

April 2007

# CSGA Seed:Scoop

July 11-14, 2007

CSGA Annual General Meeting

See you in Saskatoon!



Who's running the seed industry? Who will be running it 10 years from now? "Bridging the Gap," the theme for the 2007 AGM, will help seed growers tackle some important issues with an incredible line-up of speakers.

John Ryan, President and CEO of Farm Credit Canada, will offer some insights into the importance of breaking down a "silo mentality" in organizations. Recognized worldwide for championing excellence in leadership communication, Ryan received the 2004 EXCEL award from the International Association of Business Communicators.

Roger and Warren Kaeding, two of Canada's most respected seed growers, will speak to the importance of bridging generation gaps to build a successful family unit. They will also offer some insights into what it takes to adapt a successful seed operation to the changing needs of the marketplace – and the next generation.

Delegates will also be invited to consider how society's view of agriculture can impact seed production and technology.

Paul Martin, one of Western Canada's top business advisers and a familiar voice on Saskatchewan radio, will assess the economic gaps in the industry. Martin believes that growth potential is rooted in smart business practices. Delegates will be challenged to ask themselves if their role is to "lead, follow or get out of the way."

Canada is faced with an aging producer population. Does the next generation want to assume the mantle? Twenty-something brother and sister, Jill Clark and Perry Dangstorp, will address the sustainability of farming in terms of providing a stable income and raising a family. They will also take a look at the feasibility of entrepreneurial versus corporate farming.

Half-day AGM business sessions will be complemented by guided tours of the University of Saskatchewan (rated as one of the most beautiful campuses in North America) and a tour of the Canadian Light Source Synchrotron. This structure with a footprint the size of a football field cre-

ates beams of light that act as a super microscope.

In 2007 the University of Saskatchewan is celebrating 100 years of academic excellence. In recognition of the event, the U of S Crop Development Centre is co-hosting the CSGA 2007 convention. A tour of the university's state-of-the-art education and research facilities will include the Kernen Research Farm.

Participants will also visit the Diefenbaker Canada Centre, which offers an opportunity to explore Canada's evolution. A tour of plots containing varieties of historic significance to Prairie agriculture will also be offered.

Time is always set aside for fun and celebration. The Wednesday evening social will offer a "Taste of Saskatchewan." Family members not attending the business meetings can sample fine arts, history and sightseeing. Try your hand at one-stroke painting, take a scenic cruise on the beautiful South Saskatchewan River or a walk the

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streets of 1910 Boomtown, authentically restored to the smallest detail. Shopping is within easy walking distance of the hotel.

The 100th anniversary party on the U. of S. campus on Thursday evening will take you back to your college days – without the labs and lectures. Watch for a surprise guest at the CSGA awards banquet on Friday evening.

Organizers have a treat planned for Saturday – no meetings and no responsibility! You'll get a taste of world-famous Saskatchewan hospitality all day long. Take a peek at leading-edge technology and savour the taste of old-world culture.

The young people in your family won't have time to miss you. They'll be busy rock climbing, glow bowling, canoeing, go-carting, swimming and taking in an Ag Camp at the U of S. Three separate programs will provide hands-on fun, adventure and learning for all ages.

The convention will be held at the Sheraton Cavalier in the heart of downtown Saskatoon. This four-and-a-half star hotel has a stunning riverbank location, attentive staff and an incredible indoor water park. For hotel reservations, call (306) 652-6770 or visit <http://sheratoncavalier.com/saskatoon/>.

Visit [www.seedgrowers.ca](http://www.seedgrowers.ca) for a preview of the events scheduled for the 2007 CSGA Annual General Meeting. Additional information on the convention and registration details will be posted as they become available.

See you there!

## LAND USE INSPECTIONS

Land use inspection is a valuable tool for pedigreed seed growers to increase the number of crop rotation options available to them. Seed growers planning to produce a pedigreed cereal crop in **2008 following a commercial cereal, flax, fababean, lentil, lupin or pea crop in 2007** should take a close look at land use regulations. A land use inspection on the commercial crop in 2007 may be necessary depending on your intended rotation. For these crops, growers need to check previous land use for two years prior to their next pedigreed seed crop, 3 years if you intend to produce Foundation wheat.

Unlike most pedigreed seed crop inspections, land use inspections do not report "varietal" impurities in the inspected crop. Land use inspections verify the grower, the field location and the crop kind planted and report the level of volunteers or "other crop" impurities observed in the inspected crop.

For example, a land use inspection of a commercial Barley field reports the level of Oats, Wheat and "other crop" impurities observed in the commercial Barley crop. These "other crop kind" impurities are reported the same way "other crop" or mechanical impurity counts are reported for most pedigreed seed crop inspections. If the average level of "other

crop" impurities reported are less than the Maximum Impurity Standards (in Section 2.4.4 in Circular 6) for a Certified Barley crop, then CSGA would advise the grower that this field is eligible to produce pedigreed seed crops, other than Barley, the following year. This field would NOT be eligible to produce a pedigreed Barley seed crop the following year because it was not inspected as a pedigreed seed crop for varietal impurities.

### Applying for Land Use Inspection

To apply for 'Land Use' inspection, seed growers enter the words 'LAND USE' on the CSGA's 'Application for Crop Inspection' form where they would normally enter the Variety and Kind of pedigreed seed crop to be inspected. A CFIA crop inspector conducts the Land Use inspection before harvest of the commercial crop. No fees are payable to the CSGA for Land Use Inspections. Growers are invoiced directly by the CFIA for this inspection service.

### Not sure?

If you are not sure if you require a land use inspection, contact the CSGA office before you submit your application for crop inspection.

## SUCCESSION PLANNING

### Should You be Applying to Become a Select Grower?

If you have a family business which includes Select plot production, you may need to plan ahead to ensure you always have at least one individual accredited as a Select grower. Remember it is the individual who is accredited; not the business. Plot production must be in an individual's name, not a farm name. The name of the individual responsible for the plot

should be indicated on the application for crop inspection. For example, if a father running a business with his two sons retires or passes on, the two sons can not produce Select seed if the father was the only accredited Select grower.

To become an accredited Select grower you must first complete a three year probation program in plot production. The basic requirement to apply to become a Select grower is that in three of the last five years, you have produced Pedigreed seed

of the crop kind you intend to produce during your probation period. This means it takes at least 6 years for a new grower to become an accredited Select grower. If you are expecting changes in your seed production business, start planning now for succession. If you have any questions regarding how to become a Select grower, contact the CSGA office for more information.

# PARENT SEED TAGS

## What You and CSGA Need To See on Your Seed Tags?

Pedigreed seed crops begin with eligible parent seed. To receive pedigreed crop certificates from CSGA, the tags from your parent seed provide you and CSGA with officially recognized third-party verification that you planted eligible parent seed.

### COMPLETING Applications for Crop Inspection and Membership in the CSGA

Most important to complete accurately is the section of the *Application*:  
“All Pedigree Numbers of Seed Planted from Seed Tags or Crop Certificates”.

Many crop certificate delays are due to errors or omissions in this section. These mistakes result in follow up delays for both growers and CSGA to obtain the required information.

- ◆ If your own seed was parent seed planted: Enter the crop certificate number from your own crop certificate and enter “Own” in the section for the seed lot number. Crop certificate numbers must be entered accurately.
- ◆ If parent seed was purchased: the crop certificate and seed lot numbers to enter on the *Application* will come from the official seed tag or bulk certificate. If these numbers are not entered accurately, CSGA must usually ask growers to submit a seed tag to verify certification eligibility of the parent seed planted.
- ◆ **If parent seed tag is from outside Canada (e.g. OECD or Inter-agency), submit a copy of the tag with your *Application*.** Legible copies of both sides of foreign tags are accepted.

INTERAGENCY / INTER-AGENCE CERTIFICATION	
Kind / Espèce	
	Variety / Variété
	Grade / Catégorie
<b>CANADA</b>	Lot No. / N° du lot
Country / State of Official Certifying Agency Pays ou état de l'agence officielle de certification	Pedigree Ref. No. N° de référence du pedigree

CFIA / ACIA0034 (07/00)

### AFTER Application for Crop Inspection:

- ◆ Tags from parent seed planted must be available to official inspectors when pedigreed seed crops are inspected.
- ◆ For perennial forage seed crops: tags should be kept by growers for the life of the stand. Original copies of forage seed tags will be returned to growers.
- ◆ For all other pedigreed crops: tags should be kept by growers until a crop certificate has been issued. Sometimes CSGA may require parent seed tags even after inspectors have checked them.

Providing all parent seed tag information accurately on your *Application* saves, CSGA and you, time and money!

# A Wealth of Experience

## CSI assessors make ISO registration easier

In this world of competitive trans-border trade, seed businesses are increasingly finding they need a leg up when it comes to claiming their place on the world stage. CSI's clients, like Quentin Martin of Cribit Seeds in southern Ontario, are increasingly turning to ISO registration to meet their need for having a comprehensive business management system to help them gain that advantage.

ISO is a business tool that enables a company to streamline operations, increasing efficiency and ensuring customer satisfaction. Martin says it's a natural progression for CSI's clients who already have a quality management system in place and therefore have met a number of ISO requirements. Martin says that while it was one of his customers that required they be ISO registered, he sees the benefits in the day-to-day running of his business.

"ISO improves efficiency and management processes," says Martin. "We try to make the documents in our quality manual as understandable and usable as possible. It really ensures you are doing the things that benefit your business."

The ISO standard requires planning, production, and control of business processes. According to Betty deNys, a CSI assessor and ISO Lead Auditor, "ISO asks: Is your quality management system efficient and ef-

fective? Did it help you achieve your objectives? Are your resources being utilized correctly? Are your customers satisfied? The goal is continual review and improvement."

Martin says ISO registration really helps now that his company has grown to the point where there are more people involved in the day-to-day operations. "Twenty years ago when I did it all, I kept the information all in my head. Now that we have several staff, procedures become more important because you suddenly realize one



Cribit Seeds, West Montrose, Ontario

day that not everyone is on the same page. You need that system in place to force yourself to sit down and make sure everybody understands and remembers how to fill out a weigh ticket for soybeans, for instance. You note that in your training log as part of your procedure and then you know it's been covered."

While ISO registration has internal benefits to a business, it also opens the door to more opportunities. "We know we're in this business for a long time and the desire for ISO registration is not going to go away," says Martin. "And if you want to play, you've got to play by the rules and with the systems that are there."

Martin is pleased with his experience becoming ISO registered with the support of CSI. "Before CSI was doing ISO registration, we had been through the process with a well-established auditor who

came out of an industrial environment and that wasn't exactly a pleasant experience," says Martin. "Part of the problem was that this individual had no comprehension of how the seed industry worked. Because CSI auditors have been in and understand the seed industry you don't have to train them, which is really what we had to do with our previous ISO auditor."

With CSI, you can also have an assessor come out to your business and act as a consultant to get you ready for ISO registration. Karen Ford, another one of

CSI's knowledgeable assessors, says this is useful because it helps a company step back and see where they could improve things.

So if you think ISO registration can help your business, contact CSI. Its wealth of experienced assessors who know the seed industry are there to help you experience the business benefits.

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# Technical Updates

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## Changes to CSGA's Regulations and Procedures for Pedigreed Seed Crop Production (Circular 6)

### Changes Effective in 2007

Several changes, effective in 2007, have been made in the CSGA's *Regulations and Procedures for Pedigreed Seed Crop Production (Circular 6)*. Most changes involve clarifying crop inspection requirements.

Replacement pages for these revised sections of Circular 6, and a revised record of amendments, have been sent to growers, plant breeders, crop certificate assignees and inspectors who were active CSGA members in 2005 and/or 2006.

Replacement pages for these revised sections are also available from the official version of the *Regulations and Procedures for Pedigreed Seed Crop Production (Circular 6)* on the CSGA's website at: <http://www.seedgrowers.ca>

### Change in Decline Procedures for Crops with Giant Foxtail,

Giant Foxtail has been designated as Prohibited Noxious in the federal Weed Seeds Order. Effective in 2007, CSGA will decline crops containing Giant Foxtail when the incidence level reported exceeds "Few". Few represents 5-20 plants/100 square metres throughout the inspected crop.

### Revision to CSGA's Application for Breeder Seed Crop Certificate

Effective in 2007, when completing Section 12 of Form 43, CSGA requires audits of Breeder seed Quality Management Systems (QMS) to be conducted by a qualified "third-party" auditor. Qualified "third-party" auditors include auditors from the Canadian Seed Institute (CSI), who have been specifically trained to conduct Breeder seed QMS audits, as well as ISO auditors who have completed Lead Auditor training recognized by the International Register of Certificated Auditors.

## E-Pilot Update

In spring 2006 the CSGA launched an Electronic Operations Pilot Project. The pilot was being used to assess the use of electronic solutions for growers to apply for crop inspection online and for inspectors to report the results of pedigreed seed crop inspections electronically. The growers in the pilot tested the online application procedure on CSGA's members' area website and provided feedback to CSGA. The inspectors utilized a package consisting of a laptop and a pocket computer along with crop inspection software to record and submit their reports of seed crop inspection to CSGA. The pilot will continue this year increasing in scope and scale slightly. Plans include expanding the pilot into the Maritimes and Quebec and will focus on finding new efficiencies in CSGA operating procedures.

# A Solid Foundation

*Getting information from your suppliers, doing your own trials, and always being available to your customers builds a solid foundation of trust and helps with selling certified seed.*

"Being honest, open, and available are key when selling certified seed," says Todd Tonn, co-owner of Tonn Seeds in Plumas, Manitoba. Tonn, along with his cousin and their employees, has traditionally grown and sold wheat, barley, oats, flaxseed, and more recently branched out into corn, forages, and canola seed, retailing certified seed for SeCan, BrettYoung, Pickseed, Pride, Nexera, and FarmPure Seeds.

Tonn likes to keep in close contact with his suppliers, ensuring the best information on the varieties he's selling gets passed on to his customers. At the same time, his experience in the field gives him the first-hand knowledge he needs to honestly recommend a variety. Because of this, his customers trust his judgment about the value of certified seed. "I always like to say, this is a variety I'm growing or I'd like to grow on my own farm," says Tonn. "It's impossible to grow everything that we're trying to retail, but we do grow quite a few and we like to do our own trials and test strips."

Selling certified seed is made easier because he has that "feet in the dirt" feeling. "People appreciate working with somebody who actually is part of that whole situation," he says. "You have a more personal knowledge of what your customers are going through because you go through the highs and the lows the same as everyone else."

While Tonn is a farmer at heart, he's also a salesman and says it's important to remind customers about the tangible benefits of certified seed, like better performance and the fact that they can be certain of what

they're getting. "We really think we're providing value with the fact that certified seed is clean seed and the germination test has been done. In reality, as much as anything, people are looking for convenience and to know they're getting a good product. With certified seed they can show up the day they want to put the seed in the field and they don't have to mess around in the dead of winter trying to clean up their own seed."

Tonn also stresses that in order for customers to trust him, he needs to price certified seed fairly. "The suggested retail price is an average but you might be in an area where you



*"We really think we're providing value with the fact that certified seed is clean seed and the germination test has been done."  
- Todd Tonn*

can sell it higher than that or maybe even a bit lower." This approach contributes to the solid relationships Tonn builds with his customers, who understand he's around to help them pick the best varieties for their farm.

While product and price are an important component of sales, Tonn stresses that his relationship with customers is what seals the deal. "You end up keeping customers or gaining new ones through your relationship with them," he says. To develop that relationship, Tonn Seeds keeps track of every phone call: noting who was

talked to, what was talked about, and what the customer's needs were. "You keep these books year after year and you begin to know what people want and expect, and where you have to go with them," he adds.

Being available to customers is another thing that helps build that relationship. Tonn notes that he keeps in touch with his customers through farm visits and phone calls. It's part of the complete service package that comes with certified seed, and helps bring the customers back. "If you can be involved with them and if they know what kind of business you're running, they'll be making the phone calls quicker than they would have been before," says Tonn.

"Don't be afraid to talk and listen because that's what people are looking for," he continues. Indeed, building that trusting relationship is a solid foundation on which to sell certified seed.

## TONN'S TIPS

- Do your own variety trials to gain first-hand knowledge.
- Don't be afraid to give out your cell phone number, pager, or e-mail address. Most of the calls will only be a few minutes.
- Remind customers of the tangible benefits of Certified seed such as better performance and having a germination test done.
- Keep track of conversations with customers so you'll come to know what they want.

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# Annual Branch and Association Meeting Reports

## Maritime

The meeting opened with remarks by President Jonathan Nyborg, who commented on his recent trip to Denmark. Winter wheat yields were over 4 t/ha, and canola and barley crops also looked very good. Subsidized European countries continue to be an issue in world trade.

The priorities of the national Board for E&P are: grower/retailer education to improve marketing skills, college promotion (education/promotion of the pedigreed seed industry to students attending agricultural colleges and possibly business colleges) and end-user advocacy.

David Mol commented on passing the national presidency to Ed Lefsrud in Alberta. He also commented how important it is for CSGA to be part of the National Forum on Seed, including the crop-specific working groups.

Roy van Wyk presented statistics on acreage and membership. Pedigreed seed acreage has been decreasing since 2001. Wheat (400,000 acres) and soybeans (195,000) made up 50% of pedigreed seed acreage in 2006.

For seed growers, the issues are IP programs through the CWB that are not requiring the use of Certified seed, and the shift to private varieties that is making Certified seed sales important to continue variety development.

## Québec

About 50 growers and stakeholders attended the 2007 Québec AGM, which was a special event this year. The participants paid tribute to Mr. Onil Crépeau for his pioneering work and contributions to the Québec seed industry over the last 40 years.

Regarding the resolutions, the growers reiterated their desire to see a modification made to the farm insurance program. They would like a provision to be made in the crop insurance program that gives seed growers' quality-based insurance protection that includes the risks associated with germination loss.

The second resolution is especially significant for seed growers who

have had concerns about the buyers' solvency issue for many years now. In order to protect growers from the business risk associated with a grain buyer's bankruptcy, commercial grain growers in Québec would benefit from a regulation that controls delay of payment. The seed growers, who have been excluded from this regulation's provisions, now ask to be part of it and benefit from the same protection.

Mr Daniel Lanoie was re-elected as the CSGA Québec National Director. The President and Vice-Presidents of the QSGA will be elected at the next Board of Directors meeting in mid-march. The Board members remain the same for 2007 as in 2006.

## Ontario

The Ontario Seed Growers' Association welcomed CSGA President David Mol, CSGA Executive Director Dale Adolphe and Roy van Wyk, Operations & Communications Manager, who each gave a summary of activities at the national level.

Additional presenters included Jennifer Scott, Eastern Representative/Certification Director for the Canadian Seed Institute and Martin Harry, Chair, Corn Soybeans & Eastern Cereals Committee for the Canadian Seed Trade Association. Larry Smith, Project Coordinator, outlined progress on the "Equipment Cleaning Challenge."

Dr. Murray Balance, Professor and Head of the Department of Plant Science, University of Manitoba, Winnipeg, gave a presentation on "Genetic Use Restriction Technology" or GURTs. Benefits of GURT to the seed company and the environment were outlined.

Darren Smith, Director of Sales Canada, Canada Malting, Calgary, gave a presentation on "Quality Grains for Processing." Seed growers were reminded that the agronomic factors for malting barley are very specific.

OSGA Executive for 2007 are Dan Brown, President, Quentin Martin, Past President, Wilhelm Helgendag, 1<sup>st</sup> Vice-President, Kevin Runnalls, 2<sup>nd</sup> Vice-President.

## Manitoba

The meeting had a good member turnout due to the unseasonably warm weather.

Two workshops were held this year: "Grader Training" and "New Technologies."

Presenters were Dr. Murray Ballance (U of M) who discussed GURT's. Mike Grenier updated the membership on Canadian Wheat Board developments, and Ed Lefsrud discussed the ACES project spearheaded by the Alberta branch.

Keith Scott from Boissevain received the Outstanding Service Award, and Lorne Hulme from MacGregor accepted the Manitoba Service to the Board Award.

Long-term Service Awards were given to Clifford Dale Dudgeon, Darlingford, and David Gislason, Arbog, for 40 years for service, Robert Saramaga, Hazelridge, for 45 years, Paul Goulas, Arbog, for 50 years, and Alfred Oatway, Winnipeg, for 55 years.

National Director Robert Stevenson, Kenton, and Provincial Directors Doug Heaman, Virden and Doug Robertson, Boissevain, all allowed their names to stand for re-election.

## Saskatchewan

In spite of a two-day blizzard that paralyzed much of the province, more than 175 members and guests gathered in Saskatoon to hear a panel of industry representatives talk about the restrictive technologies that can be applied either at the variety level (v-GURTs) where the seed produced is sterile or at the trait level (t-GURTs) where the seed is fertile but the genetic enhancement can be switched on or off at will.

The short term future of the industry was also discussed. Growers heard presentations on quantity and quality of seed supplies, new varieties soon to be released, proposed changes to seed production regulations and stripe rust – a cereal crop disease that is becoming more pronounced on the Prairies.

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# Seedlings

## Passages

*Ruth Jenson* of Spring Coulee Alberta passed away in February. Ruth was a seed grower since 1984 and received an outstanding service award in 1993.

*Robert McCallum* of Roland Manitoba passed away in February. Robert was a seed grower since 1951 and received the Robertson Associate award in 1985.

In August of last year *Russell Pugh* of Portage la Prairie Manitoba passed away. Russell received a 30 year long service award in 2005.

*George Payne* of Botha Alberta passed away recently. George started growing seed in 1976.

In December of 2006 *Dougald McMurphy* of Oil Springs Ontario passed away. Dougald started growing seed in 1997.

Robertson Associate Award recipient in 1959 *Samuel Kirkham* of Saltcoats Saskatchewan recently passed away. Samuel started growing seed in 1943 and received an outstanding service award in 1982.

## MARK YOUR CALENDAR FOR JULY 11 - 14!

Notice is hereby given that the 2007 annual meeting of the CSGA will be at the Sheraton Cavalier, Saskatoon, Saskatchewan.

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Discussion was held on the possibility of a delivered grain levy which could be introduced through the Canadian Wheat Board. The concept calls for assessing a levy on all grain in an effort to share the cost of research and variety development and reduce the burden on pedigreed seed.

Joe Rennick of Milestone was elected as President of the Association, succeeding Tim Charabin of North Battleford. Lyndon Olson of Archerwill was elected as Vice President. Re-elected as directors were Terry Froese of Rabbit Lake and Les Trowell of Saltcoats. Brent Bews of Eatonia was elected as a new director to the Board. The three join Bob Rugg of Elstow. Gerald Girodat of Shaunavon was re-elected to a two-year term as Saskatchewan's grower representative to the CSGA Board of Directors, joining Larry Littman of Saltcoats.

### Alberta

President John Huvenaars officially opened the meeting at the

Westin Hotel in Edmonton in January.

Dr Kurt Klein made an informative presentation on the "Challenges of Establishing a Viable Biofuels Industry in Canada." Other topics included "Reshaping the Seed World: Trends in the Sector."

Updates were received from the Association of Alberta Coop Seed Cleaning Plants Ltd. and the Alberta Center for Excellence for Seed

Ron Markert of Vulcan is the new President of the Alberta Branch. Wayne Longson, Beaverlodge, is the Vice President, and John Huvenaars of Hays moves to Past President. Andrew Kittle of Viking was elected a new Director to the Board. Norm Lyster of Stettler and Larry Kitz of Two Hills were nominated as National Directors.

Congratulations to all of the Long Service Award recipients. Special congratulations to: Arthur Strain, of Foremost for receiving a 50 year certificate and Wilbur Stewart of Big Valley on receiving his 55 year certificate.

Congratulations to Outstanding Service Award recipients Jock and Linda Airth, Brooks, Keith and Terry

Lee Degenhardt, Hughenden and Doug and Ilene Henkel, Duffield.

Congratulations to recipients of the Honorary Life Membership award: Barry Mehr, Edmonton and Ken Wolfe, Camrose.

### British Columbia

The BC Branch held its AGM in Fort St. John in mid January. Business included discussion of the proposed Circular 6 changes, specifically the one-year restriction for Certified seed in contrast to the two or three years required for Foundation/ Registered seed.

Consensus was reached on the proposal that standards for Certified seed should not be reduced, with general agreement on the proposed changes for Foundation and Registered.

The membership passed a motion that the Executive review the isolation standards for pedigreed creeping red fescue and provide recommendations to CSGA.

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