

# CSGA Seed! Scoop

## 2009 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." That was my opening line from last year's 2008 message and it is still true.

Hi everyone! The events of the past few months in the world of pedigreed seed growing and agriculture have left me thinking what a great group of people this industry has pulled together to help power and feed the world. At the Quebec City Annual General Meeting we discovered there are seed growers who can date their heritage to the beginnings of Canadian agriculture and Canada nearly 400 years ago.

A few things came forward via resolutions from the July 2008 meeting that demand action. The grower recognition status, or certificate, for bettering oneself and one's product is in the process of development. Your input is needed on this item at this time! Another AGM action item related to better and more reliable insurance, namely Errors and Omission insurance for our growers. There are insurance companies out there, big and national in scope, that leave you when you are in trouble. Their word is Exclusion - your word is Default. Either way, zero coverage, even though you have never missed a payment. Mistakes do happen. There are now a few companies specializing in seed grower E&O coverage. See this *Seed Scoop* for phone numbers, or emails and do some homework. Best of all - talk to your National Directors.

At long last, our much talked about computer program that you can use to send in your crop inspection applications is now a mouse and a

few clicks away. We are electronically connected, from field to inspector to grower to CSGA office and back to your office, or lap top. So why wouldn't you test drive this soon? Like now? If you should have a question on Land Use for this coming spring, take some of the guess work out of your seeding



*Ed Lefsrud*

planning. That is only one of many features. Start using this baby!!

The events of this past year have led to thoughts around protection for seed growers. We need time limitations on the Certified seed you sold. Question: "When does your Certified Seed customer assume full and complete responsibility for their purchase and the resultant crop?" As it is now, God and the Courts only know for sure. With the departure of KVD in western Canada, seed growers, I suggest should get out of carrying the liability and rather quickly. Let the customer carry his fair share of the Declaration

Load that must be signed at primary elevators before delivery. If your farmer customer is contemplating Brown Bagging, the seed grower should be totally relieved of any moral, or financial, obligation even if they use the grain for seed on their own operation the following spring. For the sale of grain to primary elevators, our responsibility for possible mix-ups should be discovered by the first anniversary of the original sale. Tying all this together is the emergence of the wheat midge tolerant wheat varieties. You, Mr. Farmer, as a customer of midge tolerant wheat must maintain a prescribed ratio of midge tolerance, not over - not under. Penalties exist. Customers for wheat midge tolerant varieties are being educated to a new protocol, and so should it be with other crops as well I suggest. Greenhouses and garden seed houses have told your wife this story for years. Dale and crew are working on a standard and universal wording for a warranty disclaimer template, or sample. Hopefully it will be short and concise so we won't have the glazed eye excuse. Get this onto your invoices!!

Now to your National Directors: They are good people, working for you. As always, to the Directors retired - thank you and to the new directors - Welcome.

Remember You're Planting Success. Use Certified Seed.

Ed Lefsrud  
President

# Insurance Against Errors or Omissions

The 2008 CSGA Annual Meeting passed a resolution asking CSGA to investigate the potential of a national errors & omissions/damages policy for its members. Currently three seedsmen's errors & omissions insurance packages are available in Canada.

**Seed Industry Plus** is a stand alone insurance program available to all members of the Canadian Seed Growers' Association. It is being offered by Farrell Agencies Ltd. of Yorkton, Saskatchewan. Since 1994 this errors & omissions package was being offered in Saskatchewan and Manitoba and has, more recently, been endorsed by the Saskatchewan and Manitoba Branches. Through the encouragement of CSGA, Farrell Agencies is now taking the program nation-wide. To learn more about the features of this insurance package, you can use the toll free number 1-800-268-3675 or access applications on-line at [www.farrellagencies.com](http://www.farrellagencies.com).

Through the encouragement of SeCan, a **Seedmen's Errors and Omissions Insurance Program** is now available through the brokerage services of Marsh Canada Ltd. Although this is a new offering to the market, Marsh is a world leading insurance broker and risk advisor providing advice to clients in over 100 countries. To learn more about the features of this insurance package, you can use the toll free number 1-877-585-3459, email to [rma.seedsmens@marsh.com](mailto:rma.seedsmens@marsh.com) or access their web site at [www.marsh.ca/secan](http://www.marsh.ca/secan).

Dalton Timmis Insurance Group, with offices in Ontario and Alberta, is also offering a comprehensive **Seedsmen's Professional Liability Insurance** product. This error's and omissions product is available to seed growers across Canada. Dalton Timmis has gained exclusive access to this insurance product that has been offered to members of the International Seed Federation for several years. Members of the seed trade in Canada may have been previously aware of the program and its benefits. To learn more about the features of this insurance package, contact Shawn Stephens at: 1-888-385-8466, [shawns@daltontimmis.com](mailto:shawns@daltontimmis.com), or visit their web site at [www.daltontimmis.com](http://www.daltontimmis.com).

As the Canadian Seed Growers' Association, we appreciate all three of these companies offering these insurance packages to Canadian seed growers. The CSGA recognizes there are differences among these three programs and we also recognize each individual seed grower's needs are unique. We, therefore, encourage you to contact all three companies to learn the most you can about the options and features that best suit your operations.

## Reducing Your Liability Risk ?

Errors & Omissions Insurance can reduce the cost to you associated with the liability that accompanies operating errors or omissions. We are all human and errors or omissions do occur in

operating a business, whether we like it, or not. Several businesses, landscaping nurseries for example, utilize warranty statements in an attempt to reduce liability associated with performance of their products.

Warranty statements are hardly a cure-all in terms of waiving liability – the courts will ultimately decide the presence or absence of liability and the corresponding level of liability. A warranty statement does, however, educate or alert the buyer that the seller wishes to limit their liability associated with the product. Such education and awareness could go a long way in avoiding Statements of Claim, particularly when the Statement of Claim is somewhat questionable.

You may wish to consider placing a statement of warranty limiting your liability on your company invoice. To do so, you should speak with your legal counsel on the wording that best suits your operation. The following statement may serve as a starter for you:

*The buyer's improper care and handling of this seed can nullify all stated and implied guarantees, or warranties, associated with the certified seed.*

# Seed Industry Contributes Billions to Canada's Economy

Over the spring and summer of 2008, a detailed survey based study was conducted by the Canadian Seed Trade Association (CSTA) to identify the contribution that Canada's seed industry makes to the economy of Canada. All components of Canada's seed industry should be very proud, because it's very significant.

According to the CSTA study, in 2007, Canada's seed sector contributed \$3.95 billion to the Canadian economy and employed 14,228 Canadians (full time equivalents).

For purposes of the study, the seed sector was divided into 4 segments:

1. Research and Plant Breeding (private and public)
2. Seed production
3. Seed processing and production support
4. Seed marketing and distribution.

Establishments and individuals in each of the segments were asked to identify their contribution to the economy in terms of employment, total purchases of goods and services, total capital investment; and sales outside of Canada for 2007. The results were:

Number of employees (full time equivalents) .....	14,400
Total Salary and Benefits .....	\$1.01 billion
Annual Operating Costs – purchases of goods and services .....	\$1.72 billion
Annual capital investment .....	\$658.8 million
Annual sales outside of Canada .....	\$568.6 million

In addition to the numbers, a few other very interesting facts were discovered about our industry. Here are just a few:

- Traditional plant breeding employs 3 times as many scientists as does the biotechnology sector
- Research and Plant Breeding consumes \$160 thousand in goods and services and invests over \$51 thousand per scientist annually.
- There is room to grow the production of pedigreed seed. On average, seed producers have 1.2 acres of grain production for every acre of pedigreed seed production.
- The seed production segment has capital investment of over \$103 thousand per seed producer
- Over 2.8 million tonnes of seed were processed in 2007.
- The largest employment is in the seed processing and production support segment. The activities of seed growers, supports over 6,000 employees in processing and production.
- The seed marketing and distribution segment generates well over 160,000 per employee from the international market.

We have always known that the seed industry drives agricultural innovation in Canada and internationally. Now we know that it also makes a substantial contribution to driving Canada's economy. The seed industry contributes more than .3% of the GDP and creates jobs for primarily knowledge based workers. Of the 14,228 Canadians employed in 2007, more than 3,000 were highly-skilled plant breeding staff including scientists, biotechnologists and technicians. In addition, a large number of these jobs are located in small regional centres and rural communities, and they make an even larger and more important contribution to the rural population and the rural economy.

## Services Sell

When it comes to selling certified seed, Ron Lloyd provides his customers with services that set his operation apart from the competition, a technique that has brought continued success.



**“Seed treatments are the cheapest form of crop insurance you can buy.” – Ron Lloyd, Maple Farm Supply**

“We’ve never let a customer down in 25 years,” says Ron Lloyd of Maple Farm Supply in Ivy, Ontario. While Lloyd credits the company’s diverse range of products and services for his success, he emphasizes that it’s the solid relationships he has with his community and his customers that truly make Maple Farm Supply a top destination for customers looking for certified seed.

Maple Farm Supply offers a wide scope of services, all based on certified seed. In addition to seed sales, true bulk delivery, grain marketing, custom application of treatments and fertilizers, and crop budgeting are also available. The company has three locations, each offering unique services: the Norval location has a grain elevator, the Bolton location has turf and fertilizer services, and the Ivy location has a seed plant. “We are not just another seed facility,” says Lloyd, adding that the many services offered make them distinct in the market.

Involving customers in the sales process and equipping them with honest and reliable information is the foundation the business is built on. Maple

Farm Supply shares government yield data, futures pricing, and seed testing certificates with all of its customers. By doing so, farmers can better understand the work that goes into the certified seed they are purchasing. “Certified seed is everything we do,” says Lloyd.

Although certified seed brings purity and value to the farmer, Lloyd admits it’s sometimes hard to convey all the benefits to customers. “Common seed is the battleground when it comes to selling certified seed,” he says. That’s where the extra services offered by Maple Farm Supply come in. “We exploit our equipment, meaning that by the time the seed reaches the bag, it has travelled through over \$1 million in machinery,” he says. Seed treatments on common seed are poorly distributed or not enough are applied, which never happens on the certified seed that Maple Farm Supply sells. “Seed treatments are the cheapest form of crop insurance you can buy,” Lloyd maintains.

The sales tool Lloyd uses most is his crop budgeting software. The software can perform crop compar-

isons and tells farmers what their input costs per acre will be to the penny. Using the software is a critical part of risk management and the information it provides is so accurate and reliable that farmers often take the results to their banks to apply for loans. “It’s important to be honest, not to fool the farmer, or give them false hope,” says Lloyd. The software spells out in black and white the benefits of properly applied seed treatments and certified seed. The crop budget software is unique to the company, giving Maple Farm Supply an edge over its competitors and reinforcing Lloyd’s commitment to providing real value to his customers.

### Lloyd’s Top Tips

- Build relationships with the community to make your operation a destination.
- Exploit your equipment to the fullest to offer and promote services.
- Engage customers by providing information such as trial data, futures pricing, and seed testing certificates that will help them with seed-related decisions.
- Market a range of services that offer real value such as crop budgeting software.
- Offer customers contract options that can help them earn premiums.

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# Technical Updates

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## Notice of Changes in *Circular 6* Effective in 2009

This annual *Notice of Changes* is sent to recognized plant breeders and pedigreed seed crop growers, assignees and inspectors who were active in 2007 and 2008. Early in 2009, CSGA will send in CD format this *Notice of Changes in Circular 6*, revised replacement pages and a complete, revised version of the *CSGA Regulations and Procedures for Pedigreed Seed Crop Production (Circular 6)*. As in the past, hard copy versions are available upon request from the CSGA office and this *Notice of Changes*, revised replacement pages and a complete, revised edition of the official version of Circular 6 are also available on the CSGA website at: [www.seedgrowers.ca](http://www.seedgrowers.ca).

The following changes, effective in 2009, have been made in the *CSGA Regulations and Procedures for Pedigreed Seed Crop Production (Circular 6)*. Most changes are to clarify crop inspection requirements.

**Select Seed** Section 1.12.3 is revised to clarify that Select seed, that is being sold or transferred, must meet all the requirements of Foundation seed including grading by an Accredited Grader and conditioning by a Registered Seed Establishment.

**Wheat** To increase crop rotation options, the land requirements for production of Certified crops of Wheat in Table 2.2.5 are revised to permit production on land that produced Durum crops two years prior.

For production of pedigreed pest tolerant wheat varietal blends, the previous land use and isolation requirements in Tables 2.2.5; 2.4.2; 12.4.3; and 12.6.2 are clarified. For land use and isolation requirements, varieties making up the varietal blend are considered as the "same" variety as the blend. However, the blend is considered a "different" variety from either of its individual components.

**Canola and Mustard** Tables 4.4.2, 5.5.2 and 13.6.1 are revised to clarify that the isolation distance required to adjacent crops of Camelina is 3 m (10 ft.).

**Select and Foundation Plots** Sections 12.6.4 and 13.6.4 are revised to clarify that compliance with the maximum impurity standard (of 1 per 20,000 plants) involves the average of the number of impurities reported from six (6) inspection counts, not the number reported from any one of those counts.

**Other Crops** Section 14 is revised to include crop certification standards for pedigreed crops of Peanut (14.8), Fenugreek (14.9) and Camelina (14.10).

**Varietal Blend Declaration:** To provide additional certification requirements requested for pest tolerant varietal blends, the list of documents available from CSGA is revised to include a new *Varietal Blend Declaration Form* (Form 181). The new declaration of varietal blend is to be submitted for each field or CSGA Sequence number.

## Changes Effective in 2010

The following changes, effective in 2010, will be made in the *CSGA Regulations and Procedures for Pedigreed Seed Crop Production (Circular 6)* in 2010. This will recognize land use inspections from 2008, reduce land use inspections required in 2009 and ensure that all seed growers have been notified of these changes.

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**Certified Cereal Crops** Land requirements in Section 2.2.5 for production of Certified crops of Barley, Oat, Rye, Triticale and Wheat, will be revised to permit Certified crop production on land that in the previous year produced non-pedigreed crops of any of the crop kinds in Section 3 of *Circular 6* (Bean, Fababean, Lentil, Lupin, Pea and Soybean) regardless of the land use two years prior.

**Pulse and Soybean Crops** To clarify that the pedigreed status of subsequent pulse and soybean crop kinds in Section 3, like crop kinds in Section 2, is limited by previous year land use, Section 3.2.2 a) will be revised to: *Land requirements prevent production of a higher pedigreed status crop (of the same variety) than the pedigreed status of the crop produced on that land the previous year.* Soybean Select plot land requirements in Section 12.4.3 will also be revised with these previous year land use limits on pedigreed status.



## CSGA National Convention July 8-11, 2009 Fairmont Hotel, Winnipeg, Manitoba “Key to the Continent”

In today's agricultural climate there are many issues that weigh on the seed growers mind to the extent that one may feel chained down with them and unable to see a light at the end of the tunnel. Many things are out of our hands such as weather and world markets, however on the domestic front, there are things that can be looked at to revitalize our valuable and value added industry.

Join us in Unlocking the Profitability of the Seed Industry in several key ways including:

- Unlocking Research
- Unlocking the Future
- Unlocking Potential
- Unlocking the Continent
- Unlocking Innovation

Manitoba looks forward to hosting the Industry at the Fairmont Hotel located in the heart of the Exchange District in historic downtown Winnipeg at Canada's most famous corner – Portage and Main. The Exchange district name derives from the Winnipeg Grain Exchange, the centre of the grain industry in Canada which developed in Winnipeg during the period from 1881 to 1918. Modern office towers now rise up over grand, turn of the century bank buildings, and historic facades are integrated into airy new buildings.

**See you in Winnipeg, and watch the CSGA website and the Spring edition of the Seed Scoop for more information!**

Co-Chairs: Robert Wiens and Dr. Patti Cuthbert

## Public Release - CDC Candle & CDC Alamo Food Barley and CDC Sol-Fi Milling Oat

The Crop Development Centre, University of Saskatchewan is releasing the 2-row hulless food barley varieties CDC Candle and CDC Alamo and the high beta-glucan oat variety CDC Sol-Fi on a public, royalty free basis.

The food barley varieties are high beta-glucan, specialty starch, hulless waxy two-row barley varieties. CDC Candle has high beta-

glucan and acid-extract viscosity with 95% amylopectin starch, and CDC Alamo has high beta-glucan and acid extract viscosity with 100% amylopectin starch.

CDC Sol-Fi milling oat is high in beta-glucan and low in fat.

If Breeder seed is required please contact Dave Benallack at (306) 931-9299, email at [dave.benallack@usask.ca](mailto:dave.benallack@usask.ca) or go to the CDC website to order Breeder seed at <http://www.agbio.usask.ca/departments/plsc/cdc/index.html>

## Ensuring Pedigreed Seed Traceability

### Before delivering seed for grading and processing, confirm you've met the requirements for a grower declaration.

Section 13. (1) (c) of the *Seeds Regulations* states that seed may be graded only where “the grower of the seed has completed and signed a declaration attesting that the seed is derived from a crop that has been issued a crop certificate and that the seed has not become mixed with any other seed”. This requirement is to ensure that seed labeled with a Canada pedigreed grade name can be traced from the lot number on the tag right back to the seed field or fields and that the seed grower has taken responsibility for the identification of the seed delivered to the processing facility.

The crop certificate itself can act as a “grower declaration” when the front of the crop certificate has been signed by the **grower** and the harvested amount is stated on the certificate as well. This completed crop certificate (or a copy of the completed certificate) can be presented to the approved conditioner when the seed is delivered for cleaning.

However, there are two circumstances where the crop certificate is not the grower declaration.

1. The first instance is when the crop has been assigned and the assignee has signed the crop certificate. The crop certificate in this case will not satisfy the regulatory requirements for the grower declaration. In fact, a separate grower declaration must be given to the assignee stating the gross weight of seed harvested from the field, the crop certificate number for the field in question and an attestation that the seed has not become mixed with any other seed. When the seed is delivered to the approved conditioner for cleaning, a copy of the declaration provided to the assigned may be supplied to the facility or a separate delivery grower declaration may be provided.

2. The second instance is when the seed has been delivered in advance of the issuance of the crop certificate. In this case, a separate delivery grower declaration with the crop sequence number clearly stated must be provided to the facility at the time of delivery.

In both circumstances mentioned above the grader of the approved conditioner will need a copy of the crop certificate prior to grading the seed lot or prior to shipping seed that was graded before the issuance of the crop certificate. An example of a grower declaration is available from the CSI website at [www.csi-ics.com/library](http://www.csi-ics.com/library).

By adhering to the regulatory requirement for a grower declaration, seed growers will ensure that when the CSI auditor conducts a traceability audit of seed graded at an approved conditioner, the seed can be traced back to the seed field. If there are any questions on this please feel free to call Ken Stoner at 1-877-439-9674.



# Seedlings

## Passages

*Gerald Leduc* of Assiniboia, Saskatchewan passed away in December of last year. Gerald started growing seed in 1974 and received his 35-year Long Service award in 2008.

*Frank Kastelic*, a championship oat and timothy exhibitor, of Sangudo Alberta passed away in December of last year. Frank started growing seed in 1945 and received a 40-year Long Service award in 1989. Frank also

received an Outstanding Service award in 1978 and a Robertson Associate award in 1993.

## Seed of the Year

The Seed of the Year competition encourages public breeders to highlight their research accomplishments in developing a new field crop, forage, fruit, vegetable or herb variety. Any publicly developed Canadian variety is eligible to compete.

This was a bench-mark year for Seed of the Year in two ways. First, the competition has expanded nationally, with varieties from eastern and western Canada being named. As well, a scholarship award has been established for both competitions, and will be awarded to a post-graduate student studying plant genetics or plant breeding.

Seed of the Year was designed by University of Guelph and SeCan, with support from the Ontario Ministry of Agriculture, Food, and Rural Affairs, and Agriculture and Agri-Food Canada. Additional sponsorship was provided by a number of organizations including the Canadian Seed Growers' Association. For more information, visit [www.seedoftheyear.ca](http://www.seedoftheyear.ca)

### Eastern Winner

An Ontario soybean variety with outstanding performance, sustainability, marketability and industry impact topped entries in the fourth annual Seed of the Year competition. OAC Kent, developed by

plant scientist Prof. Istvan Rajcan of the University of Guelph, was named Seed of the Year at a recognition event at the 2008 Royal Agricultural Winter Fair in Toronto.

OAC Kent is a soybean variety with a true hilum and a larger-than-average seed size. In the last five years, it has realized more than 8,000 tonnes of recorded seed sales. OAC Kent has been a consistent soybean in yield and agronomics for many growers over the last seven years. Its parent variety, OAC Bayfield, showed similar consistency, and is now entering 16 years in the market. Its success and sustainability has meant it's in demand by every food grade purchaser of identity preserved soybeans in the province shipping to Japan.

### Western Winner

Seed of the Year is proud to announce Kyle, a durum wheat variety, as the winner of Seed of the Year - West. Congratulations go out to Dr. Fred Townley-Smith and the research team responsible for Kyle, and the phenomenal footprint this variety has left on agriculture in western Canada. Kyle was registered in 1984 and became the most widely grown durum cultivar by 1988. It predominated until 2005, with peak acreage share of about 78 per cent in 1999. Kyle has been grown on a total of more than 22 million hectares to date, adding more than \$300 million in additional farm income through higher yield and market grade.



2008 Seed of the Year Eastern Winner, OAC Kent:  
Left to Right: Wade Montminy, University of Guelph Technician; Dr. Istvan Rajcan, OAC Kent Breeder, University of Guelph; Crosby Devitt, Research Manager, Ontario Soybean Growers; Dr. Robert Gordon, Ontario Agricultural College Dean, University of Guelph; and Martin Harry, Eastern Marketing Manager, SeCan

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