

SUCCESS DELIVER IT WITH CERTIFIED SEED.

Today's food and beverage processors demand quality and traceability from their ingredient suppliers. As a supplier of grains to the food industry, your ability to deliver to the exact specifications of a maltster or a bakery begins with your seed.

Bob Brigden, a grain farmer from Melita, Manitoba grows wheat, malting barley, oats and canola on his 2,000 acre farm. By using certified seed Brigden is able to continuously update the disease and insect resistance of his seed but more importantly he's ensuring the purity of his crop. "Maltsters look for quality and purity. I've been growing Tradition 6-row barley for a number of years and by regularly planting certified seed I'm ensuring that the barley I grow is exactly what my customer is looking for."

Traceability is another growing factor in the world of food. "There is a growing demand for traceability among our food customers, who require certainty that we can trace products to origination," says DePauw. "They in turn provide consumers with a safe quality product," adding that the only way we can guarantee full traceability is with certified seed. It really doesn't matter what crop they're procuring – mustard, malting barley, wheat or durum – end use customers are looking for that assurance.

Quality assurance is also a key consideration for farmers. For Ed Schafer, a mixed grain and cattle farmer near Makwa, Saskatchewan, guaranteed germination, purity and access to premium genetics makes certified seed an easy choice. "Over time we've found that regular use of certified wheat seed is the

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"End users find there's greater consistency in malting barley grown from certified seed, and we find that farmers who use certified seed year after year get selected for malting more often," says Lyle DePauw, Cereals and Special Crops Product Manager Seed Division at Viterra. In addition to delivering to the specifications of the end user, using certified seed is also an excellent way to manage sales risk.

Brigden purchases certified wheat seed every year and with the elimination of KVD (kernel visual distinguishability) he's more committed to certified seed than ever. "The elimination of KVD means farmers need to pay greater attention to what we're growing on our own farms. We simply can't afford the risk of having an unregistered variety show up in our deliveries," he says. By using certified seed Brigden has confidence that his seed and his crop will be pure.

best way to bring the latest innovations in seed varieties to our cereal rotation, from disease-resistance to improved yield," says Schafer. "I particularly like the plant vigour that I get from planting certified seed, which in the end gives me a better stand early in the season."

Both Brigden and Schafer feel that planting certified seed is a successful business decision. After considering the costs of cleaning seed, transporting it to and from the cleaning plant, lost grain sales, lower germination, and potentially lower yields resulting from planting old agronomic traits, farm-saved seed isn't necessarily the best business decision for your farm. In addition, the convenience of buying the seed ready to use or having it delivered directly to your farm has considerable value. Deliver success to your farm and end users by choosing certified seed this spring.

This article is brought to you by Canada's seed industry including growers, breeders and seed trade.

