



BETTER SEED,
BETTER LIFE

Corn-ucopia Did You Know?

When you sink your teeth into a cob of sweet corn, you're actually biting into corn seed. Each ear, or cob, of corn produces about 800 seeds, and when you enjoy fresh corn on the cob you're eating those seeds.

The corn we know today actually started as a plant that resembled wheat, called teosinte. Corn breeders, over several hundred years, crossed different lines to arrive at the many types of corn we know today including: corn that can be dried to make corn meal (the main ingredient in tortillas), processed to make biofuels, distilled into spirits such as vodka, used to feed animals and don't forget about the specialty corns that you use in your home such as sweet corn for summer barbeques or corn for popcorn.

- **For me and you and Livestock too**

Canadian farmers and gardeners plant three main types of corn: sweet corn, grain corn and corn for silage. Corn silage is where the entire plant is chopped into small pieces to feed to cattle.

DYK that more corn is planted than any other cereal crop in the world? In 2011, for example, Canadian farms planted more than 1.5 million hectares of corn resulting in nearly 10.7 million metric tonnes of grain corn, which is equal in weight to roughly 15.7 million cows.

- **Better Seeds**

Canadian companies invest a lot of money in research and development initiatives, and corn is a primary focus. The Canadian seed industry is not only working towards the development of new corn varieties, but also innovative approaches to increase yield, while reducing the risks faced by a corn crop. They do this by developing plants that can resist drought, diseases and insect damage. Constantly improving plant genetics is one of the ways that plant breeders, and the scientists working with them, help Canadian farmers meet the growing demand for food, feed and bioproducts.

- **Copious Colours**

When you think of corn you likely think of yellow. Corn, and by default corn seed, comes in a rainbow of hues including white, black, blue, red, green, purple or a mix of all of these colours. Many of these colourful varieties are known as heirloom seeds and have been preserved for generations for specific traits and characteristics.

Information about CSTA:

The Canadian Seed Trade Association (CSTA) is the national voice of more than 130 seed company members that develop, produce and market high-quality seed for field crops and home gardens, nationally and internationally. CSTA's Better Seed, Better Life program is based on materials created by the American Seed Trade Association (ASTA) and is a collaborative effort of ASTA and CSTA.

