ANNUAL REPORT

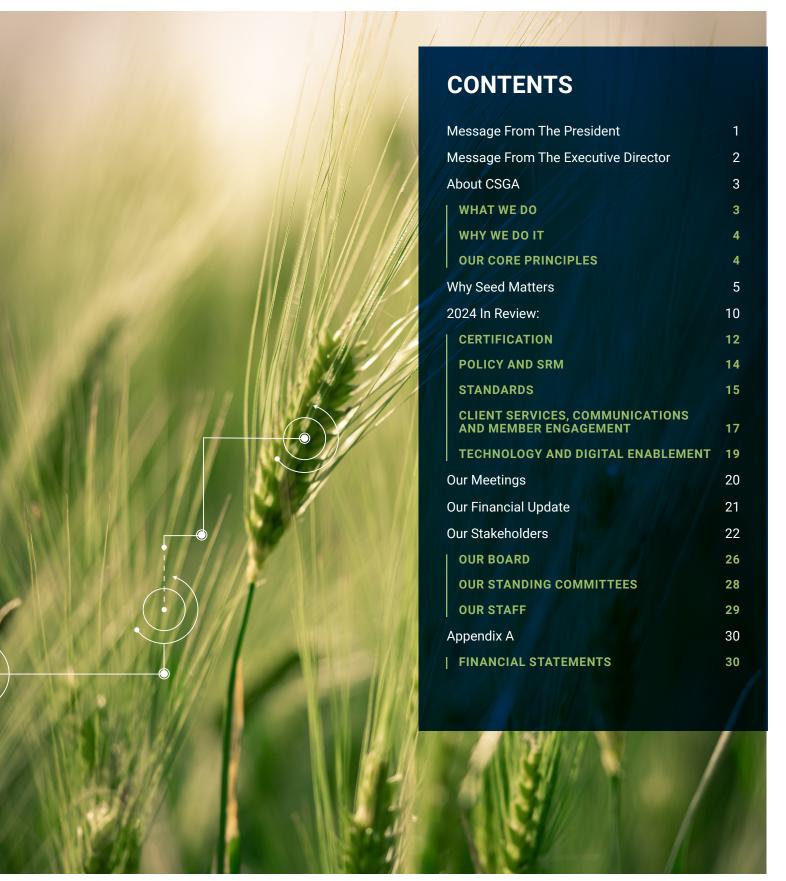
2024-2025





Strong Foundation. Bright Future. **Fondations solides.** Avenir prometteur.

Celebrating 120 years together! Célébrons ensemble 120 ans!



* Audited Financial Statements for 2024–2025 and Minutes of the 2024 Annual Meeting and Special General Meeting are available online at seedgrowers.ca.

MESSAGE FROM THE PRESIDENT

As we reflect on the past year, I'm filled with pride in the work our organization continues to do in support of one of agriculture's most fundamental pillars: trusted, high-quality seed.

Seed is where agriculture begins, and ensuring the trust, quality, and standards behind that beginning is at the heart of our work. In an era when the challenges facing agriculture are increasingly complex, our commitment to a strong, transparent certification system has never been more important.

Throughout the year, your Board of Directors worked tirelessly on your behalf. Their leadership has been strategic, collaborative, and rooted in the belief that a grower-led, trusted certification system is essential, not only for the success of individual operations but for the strength of Canadian agriculture. Every decision reflected a commitment to protecting the integrity of Certified seed and ensuring your voices shape the future of our system.

And what a year of evolution it was. From strong member engagement in the Seed Regulatory Modernization (SRM) consultations to the significant vote approving expanded membership classes, CSGA demonstrated its readiness to adapt and lead. Your participation, through surveys, webinars, town halls, and the November vote, was crucial in shaping a more inclusive, representative, and responsive organization. With Affiliate and Associate members joining our ranks, we reflect a more diverse and connected seed sector.

This year also gave us a moment to recognize the people behind the work. Our Association is driven by a dedicated team of professionals who embody the values of CSGA in everything they do. This summer, we celebrated remarkable employee milestones, honouring individuals whose careers span nearly two decades in some cases. Their expertise, loyalty, and commitment have been instrumental in shaping the Association we know today. The strength of our team reflects the strength of our community, and I want to express my heartfelt thanks to them for their service and leadership.

2024 brought important opportunities to modernize our certification system. As regulatory discussions evolve, CSGA continues to champion a model where we serve as the single national designated authority. Feedback from the SRM consultations shows strong member support for this vision. Together, we are helping to ensure Canada has an agile, transparent, efficient, and effective seed certification system and regulatory framework—one that fosters innovation, empowers farmers, strengthens collaboration across the value chain, and supports Canada's position as a respected global leader in seed.

This year was also a celebration of legacy, as we marked CSGA's 120th anniversary—a milestone that speaks to the enduring strength and relevance of our seed certification system. Through commemorative videos, "I Heart Certified Seed" contests, and storytelling, we honoured those who came before us. Equally important, we turned our eyes forward—toward a sector that's more digital, inclusive, and ready to support the next generation of seed growers.

None of this would be possible without your engagement and support. Our members bring passion, expertise, and integrity to everything they do. You are the reason CSGA exists and the reason our certification system continues to set a global standard.

Serving as your President is a responsibility I don't take lightly. I'm grateful for the opportunity and excited for the work ahead. CSGA is not just a certifying body; it's a community of people who believe in the power of seed to sustain, nourish, and innovate. Together, we are planting the seeds for a resilient, productive, and trustworthy agricultural future.

Glenn Logan President



MESSAGE FROM THE EXECUTIVE DIRECTOR

As we close another significant year for the Canadian Seed Growers' Association, I am proud to reflect on the work we've accomplished together and the foundation we're laying for the future.

At CSGA, we remain laser-focused on delivering an inclusive and transparent national seed crop certification and standards-setting system—one that advances collaboration and innovation, and upholds the highest standards of quality, trust, and excellence in seed production—for the benefit of Canadian agriculture.

This past year, much of our attention remained on Seed Regulatory Modernization (SRM). Through multiple CFIA consultations and working groups, your Association was deeply engaged in shaping the future framework for Canada's seed system. From the CFIA's Winter Consultation to the fall "What We Heard" report, member participation was critical. We worked to ensure that CSGA's vision as the main administrator of Canada's seed certification system, under CFIA oversight, remained central to the conversation. While final decisions are still to come, the dialogue to date gives us confidence that the future regulatory model will reflect innovation and integrity.

But modernization is about more than policy—it's about how we deliver services. Each year, CSGA delivers national seed certification services to over 2,900 diverse seed-growing enterprises, certifying more than 12,000 seed crop fields across over 1.18 million acres. This foundational work ensures a reliable, high-quality seed supply for Canadian farmers and global markets.

This year, we completed Phase Two of our Digital Seed Tag pilot and advanced work on a Digital Single Window for all seed crop certification services. These tools promise not only operational efficiencies but also greater traceability, transparency, and value for members. Our work also aligns with international trends, including our advisory role to the OECD Seed Schemes digitalization project.

In 2024, CSGA also achieved a major milestone with the approval of new membership classes. Beginning in spring 2025, Affiliate and Associate Members—those representing seed companies, industry groups, regulatory bodies, and others involved in seed certification—will officially join our community.

This broader membership strengthens our Association and ensures that all who contribute to the certification system have a voice at the CSGA table, while keeping seed growers firmly at the centre of our mission.

We also implemented updates to certification requirements in Circular 6 related to the mechanical purity of forage and turf grasses and forage legumes—changes that align standards more closely with agronomic risk and international norms. These adjustments reflect our ongoing commitment to science-based standards, continuous improvement, and practical benefits for growers.

While much of our focus was forward-looking, 2024 was also a year to celebrate our 120th anniversary. Through events, contests, and storytelling, we honoured the people and principles that have defined our Association for over a century—a powerful reminder that our future is strongest when rooted in a proud history of excellence.

None of this would be possible without the people who power this work. From our staff and Board of Directors to the many growers, partners, and stakeholders who engage with us year-round, thank you. Your insight, energy, and commitment drive CSGA forward.

At the core of our work is a commitment to delivering reliable, high-quality seed crop certification services that seed growers, the seed sector, and our customers can count on. Certification remains the foundation for trust, innovation, and success across the sector. As we modernize and evolve, providing this essential service continues to be our top priority—supporting members as they produce the high-quality seed that drives Canadian agriculture forward.

Doug MillerExecutive Director





Since 1904, the Canadian Seed Growers' Association (CSGA) has stood at the heart of Canadian agriculture, delivering trusted, science-based seed certification to ensure the identity, purity, quality and traceability of over 1 million acres of seed crops in Canada each year. As the national seed crop certification authority, we develop and manage standards that preserve and protect varietal identity and purity and build trust from the field to the global marketplace.

CSGA is a not-for-profit organization that now brings together the whole seed certification value chain to uphold and advance the integrity of Canada's pedigreed seed system. Canada has **more than 2,900 diverse seed-growing enterprises**—ranging from family farms to large-scale companies—that produce over **70 crop kinds** and **2,100+ seed varieties** each season.

Through inclusive consultation, transparent governance, and a shared commitment to quality, we:



• Certify seed crops to globally recognized standards, providing **assurance of genetic identity** and **seed quality** across the value chain.



• Embrace innovation in seed certification by **adopting new technologies** and **modern practices** to enhance efficiency, accuracy, and transparency throughout the certification process.



 Champion continuous improvement and harmonization with international norms with AOSCA, OECD, and the CFIA.



Provide **training, professional accreditation**, and **support** for growers, plant breeders, and other certified parties across the seed sector.



Support policies and technologies that **future-proof the Canadian seed system**—ensuring efficiency, competitiveness, and traceability in a changing world.

WHY WE DO IT

Seed is where agriculture begins. At CSGA, we partner with the government to provide a **public good for all Canadians**. It is all about ensuring Canada's food is safe and our agricultural supply chain is secure.

Certified seed powers confidence across Canadian farms and food systems. Behind every field of wheat, pulse shipment, and new variety is a seed grower committed to quality—and a **certification process that makes trust possible**.

Clean, pure seed is the foundation of Canada's reputation as a trusted supplier of consistent, high-quality agricultural products. In an era of climate change, rising demand, and global uncertainty, seed quality and diversity are not just agricultural issues—they are national priorities. That's why we lead with integrity, transparency, and purpose.

Our Foundation is Public Trust. You Can't Buy It - It's Earned.

Together, we're driving progress and creating a brighter future for Canada's seed and agri-food sectors and agriculture.

Our Core Principles

As CSGA continues to evolve in response to the dynamic needs of the Canadian seed sector, we are proud to introduce our updated Mission and Vision statements. These revisions reflect our commitment to leadership in seed certification across the Canadian agricultural landscape. They will guide our continued growth and strengthen our role as a trusted leader in seed certification and standards-setting.

Our renewed focus ensures that CSGA remains at the forefront of an ever-changing industry while remaining steadfast in our dedication to quality, collaboration, and transparency.

OUR MISSION

Deliver an inclusive and transparent national seed crop certification and standards-setting system that advances collaboration and innovation while upholding the highest standards of quality, trust, and excellence in seed production for the benefit of Canadian agriculture.

OUR VISION

Ensure Canada has an agile, transparent, efficient, and effective seed certification system and regulatory framework that fosters innovation, empowers farmers, strengthens collaboration across the value chain, and supports Canada's position as a respected global leader in seed.

OUR VALUES

Responsibility, Integrity, Accountability, Transparency, Collaboration, and Respect.



WHY SEED MATTERS

Seed is the starting point for many value chains, and it plays a critical role in ensuring food production, biodiversity conservation, climate resilience, agricultural sustainability, and economic development. In Canada, our seed growers are more than cultivators—they are stewards of a legacy that feeds nations and fuels economies.

As the first link in our agri-food chain, the significance of Canadian seed growers and businesses cannot be overstated. Their commitment to seed quality, varietal purity, and genetic integrity ensures that the crops we rely on are robust, diverse, and adaptable. Their dedication contributes to the betterment of the Canadian seed sector, Canadian agriculture, and their local communities.

The Economic Impact of Canadian Seed

This underscores the seed sector's vital role in Canada's economy, highlighting its substantial contributions to employment, innovation, and trade.

~\$6.0 billion Direct and indirect economic impact

~\$3.7 billion*

Annual seed sales

~\$700 million**

Seed exports

~\$2.26 billion

63,622 people employed, with wages and salaries value

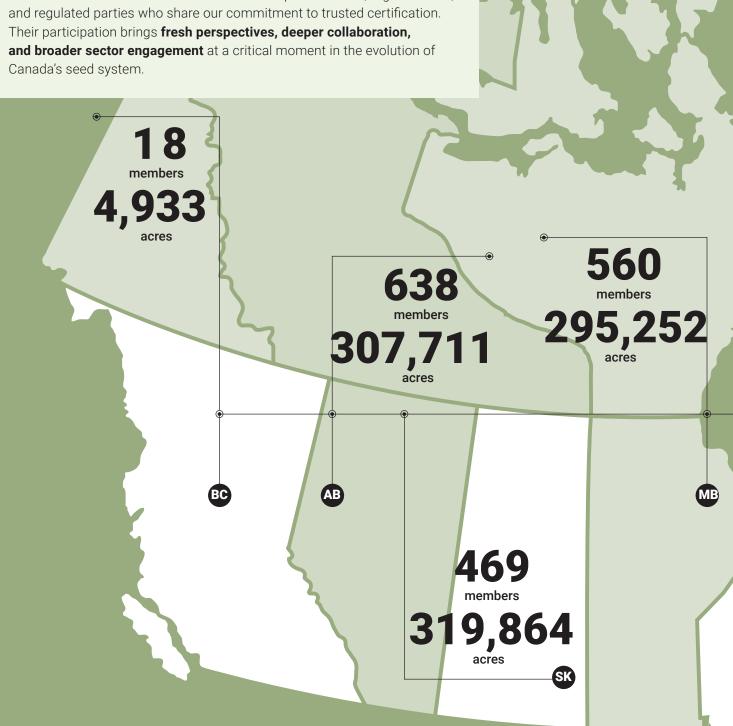
* 2022

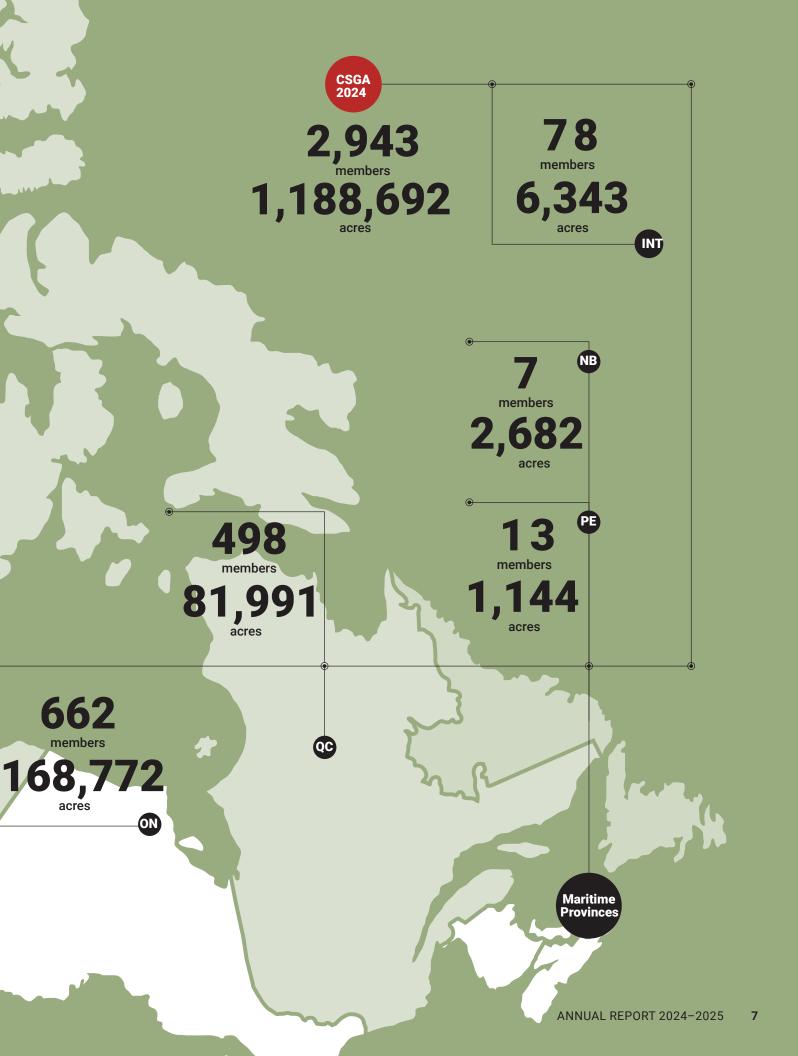
** 2022-2023

MEMBER DEMOGRAPHICS

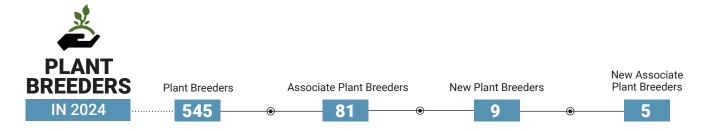
Canada's seed growers are as diverse as the crops they cultivate. From coast to coast, this dynamic community brings together a wide range of experiences, backgrounds, and farm operations, each contributing to the strength and resilience of our seed sector.

Whether it's differences in geography, crop focus, or farm size, the range among CSGA members fuels innovation, strengthens our community, and helps ensure the future of seed production in Canada remains vibrant, inclusive, and sustainable. We're also very pleased to be welcoming new Affiliate and Associate members—seed sector professionals, organizations, and regulated parties who share our commitment to trusted certification. Their participation brings fresh perspectives, deeper collaboration, and broader sector engagement at a critical moment in the evolution of Canada's seed system.

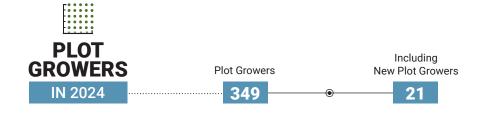




CSGA-Recognized Plant Breeders in 2024



CSGA-Accredited Plot Growers in 2024



INSIGHT ON ACREAGE TRENDS

In 2024, CSGA certified 2,436 Breeder, Select, and Probationary plots and 1,188,692 acres of seed across 12,321 fields.

While overall pedigreed seed acreage has remained relatively stable, averaging around 1.26 million acres over the past 30 years, 2024 saw a slight year-over-year decline. Notably, spring wheat acres continue to trend downward from their 2020 peak, though durum and winter wheat have held steady.

On the upswing, soybean production is showing a strong recovery from the 2021–2022 dip, particularly in Ontario and Quebec. Lentils and chickpeas are also gaining ground, continuing their upward trend in recent years.

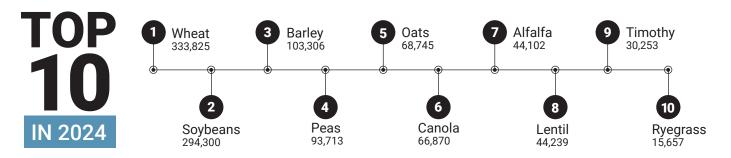
Annual Plot Totals (2024–2022)

PLOT TYPE	2024	2023	2022	CHANGE (+/-)*
Breeder	762	829	830	-67
Foundation	53	74	56	-21
Probation	61	63	50	-2
Select	1,560	1,586	1,453	-26
Total	2,436	2,552	2,389	-116

^{*} Change between 2024 and 2023

CROP STATISTICS

Top Ten Pedigreed Crops by Total Acreage in 2024



Increased Acreage from 2023

Rye +37% to 6,127	0at +32% to 68,745
Canary seed +29% to 2,488	Peas +24% to 93,713
Birdsfoot Trefoil +17% to 2,585	Chickpea +17% to 9,908



Decreased Acreage from 2023

Fescue -29% to 12,119	Minor Crops -27% to 849
Fababean -26% to 6,347	Clover -25% to 2,350
Canola -24% to 66,870	Buckwheat -22% to 1,437







2024 IN REVIEW

CELEBRATING 120 YEARS OF LEADERSHIP AND LOOKING AHEAD

CSGA and its stakeholders are driven by a shared commitment to excellence in the quality and genetic purity of Canada's certified seed. This dedication gives farmers confidence in their crops, fuels innovation across the sector, and safeguards the integrity of our national seed supply. By upholding these high standards, CSGA continues to be a cornerstone of Canada's seed sector—supporting a resilient, sustainable, and forward-looking agricultural industry.

2024 marked a landmark year for the Canadian Seed Growers' Association. In June, CSGA proudly **celebrated its**

120th anniversary — a significant milestone that highlights the enduring strength, relevance, and resilience of the Association. Since 1904, CSGA has been at the heart of Canadian agriculture, laying the foundation for a seed certification system recognized nationally and internationally for its rigour and integrity. Today, the Association continues to serve as a steward of that



legacy, driving innovation, upholding quality, and advocating for the interests of seed growers and the broader seed sector.

CSGA deeply values the years of service and dedication of our members. Their efforts ensure that the seeds planted today will lead to a healthier and more prosperous tomorrow.

To mark the occasion, CSGA launched the "I ♥ Certified Seed" campaign and released a commemorative video celebrating 120 years of seed sector excellence.

These initiatives honoured the Association's legacy while also engaging the next generation of seed growers, plant breeders, and industry leaders.

In 2024, CSGA also advanced important initiatives to modernize and broaden the inclusivity of the seed certification system. Following extensive consultation with members and stakeholders, the Association moved to reintroduce **Associate and Affiliate membership classes**—an initiative aimed at **strengthening representation and reflecting the diversity of today's seed sector**.

CERTIFIED

SEED

This evolution positions CSGA to lead with greater inclusivity and transparency. The changes ensure that all regulated parties involved in seed certification have a meaningful role in the governance and future direction of the Association.

The past year also saw significant progress in CSGA's advocacy efforts related to **Seed Regulatory Modernization** (SRM). Through newsletters, webinars, and direct engagement, CSGA has been a **strong and consistent voice** in the SRM dialogue, advocating for a modern certification system that is transparent, science-based, and responsive to the needs of a competitive seed sector.

Our efforts remain grounded in the commitment to serving the public good and the long-term health of Canadian agriculture.

The Association remains ready to assume a **greater leadership role as the main administrator** of Canada's seed certification system.

As the national seed crop certification authority, CSGA continued to update and **refine Circular 6** to ensure that the *Canadian Regulations and Procedures for Pedigreed Seed Crop Production* remain **modern, internationally harmonized,** and **practical**. Revisions effective for the 2024 growing season simplified mechanical purity requirements for forage and turf species, aligning standards more closely with agronomic risk and seed distinguishability.

These changes reflect CSGA's ongoing commitment to science-driven policy and operational excellence.

As CSGA looks ahead, it does so with deep pride in its 120-year history and bold ambition for the future. The Association remains committed to delivering a public good service that supports seed growers, strengthens Canadian agriculture, and upholds Canada's global reputation for high-quality seed.

With a **Strong Foundation** and a **Bright Future**, CSGA is helping shape the next chapter of Canada's seed sector.

CSGA Board members celebrate 120 years at the 2024 Interprovincial meeting in Calgary, AB.



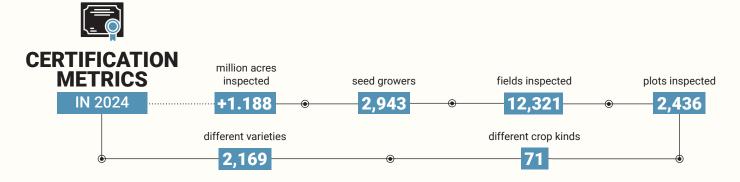
CERTIFICATION: WHERE TRUST TAKES ROOT

CSGA plays a crucial role in ensuring that the foundation of Canada's agricultural success remains strong, with Certified seed powering our crops. Certified seed empowers Canadian farmers by providing them with the assurance of varietal purity, high germination rates, and seed traceability back to its original Breeder seed. In an industry where quality, reliability, and trust are paramount, **CSGA's certification system is indispensable**.

Our certification process delivers only the highest-quality seed. Farmers can trust that Certified seed has been produced in strict compliance with national regulations and quality assurance systems. This includes a careful, multi-generation seed multiplication process to retain the specific plant breeding characteristics developed by plant breeders. In essence, Certified seed is true-to-type, meaning it reliably reflects the desired traits and genetic purity that breeders worked to develop.

The size and scope of our certification efforts make CSGA one of the world's largest and most modern seed crop certification bodies. We accomplish this because of our digital-first mindset, which continues to evolve to meet the needs of variety developers, breeders, seed growers and distributors.

In 2024 alone, CSGA managed the certification of nearly 1.2 million acres of seed across 71 different crop kinds and over 2,150 varieties. This immense scale demonstrates the breadth of our efforts and the critical role CSGA plays in sustaining Canada's position as a world leader in high-quality seed production. Whether it's grains, oilseeds, or specialty crops, our certification efforts support innovation, sustainability, and productivity in Canadian agriculture.





2024 Inspected Acreage by Province

CROP KIND	PE	NS	NB	QC	ON	МВ	SK	АВ	вс	INT	2024	2023	CHANGE *(-/+)
Alfalfa						7,631	18,741	17,730			44,102	43,252	850
Barley	576		599	6,131	2,034	11,855	35,703	46,151	555		103,603	113,164	-9,561
Bean					1,540	1,840	290				3,670	3,951	-282
Birdsfoot Trefoil						2,485	100				2,585	2,201	384
Bromegrass						451	1,997	2,494	895		5,837	5,628	209
Buckwheat				1,025		412					1,437	1,840	-403
Canary Seed						123	2,365				2,488	1,933	555
Canola					111		4,845	55,949		5,965	66,870	87,744	-20,874
Chickpea							8,988	920			9,908	8,441	1,468
Clover						304	1,744	302			2,350	3,149	-799
Fababean						367	1,943	3,947	90		6,347	8,563	-2,216
Fescue						5,689	2,676	3,499	255		12,119	16,987	-4,868
Flax						1,728	7,291	1,968			10,987	12,036	-1,049
Hemp				143	349	330	530	1,747			3,099	2,821	278
Hybrid Corn					12,063						12,063	13,296	-1,233
Lentil							34,149	8,091		0	42,239	36,373	5,867
Mustard							567	3,007		378	3,952	4,446	-494
Oats			1,272	10,327	2,887	21,948	23,100	8,584	627		68,745	52,122	16,622
Peas	186			548		12,515	41,887	37,705	872		93,713	75,339	18,374
Rye				586		2,071	725	2,745			6,127	4,462	1,665
Ryegrass						9,823	1,082	4,607	145		15,657	19,033	-3,376
Soybeans			195	46,908	129,575	117,212	410				294,300	288,570	5,730
Timothy						7,879	4,123	17,571	680		30,253	31,420	-1,167
Triticale				139	277	445	840	4,105			5,805	5,414	391
Wheat	382		615	16,185	19,840	89,430	123,047	83,748	580		333,825	355,442	-21,617
Wheatgrass						398	2,724	2,407	235		5,764	5,953	-189
Minor Crop					96	319		434			849	1,170	-321
Grand Total	1,144	0	2,682	81,991	168,772	295,252	319,864	307,711	4,933	6,343	1,188,692		
2023	1,003	0	2,079	78,504	168,714	303,909	320,098	321,642	4,038	4,762		1,204,749	-16,057
*(-/+) Change	141	0	603	3,487	58	-8,657	-233	-13,931	895	1,580			

^{*} Change between 2024 and 2023



remained a top priority for the Canadian Seed Growers' Association. With the future of Canada's seed system under review, CSGA continued to play a **leadership role in shaping the policy environment**, advocating for practical, inclusive, and forward-thinking reforms that will serve the sector for decades to come.

Seed regulations are foundational to Canada's agricultural success, and the outcomes of the SRM process will have lasting impacts. **CSGA's vision is clear: a modern, resilient, and sector-led certification system, enabled by government and administered by CSGA**. This vision balances innovation with accountability and positions Canada as a global leader in seed system integrity.

Throughout the year, CSGA engaged extensively with members and stakeholders to ensure a strong, unified voice in the **national SRM dialogue**. Through webinars, newsletters, branch engagement, and national consultations, the Association encouraged wide participation in SRM surveys and consultations, ensuring the sector's priorities are heard.

In parallel with SRM, CSGA also undertook an important modernization of its own **governance framework**. In 2024, the Association proposed **By-law amendments** to reintroduce Associate and Affiliate membership classes—a significant policy step toward a more inclusive, representative Association. These changes are designed to open CSGA's doors to a broader group of regulated parties and to align governance with the future of the seed sector.

At the heart of CSGA's policy platform are three key recommendations

Main Administrator: CSGA proposes a sector-led, government-enabled seed certification system, with the Association serving as the main administrator of all seed certification functions on behalf of government.

Digital Single Window: A centralized digital platform is critical to reducing redundancy, improving user experience, and increasing transparency across the seed value chain.

Seed Sector Advisory Committee:

CSGA proposes creating a Multi-Stakeholder Advisory Committee to foster meaningful collaboration across the seed sector, value chain, and government and ensure that policy, standards, and governance evolve with the sector.

The response was resoundingly positive, with members voting unanimously in favour of the amendments. This strong endorsement reflects a sector that is ready for evolution—and ready for a stronger, more inclusive CSGA.

As the SRM process advances, CSGA remains focused on building a system rooted in efficiency, trust, and shared responsibility. The Association's leadership in both regulatory reform and internal policy modernization underscores a clear message: **CSGA** is not just ready for change—it is helping to lead it.



STANDARDS: ENHANCING TRANSPARENCY AND INCLUSIVITY

CSGA continues to modernize its standards development process to improve transparency, inclusivity, and stakeholder engagement. In 2024, significant improvements were made to strengthen governance, broaden participation, and align standards with evolving industry needs.

A critical part of CSGA's mandate is **ensuring that Canada's seed crop certification standards remain aligned with global best practices**. As a country that relies heavily on trade, Canada's ability to participate in international seed markets depends on mutual recognition and trust in our certification system. CSGA represents Canadian interests at the OECD Seed Schemes and Association of Official Seed Certifying Agencies (AOSCA), actively contributing to the development of international frameworks that facilitate global seed trade.

Domestically, we oversee a **science-based, inclusive standards-setting process** that draws on the expertise of seed growers, breeders, analysts, inspectors, and government partners. Our **commitment to international harmonization** and continuous improvement ensures that Canadian seed standards remain relevant, credible, and competitive on the world stage.

Our standards are cooperatively developed by our Regulatory Services Committee (RSC), eight cropspecific working groups, ad hoc working groups when a broader approach is required, and stakeholder consultation. This **collaborative and science-informed approach** ensures that our seed crop standards evolve in alignment with industry needs and international standards.

At CSGA, we take pride in our pivotal role in Canada's agricultural success. Our commitment to maintaining the **highest standards in seed certification** ensures that Canadian farmers can always rely on the quality and purity of the seed they plant.

Key 2024 Standards Process Highlights

Regulatory Services Committee (RSC) Renewal

In 2024, the Association implemented a more open and transparent process for selecting committee members. Rather than appointing members directly, CSGA issued a national call for expressions of interest, inviting a wider range of stakeholders to participate. This approach ensures enhanced diversity, with committee membership now encompassing seed growers, licensed seed crop inspectors, public and private breeders, seed analysts, seed companies, variety developers, the CFIA, and provincial government representatives. The newly appointed committee convened for its inaugural meetings in November, during which working group reports and proposed updates to Circular 6 were reviewed.

Strengthening Crop-Specific Working Groups (WGs)

CSGA's eight Crop-Specific WGs, comprised of independent industry experts from across the value chain, provide technical advice and recommendations to the Regulatory Services Committee on crop-specific certification requirements and standards. In 2024, the Cereal, Hemp, and Hybrid Hemp WGs met to review and propose updates in their respective areas.



The **Cereal WG** continued its review of mechanical purity and land use requirements, with a pre-consultation launched in January 2025 to gather stakeholder feedback on proposed revisions to the maximum impurity standards in cereal crops.



The **Hemp WG** met throughout 2024 and proposed revised isolation requirements that aim to simplify certification standards by harmonizing requirements for dioecious and monoecious varieties. This will be brought to AOSCA in 2025.



A new **Hybrid Hemp WG** was formed to draft the first-ever certification requirements for hybrid hemp.

CSGA FRAMEWORK FOR DEVELOPING STANDARDS

CSGA's robust standards development process ensures that Canadian pedigreed seed production requirements and standards are science-based, stakeholder consulted, trusted, transparent, and internationally competitive.

Board of Directors

Responsible for final approval of standards recommended by the Regulatory Services Committee.



Our Board is comprised of experienced grower directors, a science advisor, and provincially appointed government advisors.

Regulatory Services Committee

Reviews recommendations from the working groups.

Develops draft standards for consultation and recommends standards to the Board of Directors for approval.

Crop Specific Working Groups

Provide independent, crop-specific, expert advice on regulatory and technical aspects related to standards development and maintenance.

Our eight Crop Specific Working Groups are:



Pulses













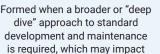


Forage and Turf



Who They Are

Our Regulatory Services Specific Working Groups are comprised of technical experts, including seed growers, seed companies, breeders, seed analysts, seed crop inspectors,



several crop kinds.

Ad Hoc Working Groups



CLIENT SERVICES, COMMUNICATIONS AND MEMBER ENGAGEMENT

At CSGA, building strong relationships with our members and stakeholders is at the heart of what we do. Whether we're answering a grower's question, launching a national campaign, or celebrating 120 years of seed certification leadership, our goal is the same: to provide value, foster trust, and strengthen our community.

Informing, Engaging, Inspiring Communications

CSGA's communications team is committed to delivering timely, bilingual updates that keep our community informed and connected. Whether through newsletters, webinars, or social media, our messages aim to:

- Position CSGA as Canada's seed crop certification authority
- Communicate transparently about key initiatives and changes
- Build confidence in our services and leadership

Exceptional Client Service

Our client services team is often the first point of contact for members and applicants navigating the certification process. In 2024, they played a **vital role in supporting a smooth and efficient experience**, offering personalized guidance, answering questions with care, and helping members successfully complete each step. Their dedication to responsiveness and accuracy continues to be a key driver of member satisfaction.

2024 Communications Successes

Seed Scoop Newsletter:

Over **95,700 recipients this year**, with a **54.8% open rate** double the Ag industry average.

Letter from The Executive Director:

Delivered insights on policy, certification, and organizational priorities—**66% open rate**.

CSGA Website:

Over **309,000 interactions**, and **33,000 active users**.

Social Media Highlights

- Twitter/X: 35,500+ impressions, 1,060+ followers
- Facebook: 478,000+ views, 1,600+ link clicks
- **LinkedIn:** 1.44 million impressions, 840+ followers, and 1,260 page views

Highlights of 2024 Communications and Engagement Projects

120 Years of Leadership: Celebrating Our Legacy

2024 marked CSGA's 120th anniversary—a milestone we celebrated with pride across Canada.

- A heartwarming **120th Anniversary video**, honouring the Association's evolution since 1904.
- National Thank You ads and tributes recognizing member contributions.
- The "I Heart Certified Seed" contest, with over 200,000 impressions and a strong show of community support.
- A special Interprov celebration lunch and photo booth—bringing members, partners, and staff together to reflect on our shared history.





Campaigns That Connect

We continued to amplify the value of Certified seed and modernize our messaging in 2024.

• #ChooseCertifiedSeed Campaign (Part 2): After an incredible impact with Part 1, the campaign ran



again, promoting the value of Certified seed—just in time for farmers to choose the seed they'll plant. Facebook alone drove 640,000+ views, 3,500+ link clicks, and 1,500+ microsite visits.

 SRM "Can You Handle the Heat?" Webinar: A spicy twist on regulatory engagement! Executive Director Doug Miller and Seed World Canada hosted a live

Q&A combining hot topics and hot wings to demystify Seed Regulatory Modernization and foster lively discussion.



 Membership Class Q&A Webinar: Ahead of the November Special General Meeting, we hosted an educational webinar to outline proposed By-law changes, including the reintroduction of Associate and Affiliate membership classes. The session supported transparency and provided direct access to answers.

Advancing Knowledge and Recognition

CSGA is committed to supporting the growth, professionalism, and long-term sustainability of the Canadian seed sector. Through **CSGA Learn**, our online training platform, we deliver accessible, **high-quality seed sector education** that helps onboard the next generation of seed professionals and supports continuous learning for experienced members.



Our professional designations and digital credentials recognize the expertise and commitment of seed growers, offering a clear pathway for professional development and sector-specific recognition. These tools not only validate knowledge but also **enhance the visibility of skilled individuals within the seed sector**, fostering pride in the profession and reinforcing trust across the value chain.

X/Twitter: Follow for timely updates, events, and insights from CSGA. LinkedIn: Join the conversation on policy, certification, and seed sector leadership. Facebook: Celebrate member stories and stay informed on CSGA news. YouTube: Watch training videos and Certified seed promotions for farmers, growers, and seed stakeholders. Connect With Us!

Strengthening Sector Support Through Strategic Initiatives

Beyond day-to-day communications and campaigns, CSGA continues to invest in long-term initiatives that enhance our sector's resilience, visibility, and professional capacity.

CSGA Health: Supporting Sector Wellbeing

An affordable health and dental insurance program available to all members of the seed community. CSGA Health provides access to comprehensive coverage, including vision, travel, critical illness, disability, and mental health supports.

National Pedigreed Seed Locator

Our online searchable database is an essential tool for the sector. It makes it easy to find Certified seed across Canada, including carryover from previous years. Updated regularly, it serves as a trusted national resource for accessing pedigreed seed in your region.

Partner Publications

Through strategic collaborations with industry publishers, we amplify the voice of Canadian seed growers and highlight CSGA's role in certification, both nationally and internationally.

Agri-Retailer Program Training

With the Canadian Association of Agri-Retailers, we continue to support seed education across secondary and post-secondary audiences, expanding knowledge of pedigreed seed and certification practices for the next generation of ag professionals.

TECHNOLOGY AND DIGITAL ENABLEMENT: ADVANCING A SMART, SECURE SEED SYSTEM

Technology and digital enablement remain at the core of CSGA's modernization agenda. In 2024–2025, the Association continued to invest in innovative tools and systems that enhance service delivery, support regulatory modernization, and ensure the integrity of Canada's seed certification system. These efforts reflect CSGA's commitment to building a smarter, more connected seed sector—one that meets the evolving needs of growers, inspectors, regulators, and seed businesses alike.

SeedCert, CSGA's flagship digital platform, continues to be a cornerstone of service delivery. It provides centralized access to CSGA's core services, enabling growers and companies to update account details and consent preferences, track crop certification in real time, and submit additional information as needed. SeedCert also retains relevant documentation and records, giving users a comprehensive, centralized history of their certification activity. Inspection services use the platform to manage their teams, assign and report on inspections, and flag emerging issues to CSGA and the CFIA. By streamlining communication and consolidating information, the platform improves efficiency, reduces paperwork, and reinforces transparency across the seed certification system.

SeedCert

Cybersecurity also remained a key focus. As digital services expand, so too do the risks. In 2024, CSGA strengthened its cybersecurity infrastructure to safeguard sensitive data and ensure the continued resilience of its digital platforms.

To strengthen trust in our digital systems, CSGA formalized key governance policies in 2024–2025, including **updated Privacy** and **Ag Data Policies**, and **new Terms of Use for SeedCert**. These enhancements support responsible data stewardship, cybersecurity, and user accountability, reinforcing **our commitment to transparency and good digital governance**.

Digital Seed Tags represent another important milestone in CSGA's digital evolution. Following Phase One of the Digital Tag project—made possible through Agriculture and Agri-Food Canada's Agri-Assurance Program—CSGA **launched Phase Two** in January 2024. This phase enabled eligible participants to print Breeder and Select seed tags—the two pedigreed seed classes fully within CSGA's authority—directly from SeedCert, using their own equipment and CSGA-provided tag stock. This innovation enhances operational flexibility and reduces administrative burden for seed growers.

User feedback from Phase Two has been positive, highlighting the **value of streamlined processes** and the ability to integrate tag printing into on-farm operations.

As the seed sector moves toward a more digitized future, digital seed tags represent a practical, scalable solution aligned with traceability and transparency goals.

Looking ahead, CSGA will continue to leverage digital innovation to simplify certification, enable responsive service, and **support a future-ready seed system**. Whether through technology upgrades, cybersecurity enhancements, or smart service design, the Association is building a digital foundation that will serve Canadian agriculture for years to come.





CSGA 2024-2025 member meetings included the Annual General Meeting held virtually on June 26, 2024, and a Special General Meeting on November 26, 2024, to reintroduce Affiliate and Associate membership classes and approve By-law amendments.

ANNUAL GENERAL MEETING SUMMARY

The Canadian Seed Growers' Association (CSGA) held its 120th Annual General Meeting (AGM) on June 26, 2024, with over 90 participants in attendance. Outgoing President Dale Connell welcomed members, recognized contributions from past presidents and award recipients, and introduced incoming President Glenn Logan.

The Honourable Lawrence MacAulay, Minister of Agriculture and Agri-Food, commended CSGA's continued role in ensuring seed quality, sustainability, and traceability while highlighting its digital innovations and contributions to Seed Regulatory Modernization (SRM).

Executive Director Doug Miller presented a detailed report on 2023 achievements, including certification of over 1.2 million acres of seed crops, successful uptake of the CSGA Learn training platform, the impactful #ChooseCertifiedSeed campaign, and advancements in digital seed tag implementation. CSGA also launched CSGA Health, a new health benefits program, and completed a governance review.

The 2023 financial statements were presented, and KPMG was reappointed as auditor for 2023–2024. Elections to the Board of Directors were confirmed for all seed-producing regions, with Glenn Logan elected President and Dale Connell assuming the role of Past President. Advisors were also appointed by Provincial Ministers.

No member proposals were submitted in 2024. A proposal to reintroduce Affiliate and Associate membership classes was discussed, with ongoing consultation open until August 12, 2024. The AGM concluded with a member-to-member session and an invitation to the 2025 AGM in Victoria, BC (July 3–5).

SPECIAL GENERAL MEETING SUMMARY

At a Special General Meeting held on November 26, 2024, during the Interprovincial Meeting in Calgary, CSGA members voted unanimously to adopt new By-laws, effective February 2025. These changes reintroduce Affiliate and Associate membership classes, expanding access while maintaining the rights of Regular Members.

Key changes also include the elimination of the Second Vice President role, the introduction of term limits for Board members, and the redefined role of Past President, who will now serve as an Advisor on the Board rather than an Officer of the Association. The Board also gained the ability to appoint up to one-third of the Directors elected at the last AGM, if needed.

Other changes in the By-laws include clarifications on the process for calling special meetings, the elimination of the Honorary Life Associate category, and the formal recognition of the traditional process for naming the Robertson Associate. These changes reflect CSGA's commitment to modernizing governance while maintaining strong leadership and inclusivity.

Affiliate membership will be available to regulated parties in Canada's seed certification system, including:

- Seed growers not actively producing seed crops in the current fiscal year
- Plant breeders not applying for the certification of Breeder seed in the current fiscal year
- Authorized Seed Crop Inspection Services (ASCIS) and Licensed Seed Crop Inspectors (LSCI)
- Seed analysts and seed laboratories
- Seed graders, seed establishments and operators of Registered Seed Establishments
- Seed companies that do not meet Regular membership requirements
- · Active plant breeding institutions

Associate membership will be open to seed-related associations and supporting organizations, including:

- Seed sector associations
- National and provincial agriculture and agrifood associations
- Organizations that support the seed sector
- Government and intergovernmental organizations
- International seed sector associations

All members can attend meetings and submit proposals, while Affiliate Members will also be eligible to elect up to two Board Directors—one for the first 100 Affiliate Members, and a second if their numbers exceed 100. To ensure accessibility, a unified membership fee of \$240 has been set for all membership types. These changes mark a critical step in creating a more inclusive, representative, and forward-looking CSGA.

OUR FINANCIAL UPDATE

STATEMENT OF FINANCIAL POSITION

As of January 31, 2025, the Canadian Seed Growers' Association remains in a strong financial position. Total assets increased to \$3.91 million, up from \$3.43 million the previous year—an increase of approximately \$480,000 or 14%. This growth reflects careful financial stewardship, prudent budgeting, and a focus on long-term sustainability.

One notable shift during the year was in the composition of CSGA's assets. Cash holdings declined by \$966,000, from \$2.19 million to \$1.22 million, as these funds were reallocated into longer-term investments. As a result, the value of CSGA's investment portfolio increased by \$1.11 million, from \$796,000 in 2024 to \$1.91 million in 2025. This strategic move is expected to yield higher returns over time, while still maintaining the liquidity required for ongoing operations.

CSGA's financial position was also strengthened by the recognition of a \$388,000 pension asset, replacing a \$231,000 pension liability reported in the previous year. This improvement was driven by an increase in the fair value of plan assets, rather than a reduction in CSGA's pension obligations, and reflects strong governance of the Association's employee benefit plans.

Net assets increased from \$2.46 million to \$3.27 million in 2025. The largest gain was in unrestricted net assets, which rose by \$833,000, from \$348,000 to \$1.18 million. However, the majority of this increase—\$613,000—was due to a non-cash remeasurement gain on CSGA's pension asset and is not available for operational use. The operating surplus of \$197,000 represents the actual funds added to unrestricted reserves, providing flexibility to support ongoing service delivery and future strategic investments.

STATEMENT OF OPERATIONS

CSGA recorded a surplus of \$197,290, marking the organization's fourth consecutive year of positive financial results. This outcome reflects strong fiscal discipline, internal cost containment, and higher-than-expected investment returns.

Total revenue held steady at \$3.97 million, although most of CSGA's key revenue drivers—such as acreage, plot, and client service fees—saw modest declines. The exception was investment income, which increased by \$49,467. Total expenses were \$3.75 million, with general and administrative costs rising by \$115,000 (3.9%), largely due to inflationary pressures.

It is important to note that the revenue and expense figures include Branch fees and the CFIA inspection assessments, which totaled over \$730,000 in 2025. These are pass-through items—funds that CSGA collects and remits back to the Branches and the CFIA. While required for reporting purposes, they do not reflect CSGA's operational revenue or expenses and can inflate the organization's perceived financial footprint by 20–25%. When excluded, the financial results provide a clearer view of CSGA's core operations—characterized by a shrinking revenue base and growing cost pressures tied to inflation and the delivery of essential services.

CSGA's financial statements are available in **Appendix A**, and the complete audited Financial Statements for 2024–2025 are available online at seedgrowers.ca.



OUR STAKEHOLDERS

CSGA prioritizes partnerships to deliver on our mandate and achieve our strategic priorities.

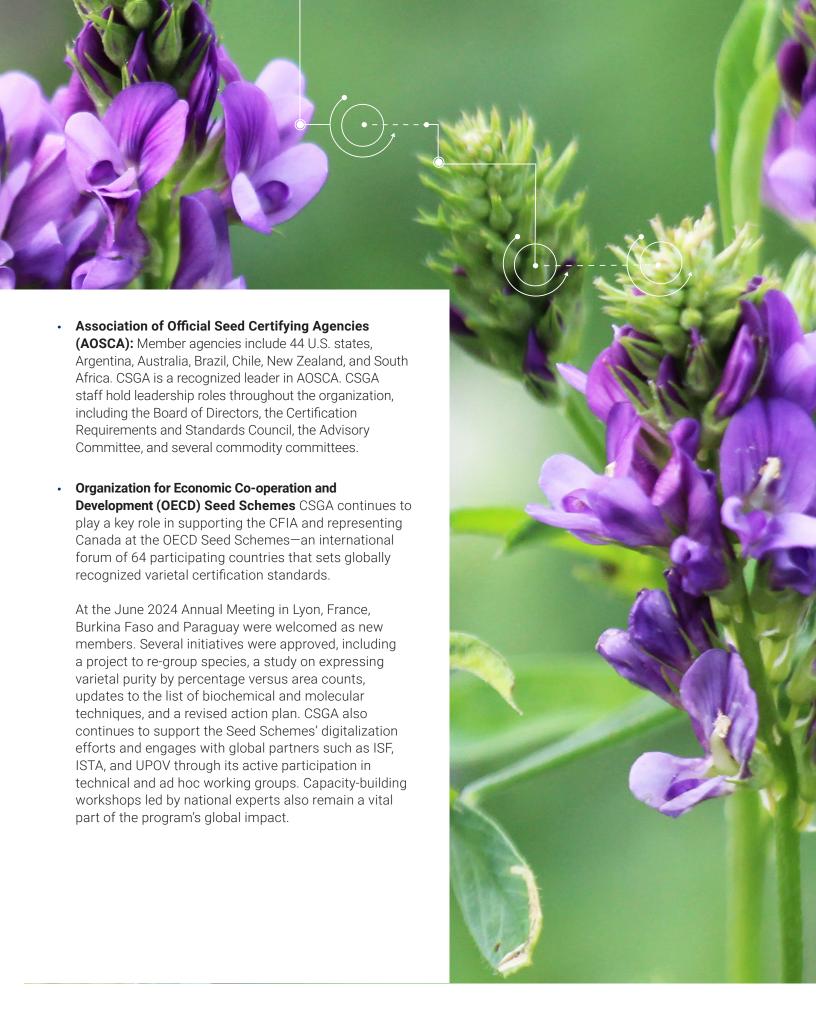
AGRICULTURE CARBON ALLIANCE (ACA)

CSGA is a member of the Agriculture Carbon Alliance (ACA), a coalition representing over 190,000 Canadian farm businesses. The ACA was formed to ensure that Canadian farmers and ranchers are included in important discussions about environmental policies and regulations that directly affect their businesses and livelihoods. In 2024, the Alliance focused on advancing Bill C-234, which seeks to exempt natural gas and propane used on farms from the federal carbon tax, and launched the "Show Your Receipts" campaign to highlight the real-world costs of carbon pricing on farm operations.

AOSCA, OECD, ECCC

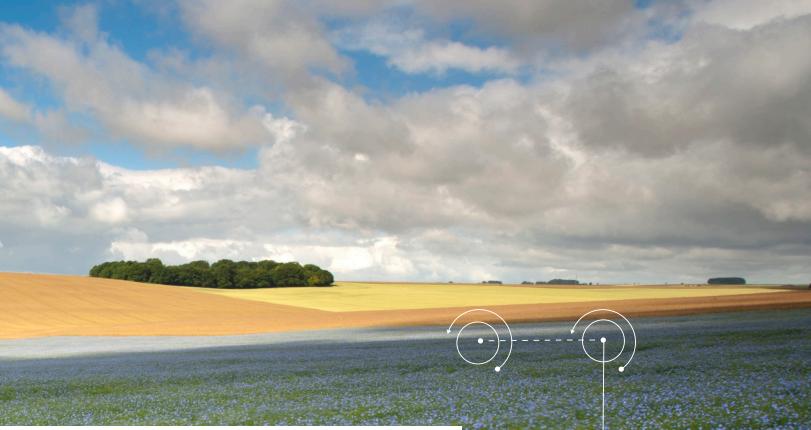
The International Harmonization of Seed Standards

One of CSGA's core roles is to ensure that Canadian seed certification standards are aligned with international requirements to ensure that seed trade is not negatively impacted.





CSGA participated in the Canadian General Standards Board (CGSB) technical committee on organic certification standards as it reviewed proposals for revisions to the national standard.



CANADIAN ROUNDTABLE FOR SUSTAINABLE CROPS (CRSC)

Responsible Grain Code of Practice

CSGA supports CRSC's mission to provide a national forum for coordinating and communicating the sustainability of Canada's grain production.

HEALTH CANADA OFFICE OF CONTROLLED SUBSTANCES

New Hemp Varieties

CSGA is an original member of Health Canada's Interdepartmental Working Group, which meets twice a year to recommend new hemp varieties for addition to the List of Approved Cultivars that are eligible to be grown in Canada.

SEEDS CANADA

Collaboration to Advance the Seed Sector

Seeds Canada and CSGA are Canada's predominant seed organizations, playing different but complementary roles in advancing the seed sector. Seeds Canada is an important seed sector partner, and CSGA holds an Affiliate membership in the organization.





OUR PEOPLE

OUR BOARD

EXECUTIVE COMMITTEE

The CSGA Executive Committee is comprised of the President, Vice-President, the immediate Past President, and a Provincial Government Advisor.

DIRECTORS

CSGA is governed by a Board of Directors drawn from its members. CSGA's By-laws ensure that at least one Director is nominated from each seed-producing region.

ADVISORS

The Board is supported by nine Provincial Government Advisors, each appointed by their respective provincial Minister of Agriculture and one Academic Advisor. As official advisors to CSGA and Branch Boards, our Provincial Government Advisors provide important governance and policy development input.

Executive Committee



GLENN LOGANPresident



SHANNON BIEMAN Vice President



DALE CONNELLPast President



PETER SCOTTProvincial Government Advisor

Directors

Andrew Ayre, Manitoba
Shannon Bieman, Ontario
Ian Bodnaryk, Saskatchewan
Carl Bolton, Ontario
Roy Klym, Saskatchewan
Ryan Murray, Manitoba
Lori Oatway, Alberta
Marc-Antoine Paquet, Québec
Gabriel Provost, Québec
Chelsea Tomlinson, Alberta

Advisors

Dr. Bryan Harvey (OC, SOM, FAIC, DSc, PhD, PAg), Academic Advisor

Chami Amarasinghe, Manitoba Ministry of Agriculture

Damien Chaput, Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec

Krista deMilliano, Alberta Ministry of Agriculture and Irrigation

Joanna Follings, Ontario Ministry of Agriculture, Food and Agribusiness

Amy Sangster, Nova Scotia Department of Agriculture

Brenna Schilds, British Columbia Ministry of Agriculture and Food

Peter Scott, New Brunswick Department of Agriculture, Aquaculture and Fisheries

Matt Struthers, Saskatchewan Ministry of Agriculture



OUR STANDING COMMITTEES

EXECUTIVE

Glenn Logan*
Shannon Bieman
Dale Connell
Peter Scott

APPEALS

Ryan Murray*
Ian Bodnaryk
Dale Connell
Gabriel Provost
Christina Rowan**
Peter Scott
Matt Struthers
Chelsea Tomlinson

AUDIT

Roy Klym*
Carl Bolton
Dale Connell
Glenn Logan
Peter Scott

AWARDS

Carl Bolton*
Andrew Ayre
Roy Klym
Marc-Antoine Paquet
Chelsea Tomlinson

GOVERNANCE

Glenn Logan* Andrew Ayre Carl Bolton Roy Klym

INTERBRANCH COORDINATION

Roy Klym*
Colleen Acres
AJ Armstrong
Chris Barker
Kelly Chambers
Jean Dumont
Brian Ellis
Tom Greaves
Tim Montague
Kurt Printz
Jennifer Seward
Peter Boswall

PLANT BREEDERS

Helen Booker
Annie Claessens
Bruce Coulman
Greg Gingera
Rale Gjuric
Robert Graf
Michel McElroy
Istvan Rajcan
Tom Warkentin

Bryan Harvey*

REGULATORY SERVICES

Shannon Bieman* Stéphanie Cormier Janice Duguid Simon Ellis Kimiko Epp Milad Eskandri Bryan Harvey Joe Hickson Wendy Jahn** (or designate) Philippe Lemaître Rick Love André Lussier Ryan Murray Lori Oatway Marc-Antoine Paquet Lynnell Pomedli Morgan Webb Joel Wenaus

^{*} Chair

^{**} Official Observers

OUR STAFF

DOUG MILLER Executive Director and Chief Executive Officer

CAROLINE LAFONTAINE Chief Operating Officer

PAM COLESManaging Director, Finance and Administration

MIKE SCHEFFEL Managing Director, Policy and Standards

GAIL HARRIS Standards Manager

TANIA CALVERLEY Communications and Engagement Manager

NICK FRASER Technology Manager

DRAGAN ERAKBusiness Systems Developer

BRIANNA CHOUINARD Certification Manager

EMMANUEL FONDI Policy and Certification Officer

JACKIE PRIDHAM Programs and Certification Officer

ALEX BOUMA Certification Officer

MELANIE FARAH-ROY Client Services Manager

MEAGAN LEBLANC-MONTREUIL Client Support Officer

BENJAMIN HUNTJENSClient Support Officer

RANDY PREATER Special Advisor

APPENDIX A

FINANCIAL STATEMENTS

Statement of Operations

Period ended January 31, 2025, with comparative information for the year ended January 31, 2024

	ACTUAL 2025	ACTUAL 2024
Revenues:		
Acreage fees	\$ 1,685,995	\$ 1,751,148
Membership fees	571,075	584,910
Client service fees	577, 958	615,941
Branch acreage and membership fees	674,251	564,263
Plot fees	190,280	208,060
Assessment for CFIA inspections	57,151	85,411
Investment and other revenue	210,109	160,642
	3,966,819	3,970,375
Expenses:		
General and administrative expenses	3,019,227	2,903,732
Branch acreage and membership fees paid out	674,251	564,263
CFIA inspections	57,814	87,534
AAFC AgriAssurance Program expenses (net)	-	(21,871)
	3,751,292	3,533,658
Excess of revenue over:		
Expenses before the undernoted	215,527	436,717
Other income (expense):		
Loss on disposal of capital assets	(18,237)	-
Excess of revenue over expenses	\$ 197,290	\$ 436,717

Statement of Changes in Net Assets

Year ended January 31, 2025, with comparative information for 2024

	INTERNALLY RESTRICTED	INVESTED IN TANGIBLE CAPITAL AND INTANGIBLE ASSETS	UNRESTRICTED	2025	2024
Balance, beginning of year	\$ 2,000,000	\$ 115,169	\$ 347,898	\$ 2,463,067	\$ 2,081,649
Excess of revenue over expenses	-	-	197,290	197,290	436,717
Remeasurements related to pension liability	-	-	613,283	613,283	(55,299)
Purchase of tangible capital and intangible assets	-	42,082	(42,082)	-	-
Amortization of tangible capital and intangible assets	-	(46,685)	46,685	-	-
Loss on disposal of tangible capital and intangible assets	-	(18,237)	18,237	-	-
Balance, end of year	\$ 2,000,000	\$ 92,329	\$ 1,181,311	\$ 3,273,640	\$ 2,463,067

Schedule of General and Administrative Expenses

Period ended January 31, 2025, with comparative information for 2024

	ACTUAL 2025	ACTUAL 2024
Amortization of tangible capital and intangible assets	\$ 46,685	\$ 43,647
Annual general meeting (net)	(4,089)	10,196
Bad debts	2,904	(548)
Contracted services	113,142	127,961
Data processing	140,456	152,482
Employee benefits	313,562	283,289
Honoraria	88,407	92,804
Insurance	62,752	43,362
Internet and web site service	5,359	4,905
Membership fees	35,156	33,156
Office supplies and stationery	2,664	3,317
Postal services	5,903	5,837
Presentations and sponsorships	1,000	(1,046)
Printing	3,788	17,743
Professional fees	90,109	106,510
Publicity	99,730	73,656
Rent	31,867	61,631
Rental of equipment	4,733	10,621
Salaries	1,656,396	1,474,303
Special projects	41,389	40,915
Stakeholder education	33,487	16,762
Subscriptions	380	627
Technical and data development	114,811	123,167
Telephone	8,856	7,796
Travel, directors	42,735	93,837
Travel, staff	77,045	76,802
	\$ 3,019,227	\$ 2,903,732

Note: Annual general meeting expenses are shown on a net basis.



Canadian Seed Growers' Association 21 Florence Street, Ottawa, ON K2P 0W6 613-236-0497 seedgrowers.ca