

**FOR IMMEDIATE
RELEASE**

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NEWS RELEASE**CELEBRATE SEED ON CANADA'S FIRST NATIONAL
AGRICULTURE DAY, SAYS CSTA**

Ottawa, Ontario: February 16, 2017 – The Canadian Seed Trade Association is pleased to celebrate Canada's first national Agriculture Day with the launch of its Better Seed, Better Life program.

Seed is the start of it all, the entire agriculture and agri-food value chain. CSTA's more than 130 members work in over 50 different crop kinds and are proud to be vital contributors to Canada's economy and to the health and well-being of Canadian consumers. Through Better Seed, Better Life, CSTA will engage in dialogue with Canadians on the role of seed as the foundation for the food and drink we enjoy, the clothes we wear and the fuel in our cars. CSTA's Better Seed, Better Life program is based on materials created by the American Seed Trade Association and is a collaborative effort of CSTA and ASTA.

CSTA's Better Seed, Better Life program starts today with the launch of the fact sheet, "The A to Z of Garden Seeds". This is the first of a series of fact sheets to be released over the next months, connecting the seeds produced by CSTA members and the crops grown from those seeds to the products used in everyday life. The fact sheets are available at cdnseed.org. Profiles of CSTA members and a video will be added over the year to complement the fact sheets.

"CSTA congratulates Agriculture More Than Ever for bringing the sector together on this first national Agriculture Day. CSTA members believe that the conversations started today must continue all year, and that is why we have launched Better Seed, Better Life," said Brent Derkatch, CSTA President. "Seed is a compact package that carries the innovation that the world's farmers will need to feed, fuel and clothe a population that is forecast to reach over 9 billion in 35 years. CSTA members look forward to having important conversations with Canadians over the next year – and beyond – on how it all starts with a seed."

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The Canadian Seed Trade Association is the national voice of more than 130 seed company members engaged in all aspects of seed research, production, and marketing and trade, both

domestically and internationally. Learn more about CSTA at cdnseed.org. Follow us on Twitter: @SeedInnovation

CSTA is a proud member of Agriculture More Than Ever. Learn more at <https://www.agriculturemorethanever.ca/>.

For more information or to arrange an interview, please contact:

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