

CSGA Seed:SCOOP

Brilliant Speakers “Bridge the Gap” at the Saskatoon AGM



Annual meeting delegates are rarely moved to give a standing ovation, but that was the case at the CSGA 2007 AGM in Saskatoon. As organizer Dave Akister describes it, brother and sister Jill Clark and Perry Dangstorp moved the crowd to their feet with their heartfelt address on why Perry returned to farming and Jill did not.

“They touched many hearts when they reminded us that we’ve forgotten about the passion in farming,” says Akister. “We can’t lose it or bury it and expect to survive. They helped us see that it is passion that will bring kids back to the farm.”

The outstanding roster of speakers included John Ryan, President and CEO of Farm Credit Canada, who

spoke to “Bridging the Gap through Cultural Transformation.” Ryan pointed out that as agriculture becomes an industry of partnerships and alliances, decisions are becoming more complex. Ryan then offered his own decision-making guidelines:

- People have an inner need to do their best.
- People want to have a purpose, not just a job.
- People want to be fully engaged in the business.
- People will produce extraordinary results when they are inspired.

Organizations, he said, are sharing their skills, breaking down silos

that are getting in the way of doing business – and benefiting from new relationships and opportunities.

A top business adviser and familiar voice on Saskatchewan radio Paul Martin said he believes that growth potential is rooted in smart business practices and getting the younger generation involved in the business of farming at an early age. He also stressed that negative farming talk at the kitchen table can generate negative perceptions of agriculture and influence future career choices.

Pedigreed seed growers, Warren Kaeding and his father, Roger, spoke eloquently to the importance of succession planning and build-

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ing a strong family unit in order to take the farm to the next level and into the next generation. They stressed a focus on the ability to adapt to the changing needs of the marketplace as well as the next generation.

The 2007 AGM coincided with the University of Saskatchewan's celebration of 100 years of academic excellence. The U of S Crop Development Centre co-hosted the CSGA 2007 convention. Delegates had the opportunity to tour the university's state-of-the-art education and research facilities including the Kernen Research Farm.

This exceptionally successful AGM wasn't without frivolity. Donna Sanders, an impersonator of the Queen, literally brought the house down with "Royal Remarks" that poked fun at the Royal Family and industry leaders in every region.

This year's convention allowed delegates to register online and pay with credit cards. Akister reports

that nearly 75 percent of the delegates availed themselves of this opportunity, indicating a demand for the service.



Jill Clark and Perry Dangstorp

When asked to sum up the event, Akister said the highlight of the 2007 AGM was the message delivered by a line-up of Saskatchewan speakers that challenged the leadership of the industry.

"There was a good crowd in attendance. People weren't leaving their seats, and the delegates were respond-

ing with some excellent questions for the speakers. A lot of gaps were being bridged," notes Akister.

The final impact of the 2007 AGM's "Bridging the Gap" theme will be measured by how well delegates respond to the take-home message about their industry: "Be loud, be proud and be passionate."



John Ryan, FCC

Canadian Seed Growers' Association 2007 Award Recipients

Clark-Newman-Clayton Award

This award is in recognition of a person who has made an exceptional contribution to pedigreed seed production in Canada and to Canadian agriculture through research, plant breeding or administration.

The recipient is to choose a Canadian University to name a suitable post graduate student to receive a \$2,500 Scholarship from the Canadian Seed Growers' Association.

The recipient of the Clark-Newman-Clayton award is Dr. Ronald DePauw of Swift Current, Saskatchewan. Thomas Zatorski, a PhD student at the University of Saskatchewan received the scholarship.

Honorary Life Membership Certificates

This award is presented to persons who, by distinguished services to the Association have contributed to the betterment of Canadian Agriculture.

Frederick (Rick) Holm of Saskatoon, Saskatchewan, William (Bill) Robertson of Ottawa, Ontario, and Jerry Roddy of Vernon, British Columbia received Honorary Life Membership certificates.

Robertson Associate Certificates

This award is presented to those members who have fulfilled with commitment and success their obligation to the Association.

The recipients of this year's Robertson Associate Certificates are; Donna Edwards of Nokomis, Saskatchewan, Edmund Lefsrud of Viking, Alberta, Rick McCarthy of Corning, Saskatchewan, and Ron McKinnon of Abernethy, Saskatchewan.



David Mol and Dr. Ron DePauw

Nominating Committee Results

Edmund Lefsrud of Viking, Alberta will serve as President for the upcoming year. David Mol will serve as Past President. Cameron Henry will continue as Honorary President. Neil Shanks of Wheatley, Ontario is 1st Vice President and Gerald Girodat of Shaunavon, Saskatchewan is the 2nd Vice President.

As well, one of the Provincial Directors is elected to the Executive. Danielle Bernier was nominated and declared a member of the Executive.

Executive Director, Dale Adolphe is a member of the Executive and National Board.

The Grower Directors for the 2007/2008 year are:

British Columbia – Gordon Hill
Alberta – Ed Lefsrud, Norman Lyster and Larry Kitz
Saskatchewan – Larry Littman and Gerald Girodat
Manitoba – Robert Wiens and Robert Stevenson
Ontario – Bob Hart and Neil Shanks
Québec – Daniel Lanoie
Maritimes – Ivan Nyborg, James Baillie and David Mol

The following have been designated by their respective Ministers of Agriculture as Directors for the 2007/2008 year:

British Columbia – Harvey Glasier
Alberta – Dr. Cornelia Kreplin
Saskatchewan – Mike McAvoy
Manitoba – Bruce Brolley
Ontario – Brent Kennedy
Québec – Danielle Bernier
Nova Scotia – Dr. Claude Caldwell
New Brunswick – Mike Price
Prince Edward Island – Peter Boswall

Dr. Bryan Harvey is an advisor on the National Board.

Executive Committee



Standing L to R: Dale Adolphe, Ed Lefsrud, Danielle Bernier, Gerald Girodat
Seated: David Mol and Neil Shanks

National Board



Back Row: Peter Boswall, Bob Hart, Gordon Hill, Daniel Lanoie, Mike Price

Middle Row: James Baillie, Larry Littman, Dr. Claude Caldwell, Dale Adolphe, Danielle Bernier, Gerald Girodat, Neil Shanks, Robert Stevenson, Larry Kitz

Front row seated: Dr. Bryan Harvey, Harvey Glasier, David Mol, Ed Lefsrud, Mike McAvoy, Norman Lyster

Regrets: Dr. Cornelia Kreplin, Ivan Nyborg, Brent Kennedy, Bruce Brolley

Brent Vankoughnet on Loyalty

Brent Vankoughnet farms at Carman, Man. and runs a business called Agri Skills Inc. that does on-farm research as well as consulting and training for ag retailers and farmers. He has an idea that could help both retailers and farmers get more out of their relationships. It's an old fashioned idea called loyalty. He took time to answer our 5 questions.

Could you please explain your idea?

I'll use my own example. I go to my local fertilizer retailer each year and I tell him up front that I intend to buy all my fertilizer from him. It saves me time, saves me the hassle of calling around to check prices, and he doesn't have any marketing or sales costs to get my business. I have a good relationship with him, his plant is close to my farm and he offers the kind of support I am likely to need, so I feel comfortable making that kind of a deal with him. But here's the clincher: I tell him that I expect a reasonable price at the end of the season, and that I might check his price against the competition so he "shouldn't embarrass himself".

Isn't loyalty a naive notion these days?

Not at all, as long as I am being loyal to someone who deserves it. This is about being bold enough to put your expectations on the table. People are nervous about being considered a loyal customer because they don't want to be taken for suckers. Some might call it "preferred customer" or "preferred supplier" but it's negotiating loyalty or a commitment. I think many farmers are prepared to be loyal - it's sure easier that way - but they want to have some assurance that they won't be taken advantage of, and end up looking like an idiot. The key is to make sure that what you expect of your supplier and what they can expect of you is completely clear. This requires some risk and commitment each way.

What can a retailer possibly give in return for loyalty?

Not all retailers are prepared to negotiate or customize anything more than price. But with some you will be able to establish expectations tailored to your needs. The retailer may offer access to an agronomist, market timing or financing terms that may be more critical to you than to the average guy. To build loyalty and keep their current customer base, retailers will simply have to be willing to work out unique preferred customer arrangements. Welcome to the era of mass customization.

This sounds complicated. Wouldn't it be easier for farmers to just shop around for a price, sign on the dotted line and take delivery?

True, some farmers aren't interested in taking the time to "negotiate expectations". They get too big a kick out of the high stakes poker game of grinding down the price. But that can also take time, not to mention it strains the customer-retailer relationship and likely prevents the producer from finding some of the real value the retailer could offer. A retailer who feels



Brent Vankoughnet

good about doing business with you is more likely to share what he knows about pricing forecasts, new products, research, etc. Never underestimate the intelligence value of your supplier. By laying your expectations on the table, including the sharing of intelli-

gence, and each agreeing to try to meet those expectations, the retailer is under some pressure to treat you fairly. If they have agreed that this arrangement is better for them than no arrangement, why would they screw it up? This is still more about trust, commitment and expectations than it is about price. I can live with paying 40¢ per pound for nitrogen, even though it was 25¢ just a few years ago, as long as I know that it is fair compared to what everyone else is paying. However, if I find out at the coffee shop that everyone else is paying 37¢, then I'm going to feel ripped off and I will likely never trust or deal with that supplier again. Fair value not absolute value means the most.

How does the farmer protect himself?

Negotiate the arrangement so that the retailer has as much at risk as you do. If the retailer abuses the relationship he loses the lifetime value of your business and maybe the business of your neighbors and friends that listen to you. At worst you could pay a couple thousand more than you needed to. Ideally the farmer and retailer should put their pre season expectations in writing, and then get together at the end of the season to see how it went for both parties. They should be prepared to raise troubling issues and figure out a way to resolve them. If they can't be resolved, then you move on without malice. These arrangements won't work if you come in thinking there has to be a winner and a loser in every transaction. My great fear is that as things get more difficult in agriculture, people will feel they have to be mean to be successful. I don't buy it. If you and your supplier are bright enough to have survived the last decade, you should be able to work out a fair price and a good supply arrangement with each other. If your dealer can't do that for you, perhaps he won't be in business for long and if you can't do that with them, maybe you won't be around long either.

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

Changes Effective in 2008

At the November 2006 meeting of the National Board, regulation changes were made in CSGA's *Regulations and Procedures for Pedigreed Seed Crop Production (Circular 6)*, as they relate to the previous land use requirements for the production of Foundation, Registered and Certified Durum and Soybean. These changes will be effective in 2008. The changes were described in the February issue of *Seed Scoop* as well as in the February 1st, 2007 Notice of Changes sent along with the February issue. The Notice of Changes can also be reviewed on the CSGA website.

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.

New Certified Seed Logo

Over the past two years, the seed industry has been moving forward with a plan to promote the role Certified seed plays in successful farm operations. This process included the Sharing the Message campaign which armed the seed industry with tools to better articulate the seed message, a second wave of the campaign focused on retail techniques, and qualitative research with farmers regarding the motivators behind the use of Certified and common seed. Sharing the Message III began with a brand and marketing planning workshop held with seed industry professionals and culminated in developing a brand and positioning strategy and advertising campaign for Certified seed.

CSGA has adopted the new brand for Certified seed and will begin using the new logo this fall. Seed Sam will continue to be the corporate logo for the organization. CSGA members are

encouraged to begin using the new logo. 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.

A number of seed companies will be running the ad campaign "Success. Some farmers plant it." beginning this fall. Watch your agricultural publications over the winter for the new ads on the CSGA website and download the file if you wish to run the ad.



Safe Oats for Celiac Patients Start With Pedigreed Seed

It would be hard to find a place where Pedigreed seed and IP systems are more important to the health of the consumer than in the oat market for individuals with celiac disease (CD). This is a genetically-based condition in which the immune system responds to proteins in wheat, rye and barley that are collectively called “gluten.”



Researchers have been studying the safety of oats for people with CD for many years. “We now know that the majority of people with CD can safely eat oats – if the oats are uncontaminated with wheat, barley, rye, triticale, kamut, spelt and other grains that are closely related to wheat,” says dietician Marion Zarkadas in Ottawa, who is also a member of the Canadian Celiac Association’s Professional Advisory Board.

“Most people with CD welcome the nutrition and palatability of oats as an alternative to rice and potato flours and tapioca,” says Zarkadas. “Oats have outstanding nutritional qualities, especially fibre and B vitamins.”

Until recently, oats have been excluded from the gluten-free diet in Canada because of concerns over contamination with other grains. Moderate amounts of pure, uncontami-

nated oats are now considered acceptable in a gluten-free diet.

“Oats for celiac consumption undergo rigorous testing for purity,” says Regina-based Shelley Case, author of *Gluten-Free Diet*. “Purity is measured in minute amounts.”

If there’s a fly in the ointment, it’s the fact that regardless of purity, end-use products made with pure oats grown in IP systems cannot be labelled “gluten-free,” according to Health Canada. Current gluten-free standards state there can be no wheat, barley, rye or oats in specialty end-use products for celiacs.

Contamination in the field is also a concern. Agriculture and Agri-Food Canada’s retired hulless oat plant breeder Emeritus Dr. Vern Burrows in Ottawa points out: “Any grower can grow oats, and oats grown outside the strict IP system regulations for celiac consumption can become contaminated with other crops that contain gluten.”



In an effort to supply pure oats to those with CD, the Canadian Celiac Association has outlined specific criteria for growing pure, uncontaminated oats for the first time in Canada. These oats are being grown in the trademarked “Pavena” oat program.

The Pavena oat program has adopted Foundation #1 seed stand-

ards as the mechanical purity standard for the presence of other crop kinds. This is currently defined in the grade tables of the Canada Seeds Act as a maximum of 1 seed of another crop kind per kg of oats.

So far, two companies in Canada have entered the pure oat market. In 2005, Cream Hill Estates based in Quebec made oats commercially available that meet the required purity standards. FarmPure Foods based in Regina is also producing pure oats.

“Pedigreed seed growers, by the nature of their business, are an indispensable part of this promising industry since they specialize in producing pure grains,” says Dr. Burrows.

It is estimated that there are some 1,300,000 individuals with CD in North America with about 300,000 in Canada. With more people being diagnosed every year with CD, it makes sense that pure oats can play a major role in supplying value-added markets both in Canada and internationally.

Taking the Lead on Traceability

Demand is growing for documented certified systems all along the grains and oilseed supply chain. Seed growers and processors in Atlantic Canada are acting on this mounting opportunity to strengthen their position in the food supply chain.

With the co-operation of Jim McCullagh from the Canadian Seed Institute and Laura Anderson of the Canadian Grain Commission, the Atlantic Grains Council is operating a pilot project to test traceability and food safety protocols in the Atlantic milling wheat market. The project is supported by funds from the Advancing Canadian Agriculture and Agri-Food Program (ACAAF) from the three Atlantic Provinces. According to Monique McTiernan, Executive Director of the Council, growers are having a difficult time entering this market but have recognized that developing a documented system to better trace the production and movement of milling wheat from

the grower through to the end-user is the first step to capturing this marketing opportunity.

"We're working with Jim and Laura to set up protocols that will trace wheat from the farm to Dover Mills," explains McTiernan. Program participants have worked with CSI auditors to implement the piloted systems and have already completed their first gap assessments. Participants include Robert Godbout of Grand Falls Milling in New Brunswick, Peter Peill of Lyndhurst Farms in Nova Scotia, and PEI growers Anthony Nabuurs, George McEwen, and Alan Ling. Godbout and Peill are familiar with traceability systems from their seed and identity-preserved production practices already in place.

"The basis for developing this program with growers has been the Assured Crop Production Manual, which already combines food safety, traceability, and seed production require-

ments," says McCullagh. "For processors, the CIPRS Plus manual is one system suitable for both identity preservation and food safety."

"What we hope to end up with is an on-farm food safety and traceability system tailored to the three Atlantic Provinces that will provide buyers with product confidence and give growers an advantage in securing this market," says Monique. "Our processors are not demanding this just yet, but we wanted to be ahead of the curve to obtain early input for developing an effective and streamlined program. Hopefully we can get a premium and put more money in farmers' pockets."

For more information on using food safety and traceability programs to help you tap into value-added markets, call CSI at (613) 236-6451 or visit www.csi-ics.com.

Breeder Seed Production and Distribution Opportunity

In an effort to direct as many resources as possible to research, Agriculture and Agrifood Canada (AAFC) is currently reviewing breeder seed maintenance activities. The department is seeking offers to maintain and distribute breeder seed of a number of forage varieties which are not licensed, but may have sufficient demand to justify retention. We will deregister those varieties for which there is insufficient interest. For a list

of the varieties please send an email to oipc@agr.gc.ca. Please notify us of your interest in maintaining and supplying breeder seed for one or more of the varieties by sending an email to oipc@agr.gc.ca no later than November 30, 2007. Your email should confirm that your proposal will include the commitment that production of the breeder seed will be supervised by an accredited plant breeder.

Seedlings

Passages

Ted Mayerle of Tisdale, Saskatchewan passed away in February of this year. Ted started growing seed in 1952 and received a 55-year long service award in 2006.

An Honorary Life Membership Award recipient in 1992, *Archie McLaren* of Ridgetown, Ontario passed away in May.

Robert Collins of Fenn, Alberta has passed away. He was a seed grower since 1969, and received his 35-year long service award in 2006.

Anders Jensen of New Denmark, New Brunswick has passed away. He started growing seed in 1959.

Long time seed grower, *Douglas Illingworth* of North Battleford, Saskatchewan has passed away. Douglas started growing seed in 1969, receiving his 35-year long service award in 2006.

Duncan McCallum of Boissevain Manitoba has passed away. Duncan was a seed grower since 1970 and received a 25-year long service award in 2004.

Elmer Wiebe of Homewood Manitoba passed away in March of this year. Elmer started growing seed in 1957.

Canada's Wheat King: The Life and Times of Seager Wheeler

Jim Shilliday, a retired daily newspaper editor who now writes for the Winnipeg Free Press has written a book about Seager Wheeler entitled "Canada's Wheat King: The Life and Times of Seager Wheeler". Seager Wheeler was North America's most celebrated wheat developer in the 1920's. He has been proclaimed an historic personage, and his farm has been designated a national historic site. The book is widely available at booksellers everywhere.

Equipment Cleanout Challenge

Winners of the Equipment Cleanout Challenge were announced during the Annual Meeting in July. Fourteen prizes have been awarded to 12 different winners from 5 different provinces. The winners are as follows:

Dave Brand, Petrolia ON, East GRAINMAX Bin, \$500 Friesen Seed Tender Voucher, \$250 CSGA Seed Voucher

Dale Connell, Palmerston ON, \$500 CSGA Seed Voucher

Dale Hallett, Carstairs AB, \$500 CSGA Seed Voucher

Jason Martin, West Montrose ON, Agricultural Power Washer

Robin Nell, Francis SK, \$500 CSGA Seed Voucher

Francois Potvin, St. David QC, \$500 CSGA Seed Voucher

Larry Reaburn, Westmeath ON, Brandt GrainBelt Conveyor

Dave Scott, London ON, \$500 CSGA Seed Voucher

Ron Vander Hoek, Lucan ON, \$750 CSGA Seed Voucher

Shayne Wareham, Newdale MB, \$500 CSGA Seed Voucher

Harold Warkentin, Tofield AB, West GRAINMAX Bin, \$500 CSGA Seed Voucher

David Wiens, Lomond AB, \$500 CSGA Seed Voucher



Watch for more information on their innovations.

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