

CSGA

Seed:SCOOP

2008 President's Message

In a strange sort of way the agricultural industry has been over-looked by society, they probably don't even know we exist, but nevertheless, this spring shall be a guaranteed total flop without us and our efforts. I am not sure we even want the light of society on us. The word "tazer" comes to mind with the cost of all that equipment, diesel fuel, fertilizer, chemicals, huge lines of credit, production insurance and labour, as short as it is, and what ever else it takes to produce food, feed, fibre and fuel.

The buzz is somewhat positive for sales but the truly big news is midge tolerant wheat. What we are attempting to achieve, and will, is for everyone to call it, stewardship of the tolerance. It is a blend of susceptible wheat in the ten percent range and tolerant wheat about 90 percent. The trick is the maintenance of these approximate ratios in perpetuity. Not to be defiled, we must prevent the midge from mutating, and attacking the tolerant wheat types.

The single gene resistance *Sm1*, is fragile, very fragile. This is a very complex system we have developed and yearly purchases of seed may be necessary to retain the 90 percent – 10 percent ratio.

Central Saskatchewan has midge destroying up to 70 percent of the wheat crop. Spraying is the only current way to avoid near total loss. Should you not like what is going to be involved with the stewardship of the midge tolerance, you have reduced your available options to spraying.

At times, for the Ottawa office, working on procedures to accommodate blending is a tremendous work load. Cereals and blends have been a "no no" up to this point.



Ed Lefsrud

Edmonton, or rather the belt around Edmonton, 20 – 40 miles wide in pockets, has a mutant form of Clubroot that makes growing canola difficult. The Clubroot is carried in the soil. Potatoes, barley and peas are known vectors. Act accordingly. The Research and Development Committee of CSGA has responded this year by funding a research project titled, "Seedborne transmission of Clubroot of canola, evaluation of significance and control" by Dr. Stephen Strelkov, University of Alberta.

The Directors on the National Board are changing. In my mind the best thing to happen on the Board is the class of people we continue to garner to act on the big stage. As of the time of writing this message in mid-January, I would like to welcome Leonard McCardle from the Maritimes and Donna Edwards of Saskatchewan to the National Board. The trio of Danielle Bernier (Quebec), Patti Cuthbert (Manitoba) and Donna Edwards (Saskatchewan) is an all time high for ladies on the National Board.

Branch Annual General Meetings I have yet to attend are BC, Alberta and Quebec. I'll report on them in the next issue of Seed Scoop.

And now, a thank you to retiring Directors; Mike McAvoy, Ivan Nyborg and Larry Littman, all pilots. We're cleared for take-off Runway 18, have a good trip.

The "S" word, I haven't mentioned so far. Seed, we can't live without seed, we can't live without food, feed, fibre and fuel. Do what you can to make the year a success, agriculturally.

If you are planting Certified seed, you are planting success.

Ed Lefsrud
President

Seed, the Basis of Life

The year 2008 is a historic one, as Québec City celebrates its 400th anniversary.

The Canadian Seed Growers' Association has chosen this magnificent location, a UNESCO World Heritage jewel, as the site of its annual convention, to be held from July 16 to 19, 2008, at the Hilton Québec Hotel.

Québec City is a city of nature, culture and fine dining that you will have the chance to discover with us.

AOSCA, our USA counterpart, joins us in celebrating the joys and history of Québec City.

Four hundred years ago, Samuel de Champlain planted the first seeds of a new land here: New France. Under the banner "Seed, the Basis of Life" we invite you to attend high-calibre meetings and discover or rediscover a city with a singular character, recognized as a must-visit, unforgettable vacation destination.

We eagerly look forward to welcoming you!



Danielle Bernier, President
Daniel Lanoie, President

Varietal Blends of Midge Tolerant Wheat

Recommendations from Canadian Seed Growers' Association (CSGA)

WHAT is the Issue ?

- Four (4) midge tolerant varieties, developed by AAFC wheat breeders at Winnipeg and Swift Current, were supported for registration in February 2007.
- The cost to western wheat producers, from midge damage downgrading and yield reduction, is currently estimated at \$40 million dollars per year.
- It took 15 years to transfer the single gene (*Sm1*) resistance into spring wheat and no other source of midge tolerance has yet been identified. Single gene resistance has a history of breaking down, so an interspersed refuge system, using varietal blends of seed, is proposed by the developer and distributors to prolong the effective life of the midge tolerance.
- The susceptible variety refuge must be interspersed within the midge tolerant variety crop, not adjacent to the tolerant variety crop (as in Bt corn production), since wheat midge adults mate at, and larvae do not travel beyond, their emergence site (unlike the corn borer).
- The AAFC wheat breeders, with distributors' support, have asked the CSGA to certify, and the CFIA to register, midge tolerant variety descriptions that include *Additional Certification Standards* which require all pedigreed seed crops of midge tolerant varieties to be blended with 10% of a specific susceptible variety.
- Since less than 20% of western wheat is produced from pedigreed seed, a serious concern is maintaining enough susceptible variety refuge in commercial wheat crops to preserve this midge tolerance.

WHY are Varietal Blends Required ?

- Midge tolerance originates from the *Sm1* gene which provides produces two naturally occurring compounds within the tolerant variety wheat kernels – ferrulic and p-coumaric acid. These two compounds, which diminish as the wheat matures, discourage or deter feeding by the midge larvae. This limits their development and feeding on immature kernels that causes downgrading and yield damage.
- If tolerant varieties are not blended with susceptible varieties, selection pressure for midge mutation is increased. The new midge populations are not deterred by the two compounds and midge tolerance is lost.

HOW will Varietal Blends be Managed ?

A. Certification of pedigreed seed and crops

- Select Plot growers will plant Breeder seed with varietal blend ratios that have been verified to be within the acceptable range prescribed within the *Additional Certification Standards* of the variety descriptions. Wheat breeders are presently estimating that the level of susceptible variety should be between 5% and 15% of the varietal blend to provide an effective refuge.

Continued on page 3

- To ensure that off-types can be identified during pedigreed crop roguing and inspections, both the tolerant and susceptible varieties will have very low tolerances for variants.
 - Certification of Select, Foundation, Registered and Certified midge tolerant wheat varietal blend crops will require meeting the *Additional Certification Standards* in variety descriptions which include:
 - varietal blend seed sampling by qualified samplers using approved procedures;
 - varietal blend seed testing, by qualified labs using approved methods, that verify varietal blend ratios are within the acceptable range in the *Additional Certification Standards*;
 - varietal blend remediation procedures for Registered Seed Establishments; and
 - disposal procedures for varietal blend crops that are declined pedigreed status.
 - Developers and/or distributors should bear the costs of complying with *Additional Certification Standards*.
 - Further research (more years and sites with varying midge populations) is required and underway to reliably estimate the rate of shift in the tolerant-susceptible ratios for crops planted with 90:10 ratio pedigreed seed. To support this research, test results will be tracked for year to year comparisons.
 - The CFIA will ensure that, by the end of 2008, federal *Seeds Regulations* will permit sales of officially labelled pedigreed seed of midge tolerant wheat varietal blends.
- B. Stewardship of midge tolerance in commercial wheat production
- Broad wheat sector support will be mobilized to support the developer and distributors implementing a “*midge tolerance preservation agreement*” and traceability plan for pedigreed seed sales of these varietal blends. These sales agreement requirements will be coordinated with a long term, multi-stakeholder, producer awareness program on stewardship and preserving midge tolerance (similar to successful producer awareness programs used for Bt corn refuge requirements).

A Tax Incentive on Certified Seed – Where We’ve Been, Where We Are and Where We’re Going

Increasing the use of Certified seed is a priority for Canada’s seed industry, and not just because it would increase returns to the seed industry. In fact, increased use of Certified seed has widespread benefits for farmers, consumers and exporters.

In order to both increase the investment in seed driven innovation and to share the costs of that innovation amongst all who benefit, the seed industry advocates the implementation of a tax incentive for producers who buy Certified seed.

The industry has been working to move this forward since 2004. The first job was to identify and address the challenges to the implementation of a Certified seed tax incentive. That job is almost complete.

Challenge One – the cost to the government. The George Morris centre has identified that a 55% tax incentive would be required to eliminate the extra cost of Certified seed for farmers. If all farmers used Certified seed, the cost to government would be \$179 million. However, the

increased returns to farmers and the entire industry would also result in almost \$60 million in tax claw backs.

Challenge Two – the impact on safety net programming. A study done by the George Morris Centre determined that there would be no impact on safety net programming.

Challenge Three – the impact on Canada’s international trade obligations. Current rules at the World Trade Organization would classify the incentive as a trade distorting domestic subsidy. As such it would be included with all of Canada’s other trade distorting support and be subject to a ceiling on spending. However, Canada currently doesn’t spend what it is allowed, and it was determined that this program would not be subject to challenge by our international trading partners under other WTO agreements. So we push ahead.

The proposal has been presented to the House Standing Committee on Agriculture and Agri-Food. The proposal was presented to the Minister of

Agriculture and Agri-Food; and to a number of individual Members of Parliament and provincial political leaders.

Support in the industry is growing. Faced with an innovation crisis, other parts of the agricultural value chain are now seeing this incentive as a tool for increasing research and development.

The industry needs to continue to build the support for a tax incentive, and you can help.

- Talk to farmers and farm organizations
- Write a letter to your Member of Parliament and/or your representative in the provincial legislature

Together we can promote innovation in Canada. Contact us for more information.

Understanding Customer Needs

Customizing your seed offers to the unique needs of your customer translates into customer satisfaction.



“Certified seed is a piece of the puzzle that will reduce your risk.”

— Lonnie Gobeil

“Understanding what our customers want to accomplish, along with understanding their unique business needs, allows us to position the product that offers the best value,” says Lonnie Gobeil of Horizon Fertilizers Ltd. in Humboldt, Saskatchewan. Gobeil believes offering a customized plan that suits each customer’s situation is the best way to sell seed. Horizon sells seed, fertilizer, and crop protection as well as Flaman products including rentals and fitness equipment. The diversity of their products and their commitment to satisfy customer needs go hand in hand.

Horizon has focused its efforts on building and maintaining customer relationships and strives to help each customer understand the genetics of the seed, the system best suited for the situation, the agronomic considerations, and the marketing choices available. “We market more than seed varieties,” says Gobeil.

The company also maintains a close relationship with each Certified seed distributor, such as Bayer CropScience, Monsanto, FarmPure Seeds, Canterra Seeds, Brett Young,

and Cargill Specialty Canola Oils IP program. “There was a situation this year where we weren’t able to access product, but because of our relationship with Bayer we were able to find solutions for our customers,” says Gobeil.

Horizon has implemented the Horizon Fertilizers’ High Roller Club, which is a program designed to have customers push the yield limit in canola by using a number of agronomic tools available from the company. “I go around with a weigh wagon at the end of the year to compare yields. We want the customer to have an area where they have done something different and compare to what they normally would do in order to do an economic analysis,” says Gobeil. “This is a way to generate and evaluate products and services in a real world situation.”

Gobeil is also responsible for maintaining Horizon’s test plots and believes the first-hand knowledge gained from this is extremely valuable. Sharing his own experiences with varieties instills a sense of trust in what he recommends to his customers.

Horizon is candid with its customers about everything from the benefits of Certified seed to the cost. Gobeil explains how Certified seed translates into a healthier bottom line. “We discuss the total costs associated with putting in a crop. When you consider the total costs, seed is a small portion of the total. More often than not, marketing programs and opportunities offset the seed costs,” says Gobeil. “Certified seed offers peace of mind, knowing that it’s a piece of the puzzle that will reduce your risk. We also know that the product is uniform and has been tested to ensure performance.”

Every so often Gobeil is challenged by customers about using Certified seed versus bin run seed. “The toughest question I have been asked is, what makes the seed I produce different from the seed from a seed grower? Seed used by seed growers has not been exposed to the environmental and influential factors as many times as seed from the bin,” says Gobeil. “When it comes to hybrid seed there is no question that Certified seed offers good value due to the fact that bin run seed is not produced the same way as Certified seed. Certified seed translates into a healthier bottom line.”

Top Tips

- Think of a challenge to encourage your customers to try new things
- Make careful notes on variety trials and take pictures. Use the information for the next spring selling season
- Invest in a benefit calculator – a simple worksheet or computer program will help calculate increased yield opportunities
- Stay in contact year round to build customer loyalty
- Always stress seed quality – ensure that your customers know the germination and purity of the seed is their assurance of a quality product

Reprinted from Germination Magazine July 2007

Technical Updates

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

Beginning in 2008, CSGA will send the annual *Notice of Changes* in a CD format. Grower members, plant breeders, crop certificate assignees and inspectors who were active in 2006 and 2007 will receive a CD that will include the *Notice of Changes in Circular 6*, revised replacement pages, most CSGA application and declaration forms and a complete revised and up to date *CSGA Regulations and Procedures for Pedigreed Seed Crop Production (Circular 6)*.

The CD will replace the traditional hard copy version of replacement pages of revised Regulations which will still be available upon request from the CSGA office. As in the past, this *Notice of Changes*, revised replacement pages and a complete revised edition of the official version of Circular 6 will continue to be available on the CSGA website at: www.seedgrowers.ca.

Most changes involve clarifying crop inspection requirements. **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:
Bean	A non-pedigreed crop of Bean or a different variety of Bean.
Fababean	A non-pedigreed crop of Fababean or a different variety of Fababean.
Lentil	A non-pedigreed crop of Lentil or a different variety of Lentil.
Lupin	A non-pedigreed crop of Lupin or a different variety of Lupin.
Pea	A non-pedigreed crop of Pea or a different variety of Pea.
Soybeans	A non-pedigreed crop of Soybean or a different variety of Soybean except as in Section 3.2.6.

Continued on page 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.

Seed Updates from CSI

Seed Demotion

All CSI accredited facilities, such as approved conditioners and bulk storage facilities, should be aware of recent changes to pedigreed seed demotion procedures.

Under the new procedures, if a facility wishes to demote a lot, that lot must be re-graded by an accredited grader. If the seed is not at the facility that originally established the grade and sealed the lot, it must be re-graded and a new pedigreed seed declaration completed. For bulk storage facilities this means sending an official sample to a grader who will issue a new grading report. Once the grading report is received, the facility operator must complete a pedigreed seed declaration to record the new grade. As in the past, the third-last digit of the crop certificate number will be changed to the letter of the new grade (for example, "C" for Certified) to indicate that the seed was demoted from a higher grade.

If the seed being demoted is still at the facility where the grader established the original grade, then a note can be added to the original pedigreed seed declaration stating the lot was later demoted and the crop certificate number changed to reflect the demotion, as explained above.

For more information, please contact the Canadian Seed Institute at (306) 862-2081 or visit www.csi-ics.com.

U.S. Seed Graders

The Canadian Food Inspection Agency has entered into an arrangement with the USDA Agricultural Marketing Services which will allow the USDA-AMS to evaluate and recommend to CFIA, U.S. residents to be accredited as Seed Graders.

Official recognition by CFIA enables the seed test results issued by a foreign laboratory to be used in grading seed with a Canada pedigreed grade name. Similarly, the USDA-AMS Seed Grader Program will enable these U.S. Seed Graders to assign a Canada pedigreed grade name to certified seed destined for marketing in Canada.

Once implemented, this initiative will reduce the regulatory burden for vendors of imported seed providing assurances that seeds tested and graded externally meets or exceed Canadian standards. Effective immediately, all certified seed can be graded

by residents of the U.S. who are accredited by CFIA as seed graders.

For more information, visit www.ams.usda.gov/lsg/seed/seedgrader.htm. CSI will continue to provide more details as they become available.

Agriculture and Agri-Food Canada Varieties Available For Licensing And Food-Type Soybean Lines Available For Food-Quality Evaluation

For complete details on the requests for proposals and the soybean pre-release process:

Visit: www.agr.gc.ca/2008cultivars

E-mail: varietyrelease@agr.gc.ca

Keeping Your Farmer Hat On

“We’re doing more follow-up and sales calls than ever before. I also take the weigh wagon out to check the yields in farmers’ fields.”



“I have my farmer hat on too. Selling the right seed affects my livelihood and the farmer’s.”

– Joe Sierens

In today’s competitive marketplace Joe Sierens, who with his brother Chris co-owns Sierens Seed Service in Lorne, Manitoba, finds ways to set his business apart from the rest.

Sierens believes the insight he provides his customers on seed varieties is valuable because not only is he a retailer, he is also a farmer. He knows first-hand what other growers are going through and treats every customer as he would want to be treated. “I have my farmer hat on too.

Selling the right seed affects my livelihood and the farmer’s. I don’t feel good at the end of the day if I’m not selling the correct product to my customer,” says Sierens. “If the grower does well, he’ll come back and reward me with his business.”

Sierens Seed Service sells a wide range of Certified seed varieties for

DeKalb, Canterra, FarmPure, SeCan, Seed Depot, Pioneer Hi-Bred, Brett Young, Dow AgroSciences, and Bayer CropScience. “I offer all of them so I can recommend the best varieties to custom fit a plan for my grower’s needs,” explains Sierens.

To help set his business apart from his competitors, Sierens offers and promotes services. “We’re doing more follow-up and sales calls than ever before. I also take the weigh wagon out to check the yields in farmers’ fields,” says Sierens.

Sierens says it’s getting to be a very competitive business, as there are many new chemical/seed retailers and everyone wants to grow their market share. He is concerned about line companies offering exclusive genetics where growers sign delivery contracts and often buy inputs from the same retailer.

Sierens is focused on extensive product knowledge. He tries to learn as much as he can from his customers and the seed companies, so when he’s selling seed he can be confident that he’s selling the right product for the situation. He holds grower meetings once or twice a year to help keep his customers up-to-date on new varieties. This also gives him a chance to garner feedback from his customers and develop a relationship with them.

He often turns to his customers for advice when he’s growing his own crops and he relies on the feedback he gets from farmers regarding the seed he’s helped them pick. Farmers let him know if it’s working or not. “I learn a lot from my customers. I’m more resourceful that way. I can sort through what each customer has told me and use it in my own fields or when I’m selling to others,” suggests Sierens.

In keeping with his belief that farmers should have the latest information and/or products he showcases new genetics at an annual summer plot tour, which gives farmers a preview. He sends out a newsletter twice a year informing farmers about upcoming promotions, new and exciting products in the seed industry, and early-buy programs. Sierens also makes sure his customers are informed on programming that each seed company offers.

Sierens believes that farmers are a lot more confident when they purchase Certified seed. “They can be assured the bag they’re buying is the best start to their crop that they could possibly have,” says Sierens.

Sierens’ Top Tips

- Product knowledge gives the customer assurance in the product and the business
- Send out a newsletter to customers. Give them real farm advice
- Set up grower meetings to keep customers up-to-date
- Promote seed companies’ programs, so farmers can benefit from incentives that are being offered
- Arrange a summer plot tour for customers to learn about up-and-coming varieties
- Learn from your customers – seek feedback and turn it into practical advice

*Reprinted from Germination Magazine
September 2007*

Passages

Peter Nakonechny of Ruthilda, Saskatchewan passed away in August of last year. Peter began growing seed in 1965 and received his 40-year Long Service Award in 2005 and an Outstanding Service Award in 1995.

Stan Campbell of Saskatoon, Saskatchewan has passed away. Stan received an Honorary Life Membership in 1985 and a Saskatchewan Branch Honorary Life in 1991.

Dr. Anna Storgaard of Winnipeg, Manitoba passed away in March of last year. She received a Manitoba Branch Honorary Life in 1978 and a CSGA Honorary Life Membership in 1993.

Dr. Bryan Harvey Appointed to Order of Canada

Bryan Harvey is professor emeritus of Plant Sciences at the University of Saskatchewan. Dr. Harvey's research has focused on malting barley, and he is the breeder/co-breeder of more than 50 varieties including the internationally known Harrington. He has also been a successful administrator serving in several positions, culminating in the office of Vice President of Research at the University of Saskatchewan. His contributions have been



recognized by a number of awards including Fellow of the American Society of Agronomy, Crop Science Society of America and the Agricultural Institute of Canada. He is a member of the Saskatchewan Order of Merit and now an officer of the Order of Canada. Dr. Harvey has been recognized by the SSGA with an Honorary Life Membership in 1992 and by CSGA with an Honorary Life Membership in 1994 and the Clark Newman Clayton award in 2005.

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.

Please note that land use inspections do **not** change the land use requirements for Breeder, Select and Probation Plots outlined in Circular 6. For the production of Plots, land use inspected crops are considered non-pedigreed crops.

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.

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. Copies are available from the CSGA office or the CSGA website at: www.seedgrowers.ca

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, 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.

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 56, NO.3 ISSN 0049 0040