

CSGA

Seed! Scoop

CSGA Annual General Meeting Seed, the basis of life.

July 16-19, 2008 - Hilton Hotel, Quebec

In July 2008, Quebec City will celebrate its 400th anniversary. We have worked hard for you to prepare an extraordinary program.

The Hilton Hotel is located in the heart of this historic city, the oldest in Canada. The hotel is just across from the Government buildings and near the city's ports and the Citadel. All rooms and suites offer an unbeatable panoramic view of the city and the majestic St. Lawrence River.

We will start the convention by enjoying Quebec gourmet specialties with a Cocktail Reception. This first event will be an opportunity to relax and meet colleagues and friends from different provinces.

Growers' program:

- Prestigious conferences
- On the program, a visit to the Leclerc cookie factory. From the beginning of the 20th century, the Leclerc family has satisfied the finest gourmet. The food industry that seems to be simple is actually more complex. The Leclerc adventure will let you discover the hidden side of cookies!

Spouses' Program:

- Guided visit of Fairmont Le Château Frontenac: a unique castle with a 19th century character. You will see the luxury interior of the most pictured hotel in the world!
- Tour of the city: a "meeting" with history...
- Lunch at 'Les Voûtes du Cavour' Restaurant in the heart of Place

Royale, built in the 18th century under the French regime.

- Guided tour of Roger-Van Den Hende Botanical Garden at Laval University. This is a public and educational garden. This place is relaxed and opened to everyone. Discover over 4000 species and varieties planted by botanical family. Enjoy this wonderful site



where you will see the most beautiful collection of plants in the region.

- The Leclerc Adventure is on the program too.
- A tour of Quebec City's 400th Anniversary sites, will offer you action and fun that never stops at Louise Basin! The Grand Square, the Bistro, the Ephemeral Gardens, the Piers, the Meetings Park and the Marquee welcome you.

Children's Program:

- Ages 2 and up: Quebec' Aquarium Park: discover around 10 000 specimens that represent nearly 300 animal species. Also, you can observe the beautiful St-Lawrence

River and the Quebec City Bridge.

- Ages 2 to 5: The hotel offers a qualified childcare service.
- Ages 2 to 5: Near the hotel the Lucien-Borne Play Park
- Ages 2 and up: Friday night will be very special. Let's come to meet Educazoo at the hotel.
- Ages 6 to 10: "Musée de la Civilisation", a museum complex.
- Ages 11 to 16: Guided tour of Old Quebec City.
- "Village Vacances Valcartier" (unique swimming and water slides in Quebec!).

BBQ at the "Manoir Montmorency"! Discover a site that will wake up all your feelings. A delight for the eyes, mouth and heart. Look at an exceptional panorama view from the footbridge to the suspension bridge. Observe the power and magnificence of the stunning Montmorency Falls!

Finish this exiting week with the Banquet and awards! If you want *more*, be with us on the Saturday special tours!

We eagerly look forward to welcoming you in numbers! Take part in the Annual Meeting of the Canadian Seed Growers' Association and celebrate the 400th anniversary of Quebec City!

To help you to organize your trip, go to www.craaq.qc.ca or the CSGA web site at www.seedgrowers.ca.

The 2008 Organizing
Committee

Update on the National Forum on Seed

The CSGA takes a lead role in the activities of the National Forum on Seed (NFS) by being the organization that actually signs the contribution agreement with Agriculture and Agri-Food Canada (AAFC) when the AAFC Advancing Agriculture and Agri-Food (ACAAF) program approves funding for NFS activities. In early February we learned that the Minister had approved support for the NFS and related activities through to March 31st, 2009.

An agreement with the Department is expected to be signed soon which will enable the full reincarnation of a number of activities that were awaiting the contribution from ACAAF. Over the period from February 1st, 2008 to March 31st, 2009, planned activities include:

1. Four meetings of the National Forum on Seed;
2. Several working group meetings on issues related to innovation and novelty, variety de-registration and legislative impediments to innovation in the seed sector;
3. Technical committee meetings related to the Canadian Methods & Procedures for Seed Testing, the

accredited sampler program, a review of tags & labeling policy, and a review of Seed Standards and the Weed Seeds Order; and

4. Other related activities on communication, Quality Management Systems and the electronic pilot project & database upgrades at the CSGA and the Canadian Seed Institute (CSI).

Already there has been a technical committee meeting on the subject of reviewing the regulatory requirements around tags and labeling as well as a working group meeting on food, feed and seed novelty regulatory requirements. Reports of these meetings are available on the NFS web site: www.nationalforumonseed.com

The Forum's first meeting under the new funding arrangements was held in early April. That meeting reviewed the reports from the two working level meetings, reviewed the priorities for activities between now and March 31st, 2009 and initiated the discussions on how the NFS can continue its work beyond March 31st, 2009 when ACAAF support will no longer be available.

All NFS Forum meetings and working group meetings are open to interested parties that wish to attend and participate in the discussions. A schedule of upcoming meetings, agendas and topics being addressed can be obtained by going on-line at www.nationalforumonseed.com. We encourage participation of all interested parties and individuals as that is the best means to ensure that recommendations going forward to regulatory offices have the backing of a broad representation of the industry. This gives the consensus positions put forward a lot more credence in the eyes of the regulators. Although Seed Scoop will provide updates on NFS activities in future issues, you're first hand access to the NFS is their web site.



Certified Seed Logo and Stickers

CSGA members are reminded to use the new Certified Seed logo that has been recently been developed as part of the Sharing the Message program. More information on the new logo as well as EPS, GIF and JPEG files of the new logo in color, black and white and both official languages can be found on the CSGA website or by contacting the CSGA office.

Recently PDF files with the Certified seed logo have been developed for printing on Avery labels (template 5162, 14 labels per sheet). Members can print as many as they need from the PDF.

These "stickers" can be added to invoices to promote Certified seed. This could be particularly useful when the seed is sold in bulk. The PDF files are available on the CSGA website along with the other new logo material.



Building Sales Through Relationships

“We may be in agriculture, but our business is people.”



“Most of us learn by seeing rather than anything else.”

– Evan Erlandson

Evan Erlandson, Field Representative for Bunge in Altona, Manitoba, believes building one-on-one relationships is the best way to build sales of certified seed. “A farmer is going to feel a lot more comfortable doing business with someone he knows and trusts,” says Erlandson. “The biggest thing when selling to someone is the trust and honesty factor, and you should be selling the best thing for the farmer.” Erlandson believes Certified seed is just that – the best thing for farmers – and uses his belief as a foundation to sell seed.

Creating opportunities to spend one-on-one time with his farmer customers whenever he can is Erlandson’s first priority, including making a point of taking them on a field tour in the middle of the season.

“Giving tours, walking the fields, and looking at trouble spots, even comparing competing varieties, is time well spent because it shows the farmer what’s best suited for his farm,” he explains. “Raise the awareness, so the farmer can see for himself. Most of us learn by seeing.”

Providing customers with his own trial data is another way Erlandson builds trust and relationships with his customers. He understands farmers have access to multiple sources of trial data which can be overwhelming, so providing them with data he’s collected from his own trials gives them a better understanding of how the results will relate to their farm, a service he finds is well appreciated and provides him another opportunity to interact with his customers. “If you can come up with a way that somehow makes the data on whatever variety you’re selling more applicable to the farmer, then yield and trial data is always good,” notes Erlandson.

Erlandson also builds trust with his customers by not over-promising on the performance of new varieties. Once a farmer’s results don’t measure up to what he’s told them, their trust in his information will be negatively impacted.

Erlandson admits that the toughest thing about selling seed is getting farmers to try new varieties and some of the specialty varieties that have programs built around them. “In most cases, the programs are good and worth the grower’s time, but some are stuck in the, ‘well, I’ve always done it this way’ rut. Convincing them that there’s a profit to be made in the specialty programs is the toughest part of sales,” says Erlandson. He finds that asking customers to plant new varieties along a well-traveled road gives these varieties more exposure, helping to peak the interest of other customers.

Taking care of the details also helps Erlandson ensure his customers return. “Any time you really go out of your way for a customer, they’re going to appreciate it.”

Top Tips

- Ask customers to plant new varieties along a well-traveled road
- Don’t over-promise on variety performance
- Create opportunities to spend one-on-one time with customers
- Make data from your own performance trials relevant to the customer

Reprinted from Germination Magazine November 2007

CSI Prepares to Offer Direct Access to Japan's Organic Market

The Centre for Systems Integration expects to be the first Canadian-owned and operated organic certification body to be recognized as a Registered Overseas Certifying Body under the Japanese Agricultural Standard (JAS). On February 19, 2008, CSI welcomed government officials from Japan to conduct an extensive on-site audit as part of the approval process to grant JAS accreditation to CSI.

"We're very pleased with how the audit went," says Jim McCullagh, Executive Director of CSI. "The process is moving along quickly and we expect CSI to be in position as a Registered Overseas Certifying Body to offer our clients JAS certification early this year. CSI would then be allowed to inspect and certify organic farms and processing facilities directly under the JAS law."

The certification process involves a CSI-recognized organic inspector visiting a business to inspect their operations against the submitted or-

ganic system plan and check it against the JAS organic agricultural product standards. The inspector's report is reviewed by CSI, and if the operation is in compliance with JAS, CSI will grant organic certification.

"Connecting our clients to value-added foreign markets is a top priority," says McCullagh, noting that CSI's current ISO Guide 65 accreditation by the European authority DAP provides the high level of program integrity their clients need for reliable access to the European organic market.

"We're also pleased that DAP will submit an application in March to the Canadian Food Inspection Agency (CFIA) to become a foreign Accreditation Advisory Body under the Canadian Organic Regime," says McCullagh. Under a future CFIA Accreditation Advisory Body agreement, DAP would be able to audit and accredit CSI as a certification body to certify against the Canadian organic standard.

Whether you're selling internationally or reaching local markets, CSI's organic certification services can give you the confidence to stand behind your products. Backed with experience and credentials, CSI inspectors will provide timely and efficient service.

For more information on organic certification or implementing other quality management systems through CSI, please call (613) 236-6451 or visit www.csi-ics.com.



CROP CERTIFICATION SOFTWARE AND E-PILOT UPDATE

Thanks to funding under the Advancing Canadian Agriculture and Agri-Food Canada (ACAAF) program CSGA with the support of CFIA is continuing to develop and implement its innovative approach to crop certification. CSGA's ultimate goal is to deliver crop certification services in an electronic format in order to improve and advance the level of service to its members.

Funding for the 2008 E-pilot activity is captured under the Seed Industry Regulatory Streamlining activity in Phase 4 of our ACAA proposal. The development work is focused on two related areas, updating CSGA's central crop certification database and completing development work on electronic inspection reporting.

In May, we are planning to launch our upgraded database and crop certification software. With these updates in place, we will then be able to complete and implement our online application for crop inspection solution. This includes the integration of a data conversion tool into the members' area of the CSGA website. The tool will allow growers to upload their proprietary application data, stored for example in MS Excel format, to the CSGA website.

Other ongoing work is focused on improvements to the inspection hardware and software solutions. We are developing a GPS based field mapping solution that will be used by inspectors to locate and drive to fields

applied for inspection. The launch of our new database will also require us to remap the inspection software data fields to the new CSGA crop certification software database. As we implement the 2008 E-pilot, we will need to update the E-pilot training manuals and complete the corresponding translation work. We will also look to evaluate some new inspection hardware.

Technical Updates

Changes in CSGA Regulations and Procedures for Pedigreed Seed Crop Production (Circular 6) Effective in 2008

Land use regulation changes for **Soybean** and **Durum** are as follows:

Page 2-2: To increase crop rotation options for Certified crop production and further reduce varietal purity risks for Registered and Foundation crops, the revised land requirements for Certified crops of Durum in Table 2.2.5 are:

Inspected Crop	Must NOT be grown on land which:
Durum - Certified	<ul style="list-style-type: none"> • In the previous year produced: <ul style="list-style-type: none"> - a non-pedigreed crop of Barley, Canaryseed, Durum, Oats, Rye, Triticale or Wheat; - a crop of a different variety of Durum.
Durum - Foundation and Registered	<ul style="list-style-type: none"> • In the previous year produced: <ul style="list-style-type: none"> - a non-pedigreed crop of Barley, Canaryseed, Durum, Oats, Rye or Triticale; - a crop of a different variety of Durum; - a crop of Wheat in either of the preceding 2 years; • In the previous year produced a non-pedigreed crop which followed a non-pedigreed crop of Durum 2 years prior or a different variety of Durum 2 years prior.

Page 3-2: To remove the fall cultivation exemption for soybean crops, the revised Section 3.2.5 and Section 3.2.6 are:

Table 3.2.5: Specific Crop Land Requirements

Inspected Crop	Must NOT be grown on land which in the previous year produced:
Soybeans	A non-pedigreed crop of Soybean or a different variety of Soybean except as in Section 3.2.6.

Section 3.2.6 Land Requirements for Certified Crops of Herbicide Tolerant Soybean Varieties

The following applies only when a *herbicide tolerant soybean variety* is to be grown for Certified crop status following a soybean crop of a different variety. (*Herbicide tolerant soybean variety* is defined for the purpose of pedigreed seed production as a variety of soybean in which plants of different soybean varieties can be eradicated in the crop by a herbicide). A *herbicide tolerant soybean variety* for Certified status may be produced on land, which in the previous year produced a soybean crop of a different variety only if the following conditions are met:

- (i) The crop to be Certified is a herbicide tolerant soybean variety.
- (ii) The herbicide applied to the soybean crop for Certified status is a different herbicide than that which was applied to the previous soybean crop.
- (iii) The previous soybean crop was sown with pedigreed seed of a variety not tolerant to the herbicide being applied to the crop for Certified status.

If You Don't Know, Then Ask



There's more to selling Certified seed than simply convincing a grower that the benefits outweigh the costs. Brittney Donohoe, client account representative for Viterra in Brandon, Manitoba, says the key to obtaining successful certified seed sales year after year is knowing exactly what your customers want.

"You have to figure out exactly what the producer is looking for and the only way to do that is to ask questions. By asking questions the producer may even realize that what they thought they wanted is not what's best for them in the end," says Donohoe, who sells mostly canola and cereals in the heart of southwestern Manitoba.

That includes finding out what the customer's expectations are. "The customer has to be happy with their production. There is no point selling something you know won't come close to what they want in the end," says Donohoe. "You need to access information for those questions you are not 100% certain on the answer."

While having seed that has been tested for vigour and germination allows for justification of purchasing it, Donohoe says that is not enough to ensure continued success. "Certified

seed has been grown and tested rigorously to meet standards of production and yes, you need to portray that to the producer, but the number one thing you have to think about is selling the proper seed system to suit that particular field and producer." The idea is simple – if the customer is satisfied with the end results, that means he will keep coming back for that blue tag.

Donohoe says that finding out exactly what a customer wants or needs means you have to involve him every step of the way. Viterra has research plots in Brandon and she says it allows growers to access information that will help them make decisions based on what has been witnessed in different areas.

"It is relatively easy to involve customers in the seed business if they are interested," she says. "With the Crop Diagnostic School that we put on with our research department, producers are able to see firsthand all different varieties and how they may work in their own situation."

Certified seed is all Donohoe sells and she admits it's not always easy. She says the toughest thing about selling the blue tag is to convince customers the seed will meet and exceed their bottom line. To help get past the price point, Donohoe offers production contracts with premiums that allow producers to try something new and different with an offset cost. "Knowing when you are going to deliver the end product and the price you are going to receive helps growers maintain a cash flow," she says.

For Donohoe, it's all about establishing a long-term commitment to bring value to customers. And the easiest way to do that? "You have to ask questions, you have to get to know the customer, you have to find out what they really want," says Donohoe. "The more that is revealed, the better able you are to assess situations and the more options that may arise for the producer."



"It is relatively easy to involve customers in the seed business if they are interested."

– Brittney Donohoe

Donohoe's Top Tips

- Ask questions to determine what the customer is really looking for. The more they reveal, the more options there may be for you to offer.
- Do your own research to provide answers to your customers' questions if you aren't 100% sure.
- Get customers involved in the seed business – invite them to field days and provide them research results.
- Offer production contracts to encourage customers to try something new.

Reprinted from Germination Magazine January 2008

New Directors Tackle Tough Issues

The CSGA's eight newest National and Branch Board Directors have come into the job with their eyes wide open and no shortage of issues.

In 2007 several soybean fields in Ontario and Quebec were declined because they exceeded "few" for giant foxtail. A resolution was made at the Ontario Branch meeting encouraging CFIA to reconsider giant foxtail's inclusion on the Prohibited Noxious list.

Ontario Director **Dan Curtis** with Curtis Seeds, a third generation family farm at St. Thomas, ON, says, "Giant foxtail went from being of little concern to the Noxious Weed list in one year. This doesn't take into account the Pedigreed seed grower's ability to fix the problem. It's easy to separate giant foxtail from soybean seed."

Québec Director **Martin Provencher** at Gentilly, QC, grows 1,700 acres of barley, oats, wheat and corn. He grows soybeans primarily for shipment to Japan. Provencher, who has been in farming for 14 years, says: "Giant foxtail clean-out is unusually easy. We don't know why so much pressure is being put on this weed."

In PEI, Director **Len McCardle** farms land with deeds dating back to 1833. "Giant foxtail isn't a big problem on P.E.I. We rotate our land with potatoes, which makes it easy to keep our land clean. We usually get some winterkill on perennial ryegrass. The upside of climate warming is that it hasn't been nearly as bad in recent years."

The Atlantic region is also concerned about a reduction in research specific to the region and particularly about access to new varieties adapted to Atlantic Canada. Most of the plant breeding programs are located in Ontario and/or Quebec, and their mandate covers all of eastern Canada.

In Manitoba and Saskatchewan, the development of midge-tolerant wheat varieties based on a single gene is changing Pedigreed seed production. Maintaining enough susceptible variety refuge in commercial wheat crops to preserve midge tolerance is a challenge.

Saskatchewan Seed Growers' Association Board Director **Brent Bews** at Eatonia is a fourth generation farmer and a second generation Select seed producer. "Under high midge pressure there will likely be challenges in maintaining the proper proportion of refuge needed to protect the trait throughout the seed production cycle. There may even be challenges in maintaining that refuge at the Select level throughout the four year/generation production life of that Select seed.

"The Select grower may want to err on the side of caution and refresh their Select stock with new Breeder seed more frequently. Extra care will definitely be needed in rogueing Select plots of blended seed varieties; two lines will need to be selected for. As a result, variety descriptions will need to be followed very closely. Checking with the Plant Breeder and/or CFIA prior to rogueing should help in distinguishing off-types."

Manitoba Director **Eric McLean** at Oak River, says, "Initially, the midge-tolerant varieties and refuge requirement could have positive effects. Markets are buoyant and farmers are more willing to pay for their seed. Midge-tolerant

seed could very well be the beginning of a good scenario for seed growers." McLean joined J.S. Henry & Son about seven years ago when he married his wife. The farm has been in the family's hands since the early 20th century; they have been in the seed business for more than 50 years.

Another new Manitoba Director, **Ryan Murray**, will no doubt also be figuring out how to deal effectively with midge-tolerant wheat and the refuge requirements on his Pedigreed seed farm at Decker.

In Alberta, clubroot in canola is now under close scrutiny. Alberta Director **Chelsea Tomlinson** at Redwater has her eye on the clubroot issue as does Alberta Director **Brent Andersen** at Kitscoty. Andersen, who farms with his father, is a third generation farmer. They grow Pedigree wheat, barley and peas, and canola for commercial sale. "The earhtag on peas has the potential to spread clubroot," Andersen says, "but with cereal seed there's a smaller chance of spread because there's less dirt in the samples."

Andersen says clubroot is affecting the Pedigreed seed business. "Customers want to make sure seed isn't coming from an infected area. If you're rotating canola every three to four years and clubroot forces you into a five to seven year rotation, it will hit your bottom line hard," he says.

Continued on page 8

Passages

Henry Mergl of Maidstone, Ontario has passed away. Henry started growing seed in 1974 and received a 30-year Long Service award in 2003.

Sulo Luoma of Trochu, Alberta passed away in March of this year. Sulo started growing seed in 1954 and received his 50-year Long Service award in 2003. In 1968 Sulo

received the Outstanding Service award and was a recipient of the Robertson Associate award in 1990.

Harold Mueller of Drumheller, Alberta has passed away. Harold started growing seed in 1958 and received a 15-year Long Service award in 1980.

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For Pedigreed seed grower **Ed Hadland**, who grows red fescue, the issue is a new standard for border removal in lieu of isolation. Hadland at Baldonnel is the B.C. nominee to the National Board. "Our concerns have been addressed somewhat by the inclusion of a 10% rule. This allows a larger field with 10% or less of its acres within the 50-metre isolation distance to require only a 3-metre isolation. We can work with these rules as they are."

He adds: "Growers with irregular shaped fields or small fields are the most impacted by the 50 metre isolation. The staging and den-

sity of the contaminating plants in relation to the inspected crop are points that we need to discuss, but it won't be easy to set regulations. Our first priority is to produce quality seed under regulations that our buyers have confidence in."

There is certainly no shortage of issues, but also no shortage of Directors willing to take them on to the benefit of CSGA Pedigreed seed growers. Congratulations to all the new Directors and to Ed Hadland for his nomination to the National Board.

Mark Your Calendar for July 16 - 19!

Notice is hereby given that the 2008 annual general meeting of the CSGA will be at the Hilton Québec in Québec City.



Hilton Québec Hotel,
Québec City

Seed Scoop is published three times a year by the Canadian Seed Growers' Association in the interest of pure seed production in Canada. Executive Officers are: President, Ed Lefsrud, 1st Vice-President; Neil Shanks, 2nd Vice-President; Gerald Girodat; Past President, David Mol; Provincial Director, Danielle Bernier; Executive Director and Secretary, Dale Adolphe. Material may be reprinted. However credit to *Seed Scoop* is appreciated. Inquiries, submissions and suggestions for articles are welcome. Direct to Editor, *Seed Scoop*, Canadian Seed Growers' Association, Box 8455, Ottawa, Canada K1G 3T1. Phone (613)236-0497, Fax (613)563-7855, E-mail: seeds@seedgrowers.ca, Web Site:www.seedgrowers.ca
Publication Agreement Number 40628086 VOLUME 57, NO.1 ISSN 0049 0040