

CSGA

Seed:SCOOP

2007 Presidents Message

Change, how we respond to this in our business and personal lives is probably the single most important action we can take. Fourteen years of travelling with the national Board and the exposure to hundreds of seed growers and industry representatives across the country has broadened my understanding of tolerance for and appreciation of different and more novel ways of doing things.

Changes that stem from the core business of being selectors and providers of good, yes better seeds than the common market place. As James Wilson Robertson noted in his presidential report in Ottawa in 1906 when referring to the early stages of genetic selection by seed growers of the day, "you will see we have made decided gains in all directions".

These gains have and are continuing at an ever increasing pace into the 21st century. Our industry has been built on change; in fact you might say that change is our most important marketing strategy for without new varieties and traits we would be out of business as we know it.

It's this recognition that has allowed some people to make a greater mark on the seed industry than others. One of those progressive thinkers, a former CSGA President from Picture Butte Alberta was at the age of 90 years recently quoted as saying "changes in the future will be far greater than they have been in the past." Future success of our seed grower membership will more than ever depend on recognizing that if you do more of the same, you will get more of the same. We can no longer operate in a vacuum depending on word of mouth and loyal neighbours to expand

our business. In this world of consumer demand fuelled by technologies ability to segregate traits marketing strategies become more costly and complex. "Our response to this will



David Mol

have to include new ways of doing business and possibly vertical integrations as well as more alliance. As producers we need to continue embracing the world of change as the alternative of supplying good seed only for low margin bulk commodities is not sustainable.

In last years message I used the words "consensus building". We currently have as producers an excellent opportunity to affect the course of change in our industry. The seeds sown from the Seed Sector Review have produced an avenue through the National Forum on Seed which has given the Federal Government the confidence to make changes, given the

all inclusiveness of the seed and grain industry. The depth of consultations and input opportunities is and has been greater than ever. One of these is still available to seed growers and I would urge you to complete the questionnaire on the Seed Program Modernizations and if possible attend one of the meetings being held across the country. Change will come, what it will be is up to you.

Since this time last year there appears in general to be a more optimistic attitude in our industry although I certainly wouldn't say that we are on the "brink of prosperity" as was headlined in a national newspaper. The greater industry is increasingly recognizing that the younger generation currently on the farm producing does not have the same patience or the luxury to wait out long periods of low prices. Increasing concerns over food safety, bioterrorism, the industry impact from the medias attention to a spinach food scare, all are making the case for a healthy value chain from consumer to farmer. Our CSGA and membership are in the business of supporting the health of those crops by providing and producing under a national set of regulations purity standards as well as a traceability system second to none. It's this message we need to share. It's this message that should provide you the opportunity to market what we do best, and that is to grow and sell quality proven genetics in the form of Certified Seed.

I wish you all good farming and a better than ever 2007 and beyond.

David Mol
CSGA President

Bridging the Gap

Delegates will be “Bridging the Gap” at the 2007 annual general meeting in Saskatoon, Saskatchewan, July 11-14, 2007. In the “City of Bridges” Saskatoon is a focal point for history, culture, the arts and scientific excellence.



University of Saskatchewan

“Bridging the Gap” is this year’s theme, as the convention addresses the cultural gap, scientific gap, economic gap and generation gap.

Cultural Gap

Seed growers have long hard work hours. Will the second generation of seed growers be willing to follow in our footsteps? Do technological changes create

a cultural gap between generations? How does society and other disciplines view agriculture and seed growers?

Education Gap

What are the education needs of tomorrow’s crop producers? Who and where will that education be provided? Who will educate consumers about agriculture?

Economic Gap

What will a viable, profitable seed farm look like in the future? Growers are at the low end of the value chain and are caught in a cost/price squeeze.

Technology Gap

Who will develop new technologies and crop varieties in the future? What will new varieties offer? Agronomic traits? Quality traits? Food products? Biofuels? Industrial products? How will growers access new technology?

Generation Gap

Who will be the successors of aging seed growers? How and when will junior take over the family farm? Will our children want to take over the farm and if not, who will take over?

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



Saskatoon Park

Visit the CSGA website at www.seedgrowers.ca/meetingsandevents/annual_meeting.asp

Equipment Cleanout Challenge



Here’s your opportunity to be even more progressive, by sharing best production ideas on innovative machinery cleanout of planting, handling, harvesting, and storage equipment. Your submissions will demonstrate efficiency, pure value, and safety to save growers time and money.

Prizes to be won:
2 GRAINMAX Bins - East & West with additional sponsorship by SeCan
CSGA Seed Voucher - \$5,000.
Agricultural Power Washer
Friesen Seed Tender Voucher - \$500.
Brandt GrainBelt Conveyor Voucher - \$1,000.

Eligibility:

The Equipment Cleanout Challenge is open to Pedigreed Seed Growers or Identity Preserved Growers using certified seed. Innovation must be used on equipment outside the elevator/seed cleaning plant.

Further information and an entry form can be obtained by visiting the CSGA website at www.seedgrowers.ca/meetingsandevents/contest.asp

Working With Your Customers

Understanding and working with your customers is the key to providing the service and seed they need to meet their needs.

The key to effective selling of Certified seed is through understanding what your customers need and working with them to find solutions, says Scott Vandehogen of Southern Co-operative Services in southwestern Ontario. Vandehogen, a seed specialist for SCS which provides services for two co-ops – Agris Co-operative and Wanstead Farmers Co-operative – works with sales reps from the co-ops who sell seed for everything from corn, soybeans, and winter wheat to canola, sugar beets, edible beans, forages, alfalfa, and grasses for Mycogen, DeKalb, Syngenta Seeds, SeCan, and C&M Seeds.

“Sell your grower what he needs, not necessarily what you want him to have,” says Vandehogen. “Every grower has different needs. Some may want to grow identity-preserved soybeans because they might have the time and patience, and as long as they follow good management practices they can make a little more money from an IP program. Other growers might want a Roundup Ready system because they need a simple no-nonsense approach to killing weeds in their soybean fields because they spend the majority of time with their livestock, or their high value crops like tomatoes, and don’t have a lot of time to spend in their bean fields.”

Understanding your customer’s needs is the first part, and then explaining how Certified seed fits in with his system is a vital part of ensuring your customer gets the product that is best for him. “Show growers that Certified seed ensures genetic purity – they’ll get the variety they want because it’s grown under strict production requirements and third-party inspections that ensure minimal weed seeds, off-types, and other seed types,” says Vandehogen. “Educate the grower about new genetics and the benefits of it, such as better yield, drought tolerance, and pest resistance.” He adds that explaining how IP programs bring premiums and in-

creased marketing opportunities is also important information for growers to consider when buying their seed.

All this is built on a strong relationship with your customer. “If you don’t have a relationship with your grower then he’s not going to listen to you,” says Vandehogen. Developing that relationship takes time. “For increasing Certified seed sales, I always advise working on this relationship. It takes time for them to trust the sales



“For increasing Certified seed sales, I always advise working on a customer relationship. It takes time for them to trust the sales rep, but by learning what a grower needs and the problems on his particular fields, you have a better chance of developing a relationship.”

- Scott Vandehogen

rep, but by learning what a grower needs, the problems on his particular fields – because his field is different from his neighbour’s – you have a better chance of developing a relationship.”

Vandehogen also advises setting up test plots on your customers’ fields so you can see how their varieties are working out. “We do a lot of plot work for corn and beans, maybe 10 different varieties replicated in a trial. We walk those fields with the grower in summer to look at the different characteristics of varieties,” says Vandehogen. “This benefits the seed companies because

it gets the data back to them, but it also benefits the grower who’s doing the work because he can see what’s working on his farm. It’s an educational practice – showing them the benefits of new varieties, genetics, and new traits. The more data they see, the more comfortable they are with it.”

In the current economic environment, it may seem daunting to sell Certified seed, but Vandehogen says this is precisely the reason Certified seed is important. “We need to give growers better productivity with the crop varieties they have and that comes through research, which is possible when growers buy Certified seed. With lower usage of Certified seed, fewer dollars are spent on research and this could delay better varieties to farmers and consumers,” says Vandehogen.

Top Tips

- Understand your customer’s needs; every field is different and could benefit from a specific variety.
- Develop a relationship with your customer; but be patient, this could take three to five years.
- Explain the benefits of Certified seed to your customer’s operation.
- Set up test plots on your customer’s fields. Walk through them with him and compare variety performance.

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Avoiding Costly Errors

The Canadian Seed Institute's quality management systems improve business efficiency, leading to a significant reduction in errors and demonstrating to customers your product meets high standards.

Whether you're preparing for an assessment or doing an internal review, following the quality system standard is of the utmost importance to ensure you are realizing these business benefits. Here's a handy checklist to reduce your chances of incurring costly errors or prosecution:

Quality Management Issues (CSI AC Standard Referenced):

- Quality Manual procedures are up-to-date and reflect current practices [element 2]
- Employees trained on quality management systems and procedures, records of training signed by trainer and employee [element 16]
- Management review of operation conducted, improvements planned, previous non-conformance issues reviewed to confirm preventive action still effective [element 1]
- References up-to-date i.e. Canada Seeds Act and Regulations, Weed Seed Order, CSI Technical Manuals [element 4]
- Calibration records (scales, treaters etc.) maintained and up-to-date [element 10]
- Assessment scheduled and conducted to satisfy monitoring schedule [element 17]

Technical Issues (Seeds Regulations Referenced):

- Retained samples for all pedigreed seed lots sealed and/or stored [93(3)]
- Crop certificates and grading/testing records available for all pedigreed seed sealed within the last two years [14(2)]
- Licenses and accreditation maintained for required scope and positions [13(1) & 93(1)]
- Official tags attached to sealed packages and/or dispensed with each sale from a lot of pedigreed seed; records of official tag use maintained [33(1) & 14(2)]
- Grading procedures followed (as described in CSI Technical Manual Chapter 4) [13(1,d,i)]
- Pedigreed seed declaration completed within 30 days of conditioning and/or grading of all pedigreed seed lots [14(3)]
- Treated seed tag dispensed with all sales of treated seed [20(4)]
- All barley is smut tested, seed is treated or label dispensed [6(3), 11(2) & 20(4)]

For more information, please call CSI at (306) 862-2081 or visit: www.csi-ics.com.



CSGA Website – Members Only

CSGA members are encouraged to use the “Members Only” portion of the CSGA website to review the status of your fields. The data on the website is current with the database in the CSGA office. Go to the CSGA website at www.seedgrowers.ca and click “MEMBER LOG IN” at the top of the screen and then enter your grower number and password. If you do not have a password or can't remember it, you can apply for one to be sent to you by email by clicking on the “Request Password” button or you may contact the CSGA office.

To perform a Crop Search, define the preferred filters, and click on the “Crop Search” button. The “My Crops” filter allows you to see All Crops, or limit the data to those crops that are Grown By, Assigned To, or Paid By you. The “Show” filter allows you to filter on variety, crop kind, field or sequence number. The “Year” filter limits the data to crops grown in the selected Crop Season.

Technical Updates

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, are being 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/regulationsandforms/circular.asp#3>

Changes Effective in 2008

The following changes will be made in the CSGA's *Regulations and Procedures for Pedigreed Seed Crop Production (Circular 6)*, and will be effective in 2008.

Revised sections of Circular 6, and a revised record of amendments, will be sent early in 2008 to growers, plant breeders, crop certificate assignees and inspectors who were active CSGA members in 2006 and/or 2007.

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

Inspected Crop	Must NOT be grown on land which:
Durum - Certified	<p>Must NOT be grown on land which:</p> <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	<p>Must NOT be grown on land which:</p> <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: The revised Section 3.2.5 and Section 3.2.6, to remove the Fall cultivation exemption, 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.

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.

Going the Extra Mile

Showing your customers you really care about their farm operation is the way to build a long-lasting and successful partnership.

"Whenever there's trouble in agriculture something good always comes out of it," says Kevin Blair, CEO of Blair's Fertilizer, an ag-retail outlet with five locations in central Saskatchewan. While Blair was speaking specifically about the dry years of the late 1980s and early 1990s and the resulting switch to conservation tillage, that thinking can also be applied to the development of better seed varieties to improve crop production. More specifically, Blair notes that canola production techniques have progressed throughout the 1990s with better agronomic knowledge and improved varieties. The key today, says Blair, is ensuring that farmers know about and understand all the benefits that can be gained from using Certified seed.

Blair's Fertilizer, a third-generation, family-owned business, primarily sells canola seed, retailing for Bayer, Canterra, DeKalb, Brett-Young, FarmPure, and Cargill. Blair says the onus is on ag-retailers to explain the benefits of Certified seed and what advantages it brings to customers' farms. "Ag-retailers need to do a proper job of holding those farmers' hands and making them understand the difference between bin-run and Certified seed. The risks associated with bin-run seed are much different now be-

cause we're dealing with hybrids," says Blair. "In canola especially, retailers need to take ownership and help growers understand not just what bin-run seed is, but what happens to hybrids the year after if you plant that seed and apply herbicides to that F2 crop. Because the seed is different than what was originally planted, it can really harm the crop. It can be a huge loss, and in agriculture you can't afford a big miss because the cost of production is so high."

Blair says his staff really strives to get their customers thinking about things like this and suggest other options when a farmer needs to reduce his cost of production. "With improved varieties you would be much better off lowering your seeding rate and plant density, which would lower the amount of seed you need to use," says Blair. "There are ways to reduce costs without going to the bin."

What happens when you find a customer who is bound and determined to use bin-run seed? Blair says after explaining the risks of going that route, it's important to make sure at least some Certified seed gets planted beside the bin-run so farmers can learn for themselves what the differences are. "A lot of these guys go all one way or the other so they have no reference on their own farm. Plus, they're always telling their neighbour it was good – the cost was almost zero. Sometimes they don't tell the whole story because they're in major cost-cutting mode; they don't care about net revenue. It's important to remember that you can't save the farm on the expense side of the ledger – the farm is made on the revenue side, with keeping an eye on expenses."

After making sure a customer plants at least some Certified seed, Blair says they always do the follow-up – going to the field with the farmer at critical stages like emergence, when pests start to arrive, and after spraying, all the way to harvest – comparing the Certified seed to bin-run. Blair says these visits to the field sometimes occur when the customer is not around so that if the farmer happens to be away, someone is still

keeping an eye on his fields. "We try to make it so farmers are comfortable with us being there when they're not," says Blair. "We're there with their best interest at heart – we're not trying to spy or always trying to sell them something. We're trying to identify if there are any problems with their crop – maybe they are away on holidays in July and we'll phone them with a message that they need to call us or have someone else take a look at their fields. And that's something we get commended on a lot – that we care and go the extra mile."



Kevin Blair

Blair's Tips

If you are having a difficult time helping a farmer understand the benefits of Certified seed, Kevin Blair of Blair's Fertilizer recommends the following:

- Ensure you explain the risks associated with using bin-run seed.
- Get at least some Certified seed on a farm that's growing bin-run.
- Follow through by visiting the fields at different crop stages, comparing the bin-run fields to the Certified fields.
- Follow through all the way to harvest and compare yields; make sure the farmer understands the implications of his choice.

Reprinted from Germination Magazine, January 2007



"There are ways to reduce costs without going to the bin."

Seedlings

Passages

World renowned plant breeder in genetics and statistics *Dr. Edwin Gamble* of Guelph, Ontario passed away October 5, 2006. He was a recipient of the CSGA Honorary Life Membership award in 1992.

Dr. Charlie Bishop of Ottawa, Ontario passed away on October 31, 2006. Dr. Bishop made a significant scientific contribution to horticultural research in Canada and internationally. Dr. Bishop received the CSGA Honorary Life membership award in 2004.

John Buchan of Regina, Saskatchewan passed away on November 27, 2006. Mr. Buchan was a director of the Crop and Development Branch, Saskatchewan Agriculture and Food. He received the CSGA Honorary Life Membership award in 2005.

Bill Shanks of Wheatley Ontario passed away on January 21, 2007. He received a Robertson Associate award in 1973. He was the President of CSGA from 1975-1977.

CFIA Consultation – Proposal to Facilitate the Modernization of the Seed Regulatory Framework

Since 1998, the CFIA has been consulting on ways to improve the Variety Registration System. Over the last three years the focus of consultations has broadened to include the performance of the entire Seed Regulatory Framework. CFIA is proposing to implement a number of changes designed to improve the system and is seeking your feedback.

For more information or to participate in the online consultation visit the CFIA website at <http://www.inspection.gc.ca/english/plaveg/variet/revetu/consule.shtml>. The deadline for input has been extended to February 28, 2007.

To build on the online consultations, CFIA will also be running a number of workshops on Seed Program Modernization in several cities across the country from January 30th until March 7th. If you are interested in participating in one of the workshops contact Charlene Mader at: 1-866-475-2565 or by email at: modernization@inspection.gc.ca

CSAAC Moves Head Office

Doug Ashton is the new Executive Director of CSAAC. All correspondence with Commercial Seed Analysts Association of Canada Inc. should be directed to:

Commercial Seed Analysts Association of Canada Inc.
Doug Ashton, Executive Director
108 Vaughan Street
Almonte, ON
K0A 1A0
Phone: 613-256-7411
Fax: 613-256-0485
Email: csaac@rogers.com
Web site: www.seedanalysts.com

Land Use Verification Forms

If you are unsure of the eligibility of your land for seed production, you are invited to complete a Land Use Verification Form and submit it to the CSGA office prior to planting. The CSGA will review your land-use plans and provide you with written confirmation whether or not your plans meet the CSGA regulations. A copy of the form is being sent to all active growers. Copies are also available from the CSGA office or the CSGA website at: http://www.seedgrowers.ca/pdfs/forms/Form101%20LandUseVerification_20041011-English.pdf

If the land is eligible for production the grower will receive two copies of the written confirmation. One copy is for the growers files. The second copy should be attached to the "Application for Crop Inspection and Membership". On the Application for Crop Inspection, make note of the prior land use verification on the right hand side of the application under the "Previous Crop Information" portion of the application.

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