.

Want to get back in the race?

seed for the
future

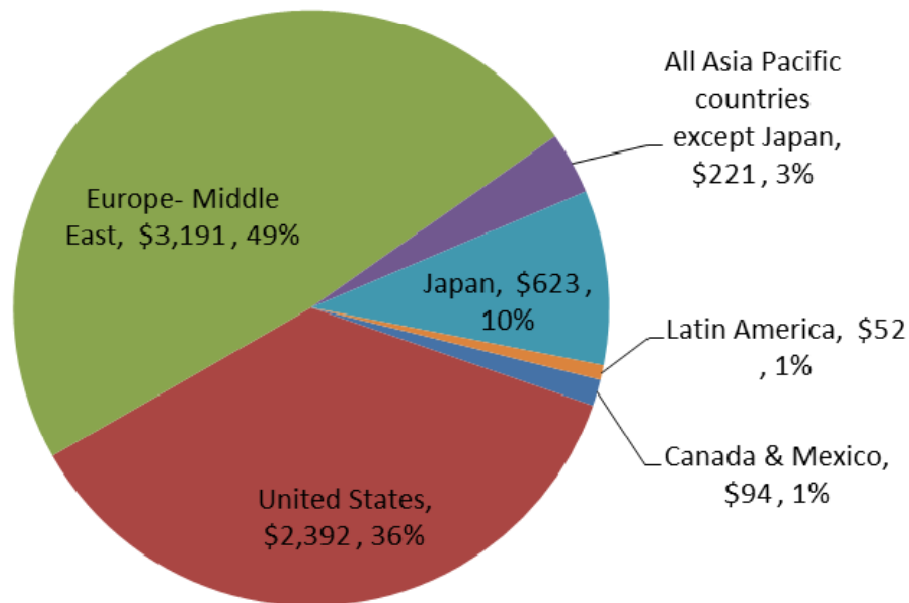


Visit www.seedforthefuture.ca to learn how your investment in certified seed can help take Canadian agriculture to the next level in innovation and productivity.



Keeping up with Our Competitors

Crops R&D - Private sector expenditures in (Million U.S. dollars)



Source: ERS (2011)

Investment in Canada is not keeping pace with competitors

- 85% of international investment is in Europe/Middle East and the USA
- Canada and Mexico share 1% of investment

Does Certified Seed Really Matter?

Guaranteed Quality

+

Assured Purity

+

Productivity

+

Market Opportunity

+

Choice

= Success



seed for the
future 
The Proof is in Your Field, The Future is in Your Hands



The proof is in your field
The value of plant breeding



The future is in your hands
Why investment in certified seed is so important



Why choose certified seed
Success in your field starts with certified seed – find out why



What goes into certified seed
Consider the tremendous effort and investment that goes into every bag

Investment in certified seed is an investment in your future

Why buy certified seed? Check out this video.

It starts with the seed. Every bag of certified seed you plant is an investment in you, the Canadian farmer. That's because when you choose certified seed, you're not just getting a proven, quality product – you're putting money back into the research and development of new and advanced seed varieties. This brings value to your farm, gives you more choices, generates jobs in agriculture and stimulates the Canadian economy. With yields in canola increasing 27% and corn increasing almost 60% over the last 15 years, the proof is in your fields.

And although we're in a position to be a leader in seed driven innovation, Canada falls near the bottom of the list globally when it comes to generating funds for reinvestment in cereals and other crop types. Without fostering investment, productivity suffers. It is clear to see just how far we fall behind when we compare our wheat yields to those of competing countries.

So what can you do to help take Canadian agriculture to the next level? It's simple, really. Continue planting and protecting certified seed. Your investment in certified seed translates to investment in seed R&D. Canadian seed companies traditionally invest 26% of their combined operating budgets in plant breeding and research to develop better varieties. You'll have access to new varieties that have been bred for success – your success, on a local and a global scale.

