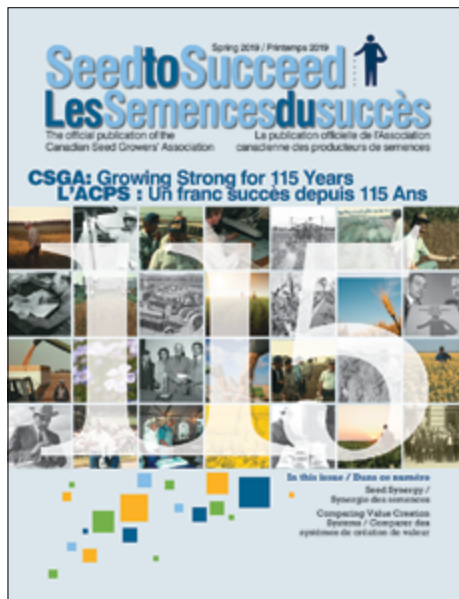


SeedtoSucceed Les Semences du succès

The official publication
of the Canadian Seed
Growers' Association

La publication officielle de
l'Association canadienne des
producteurs de semences



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February 2020

Dear Friends and Colleagues,

The Canadian Seed Grower's Associations (CSGA) is pleased to continue our partnership with Matrix Group Publishing Inc. in the planning, design and distribution of our bilingual full colour glossy-stock magazine, **Seed to Succeed**. The next issue will be printed in time for our Annual General Meeting, July 12-15, 2020, in Winnipeg, Manitoba. Copies will also be available to attendees at the AGM, as well as direct-mailed to CSGA's 3,500 members, and additional industry stakeholders.

Seed to Succeed has been connecting CSGA members across Canada since its first issue was mailed in 2009. Its editorial is tailored to this readership, which helps to ensure that the magazine is regarded as a valuable and informative tool. In recent years, the magazine has been a must-read publication as association members and industry partners work on Seed Synergy and towards a single National Seed Organization. The magazine has served as an important tool to circulate the latest progress on these topics to members from coast to coast.

Articles in each issue update readers on important association plans and initiatives; explore industry trends, news and developments; showcase member successes; and provide information on new and exciting seed crops that are making headlines. The upcoming issue will continue this tradition of first-rate industry coverage, exploring the stories and issues that growers will find interesting and informative.

This diverse range of articles guarantees that growers across Canada view **Seed to Succeed** as a relevant information source, ensuring that advertisements are seen, noticed and inquired into.

Companies that purchase space in **Seed to Succeed** can be confident that their services will be seen by Canadian seed growers who are looking for reputable businesses to partner with. To increase visibility and awareness of your company, contact us to discuss opportunities.

The success of this publication depends, to a great extent, on the quality and consistency of its advertisers, and it is because of advertising support that Matrix Group Publishing Inc. is able to publish this communication vehicle for CSGA. A representative from Matrix Group Publishing Inc. will be contacting you shortly to discuss advertising in the next edition. I look forward to working with you to help make this magazine a continuously exciting and successful publication.

Thank you for your kind support,

C. Lafontaine

Caroline Lafontaine
Managing Director, Communications and Client Services
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clafontaine@seedgrowers.ca
www.seedgrowers.ca
<https://seedgrowers.ca/reports-publications/seed-to-succeed>



The Canadian Seed Industry, At a Glance

- » \$5.61 billion: Estimated total economic impact (direct and indirect) of the Canadian seed industry (Seed Sector Value Chain Round Table);
- » \$3.82 billion: Estimated total economic impact (indirect) of Canadian seed processing, marketing and distribution (Seed Sector Value Chain Round Table);
- » \$2.58 billion: Estimated total economic impact (direct and indirect) of pedigreed seed production on farms in Canada industry (Seed Sector Value Chain Round Table);
- » Canada is recognized worldwide as a leading producer, processor and exporter of high-quality seed for a wide range of crops.
- » Canada's industry is innovation-focused and utilizes complex technologies with millions invested annually in seed research and development.
- » Canada's fertile soil and various climatic zones enable seed producers to grow more than 50 different crops.



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Facts and Advantages

The Seed Industry - WE'RE IN FARMING TOO

Did you know that 9 out of 10 bites of food taken around the world start with the planting of a seed? Canada's seed industry is made up of thousands of farmers – business owners – who devote themselves to developing and growing a huge variety of crops. The country's seed market employs over 57,000 Canadians directly and indirectly; the industry creates jobs and infrastructure for rural Canada.

Pedigreed Seed Crops

The challenges of producing high quality varieties involve roguing every field to remove off-types, meeting rotation and distance criteria, and passing inspection. On top of that extra care is taken at seeding, harvest and storage. Hybrid crops are even harder to produce, requiring management of two different parent crops in the same field; some species even require manual cross-pollination.

- » 1.2 million acres of pedigreed seed crops were inspected in 2012.
- » Pedigreed seed varieties increased from 557 in 1978 to 2,076 in 2012.
- » Canadian seed is exported around the world, generating \$450 million in value in 2013.

Research and Development

Both public and private sector efforts are essential to producing varieties for Canadian farms.

- » The private sector invested about \$110 million in plant breeding, research and varietal development in 2012.
- » Canada is known for its adoption of leading-edge technologies, including biotechnology, genomics and other plant breeding advances.
- » In addition to the private sector, there is also a significant public investment in seed research at the federal, provincial and university level.

Jobs & Rural Development

Most seed in Canada is produced here. In fact, most of it is bred here. That makes seed a powerful economic engine that drives job creation and fosters rural development. Right in your own community, there are likely seed growers, field inspectors, registered seed establishments, seed trial plots and seed retailers. All of these have a powerful multiplying effect on rural economies.

- » The total economic impact (direct and indirect) of the seed industry in Canada is estimated at \$5.61 billion.
- » The implied employment effect of the seed industry is 57,420 jobs and \$1.67 billion in wages and salaries, and generates about \$81.9 million in tax revenue.
- » Manitoba's seed industry contributes \$110 million in value added to that province's economy, creating 1,300 job opportunities.
- » Saskatchewan's pedigreed seed industry creates as many as 9,000 agricultural jobs for the province and is worth an estimated \$389 million to the provincial economy. Ontario's seed industry has sales approaching \$60 million in raw form at the farm gate. The multiplying effect of that seed generates \$647 million for the GDP.



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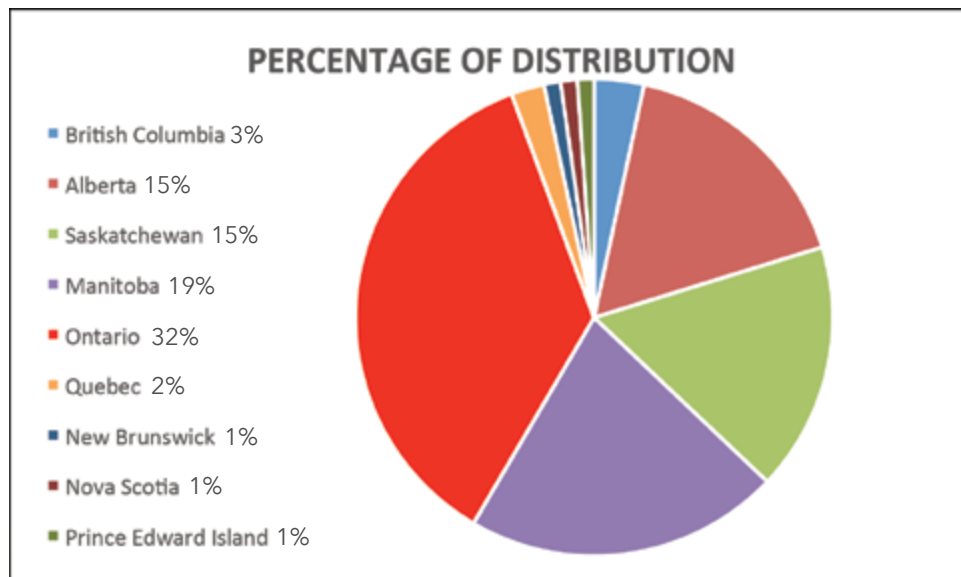
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CANADIAN SEED GROWERS' ASSOCIATION DISTRIBUTION INFORMATION

- » **3,500 CSGA Members (Farmers, Growers)**
- » **250 Seed Companies, Stakeholders, Associations**
- » **150 Seed Inspection Companies**

Provincial Breakdown of Distribution





RATES FOR 2020

COVER POSITIONS (Includes Full Colour) \$ Per Issue

Outside Back.....	\$3,789.50
Inside Front.....	\$3,339.50
Inside Back.....	\$3,339.50

Cover space available on a first come first serve basis and must be secured in writing, and thereafter is noncancelable.

FULL COLOUR RATES \$ Per Issue

DPS.....	\$4,020.00
Full Page.....	\$2,840.00
2/3 Page.....	\$2,480.00
1/2 Page (Island).....	\$2,260.00
1/2 Page.....	\$2,160.00
1/3 Page.....	\$1,760.00
1/4 Page.....	\$1,600.00
1/6 Page.....	\$1,280.00
1/8 Page.....	\$680.00

Surcharges are applied for advertisements in one issue only.
Add a 15% discount for black & white advertisements.

OPTIONAL ADD-ONS

Guaranteed Position.....	Add 15%
Bleed.....	Add 15%
Hyperlink Advertisement + Company Name.....	+ \$75.00
Extra Listings.....	+ \$25.00
Proofs—Fax/Email.....	+ \$50.00
Proofs—CD Rom.....	+ \$60.00

Advertising Agencies—Please add 15%, all rates are net

Terms of payment due upon receipt of invoice.
Add 2% per month interest on accounts over 30 days.

**Complete Poly-Bagging and Insert
Services Are Available Upon Request.**

Accessible (for free) by potential
clients from around the world, via
www.seedgrowers.ca!

Direct-mailed to each and every CSGA
member throughout Canada, twice
per year!

EXCITING ADVERTISING OPTION!
Hyperlink your advertisement and
company name in the Index to
Advertisers in the online version! One
click will take readers directly to your
website OR can open an email direct
to you!

Articles that are tailored to a readership
interested in seed; tools, technologies,
fertilizers, equipment, guidance, and
more!

Advertising options to fit all budgets and
marketing campaigns!

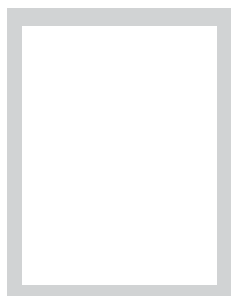


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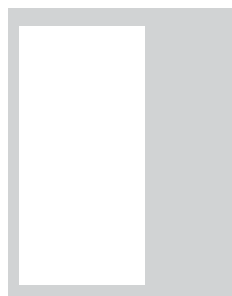
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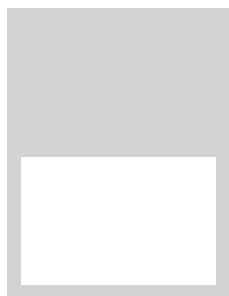
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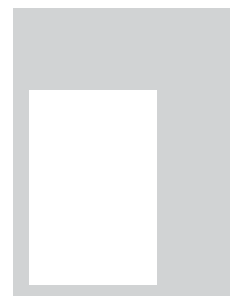
Full Page
W. 7 x H. 9 1/2



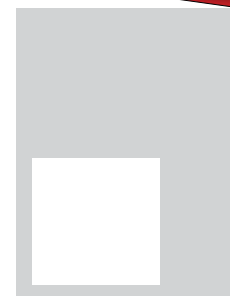
2/3 Page Vertical
W. 4 5/8 x H. 9 1/2



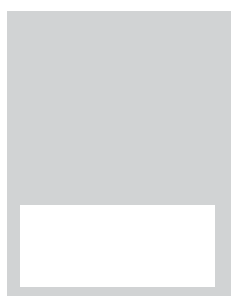
1/2 Page Horizontal
W. 7 x H. 4 5/8



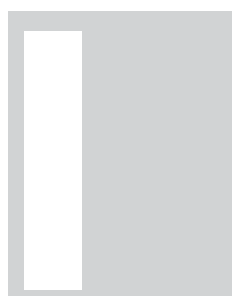
1/2 Page Vertical
W. 4 5/8 x H. 7



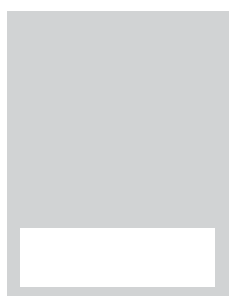
1/3 Page Square
W. 4 5/8 x H. 4 5/8



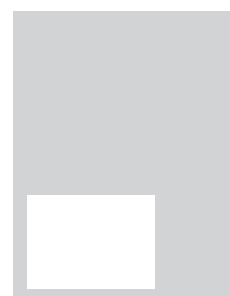
1/3 Page Horizontal
W. 7 x H. 3



1/3 Page Vertical
W. 2 1/8 x H. 9 1/2



1/4 Page Banner
W. 7 x H. 2 1/8



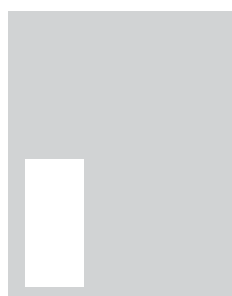
1/4 Page Horizontal
W. 4 5/8 x H. 3 3/8



1/4 Page Vertical
W. 3 3/8 x H. 4 5/8



1/6 Page Horizontal
W. 4 5/8 x H. 2 1/8



1/6 Page Vertical
W. 2 1/8 x H. 4 5/8



1/8 Page Horizontal
W. 3 3/8 x H. 2 1/8



1/8 Page Vertical
W. 2 1/8 x H. 3 3/8

Live Space 7 by 9 1/2

Trim Size 8 3/8 by 10 7/8

DPS 17 by 11 1/8

Bleed 8 5/8 by 11 1/8

All measurements are in
inches

PRODUCTION REQUIREMENTS

The preferred method for receiving completed digital ad artwork is as a high quality (300 DPI minimum), press ready PDF file. Please ensure that all fonts have been embedded and all colour has been converted to CMYK. Other acceptable file formats for digital files include high quality EPS, TIF and JPG. All file formats should be compatible with the following software whenever possible: Adobe CC (InDesign, Illustrator, Photoshop and Acrobat).

Email digital files to: sales@matrixgroupinc.net

Questions?

Please contact your sales representative, call our toll free line and ask for the sales manager (**866-999-1299**), or email: sales@matrixgroupinc.net



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