



# Seed SCOOP

DECEMBER  
2012

## A Message From Your President

Your CSGA Board of Directors met this past November and the action was packed! All Committees reporting to the Board had done their work with thoughtful forward thinking recommendations for Board approval. An immediate benefit is the Directors on the Board can more effectively review, discuss, and establish procedures and policy for CSGA when received from an effective Committee structure.

Activity, CSGA is at its greatest in some time. Pedigreed seed acres are at a recent high, and work is well in hand in the installation of equipment and systems for electronic seed crop inspections as approved by the CSGA membership at the Calgary CSGA annual general meeting last July. It is striking how quickly our seed environment is changing.

Most importantly, your Board is carefully planning to ensure that alternative service delivery for seed field crop inspections is in place by 2014 for when the Canadian Food Inspection Agency intends to pull out of seed crop inspections.

I am looking forward to participation at your Branch meetings this winter. Having met with Ontario, Manitoba, and Maritime growers at their meetings, I am impressed with the activity and professionalism shown. In January, I will attend the Saskatchewan, BC, and Alberta Branch meetings followed by the Quebec meeting in February.

Over the past year we have enjoyed marketing pedigreed seed into strong commodity markets and I hope each of us have been rewarded in our own market places.

Looking ahead to 2013 and beyond, fundamentals appear to remain promising. It is my sincere wish that as we work through 2013, we achieve the highest level of success in our businesses.

Even more important, is that you and your families achieve personal strengthening in the upcoming year.

Hoping that the Holiday Season is relaxing and enjoyable, may it be a time that creates the fondest of memories for you throughout years to come.

Jim Baillie  
President



# Concentrating our Efforts on End-User Advocacy

It goes without saying that the promotion of Certified seed is very important to the Canadian Seed Growers' Association. After years of promoting Certified seed to commercial farmers, CSGA decided about four years ago to redirect its energy and focus on end-users and food processors. The rationale was that food processors needed to request food ingredients made from grains and oilseeds grown from Certified seed. Only then would commercial farmers increase their use of Certified seed to sow their crops and in turn increase the demand of our members' product. In an effort to inform you, our members, here are some promotional activities that have occurred over the last year.

CSGA developed a four minute video to effectively explain Certified seed and the benefits end-users receive when they use ingredients made from Certified seed. The video appears on [YouTube](#) and on the [CSGA website](#) and will have a more prominent placement on the new CSGA website when it launches next spring. The video is also shown at food industry events. We feel the video is a tremendous tool to help explain Certified seed – a topic that can be difficult to understand for people outside the seed business.

Thank you to the Ontario branch for their \$3,000 contribution towards CSGA's national end-user advocacy campaign.

We've developed relationships with two food industry magazines to write Certified seed success stories demonstrating the link between identity preservation and Certified seed. Food in Canada published in 2011 the story [Certified Seed Makes More Barley and More Beer](#), Food Quality Magazine published in 2011 the story [Certified Wheat Seed Ensures Quality of the Loaf](#) and in 2012, published the story [Identity That Goes With the Grain](#). We found throughout the years that many food industry professionals don't even know what Certified seed is. These stories provide real testimonials from an independent source they have grown to trust.

CSGA has participated at a number of food industry events including attendance at the Canadian Food Safety Symposium, the Conference Board of Canada's Canadian Food Summit and the Canadian Institute of Food Science and Technology Conference. Depending on the venue, our participation has included sponsorships, speaking and presentation engagements and distribution of

**More Barley, More Beer**

Produced through the Certified seed program, new barley variety CDC Meredith gives farmers higher yields while brewers get the right protein levels and more beer.

[www.seedgrowers.ca/certifiedadvantage](http://www.seedgrowers.ca/certifiedadvantage)

**Get the Certified Seed Advantage**

Quality Assurance  
Traceability  
New Product Innovation

Quality Seed – The Foundation of Quality Foods  
Start with the best ingredients available by using grains and oilseeds grown from Certified seed.

[www.seedgrowers.ca/certifiedadvantage](http://www.seedgrowers.ca/certifiedadvantage)

**A Better Loaf**

All Canadian wheat produced for Warburtons, the United Kingdom's largest independent baker, is grown from Certified seed to ensure shelf life, colour, freshness and appearance.

[www.seedgrowers.ca/certifiedadvantage](http://www.seedgrowers.ca/certifiedadvantage)



our promotional material including the presentation of the Certified Advantage video at a table display in front of our display banners.

Approximately 220 end users/food processors across Canada have received USB sticks from CSGA. The USB sticks contain all the promotional material developed by CSGA (video, brochure, factsheets, etc...) to explain Certified seed and the benefits of using ingredients made from Certified grains and oilseeds in their food products. We hit key concepts such as the importance of identity preservation in food products, innovation that Certified seed can bring through variety specific grain and traceability of the food product right back to the farm.



CSGA will be continuing its end-user advocacy outreach campaign over the next fiscal year. We will continue with our current tactics including sponsorship and attendance at food event sponsorships, writing additional stories for food industry publications and posting online advertising on food industry websites. New this year, we are developing short testimonial interviews featuring seed industry stakeholders for posting on YouTube and our website. In the videos, seed industry stakeholders will share news on innovative seed products and initiatives

and the benefits they provide for end-users, focusing on the importance of certified seed and the role it plays in delivering innovation, quality and food safety.

### Get the Certified Advantage

**Ask for Certified Seed**

When you start with ingredients grown from Certified seed, you are building on a foundation of success. You know that the ingredients you are using are of the highest quality, bred in Canada and grown by producers who understand the critical importance of delivering a consistent product. That's the Certified Advantage.

For more information on how you can get the benefits of ingredients made from Certified seed, contact the Canadian Seed Growers' Association, or go to [www.seedsga.com/can/certifiedadvantage](http://www.seedsga.com/can/certifiedadvantage).

**Certified Seed**

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*Quality seed is the foundation of quality food*

That's why food processors who insist on using grains and oilseeds grown from Certified seed are assured that they are starting with the best ingredients available.

Not just any seed increases the Certified Blue Tag. Canada has over 4,000 growers involved in seed production and each seed producer is required to follow highly stringent production requirements in order to ensure that quality is not right from the start.

As well, third party inspectors in the field and at the processing plant ensure that all quality assurance requirements are met, so that when the crop is harvested we know the specific variety, where it came from, how it was grown and who grew it.

The Certified Blue Tag ensures that the ingredients you are using are of the highest quality, so you can proudly offer your customers the finest in food products. Quality assurance, traceability and innovation – that's the Certified Advantage.





### Certified Success

#### Barley That Makes More Beer

A new high yielding barley variety with the potential to make more beer is grabbing the attention of the malting and brewing industry. With the emergence of CDC Meredith from the barley research pipeline, there is hope the variety can reduce some of malting barley's lost harvest for farmers, help to reuse supply, and provide added benefits for the malting and brewing industry.

While continuing that more testing is required, Richard Joy, the lead director for Alberta based Rahr Malting, Canada Limited, says early results show the variety has the potential to consistently deliver low protein – under 1.2 percent – which is desirable for the brewing industry. “The lower protein provides additional starch which translates into higher brewer house yields or a higher number of beers from the same tonnage”, Joy explains.

The new variety is a direct result of Canada's Certified seed system. It is a product of the results collected on Certified seed trials in subsequent plant breeding and innovation at research centres such as the University of Saskatchewan's Crop Development Centre, the developer of CDC Meredith.

While brewers get more beer, CDC Meredith also gives farmers more barley. Testing shows it yields 12 per cent higher than the current standard. “It's a win-win situation”, says Todd Hysa of SeCan, the company that markets the variety. “Farmers get a variety that has stronger field performance and delivers higher yields while end users get the same levels they're looking for and more production.”



### Quality Assurance

Many processors find that using grains and oilseeds produced from Certified seed makes for more consistency in their processing. The end result of using good seed that is managed and grown using specific management practices is ingredients that deliver the yield, texture, flavour, appearance and consistency in production that processors expect. More importantly, the end product will have the nutritional characteristics essential for today's health conscious consumer.

**High standards for purity in your food ingredients mean:**

- High quality, consistent products
- Product differentiation through nutritional or aesthetic characteristics.
- Processing consistency right from the start.

Quality in, quality out is what Certified seed is all about.

### Traceability

The demand for traceability in food systems continues to increase. By incorporating grains and oilseeds grown from Certified seed in the food production system, companies can confidently deliver on their promises of food traceability to the consumer.

This is often achieved through the establishment of a system of identity preservation (IP). Systems that begin with Certified seed provide detailed traceability right back to the farmer's field where the crop was grown and ensure that specific nutritional requirements are met where required.

**A system of IP**



The Value Chain

Traceability

IP agricultural production acknowledges that the unique traits or quality characteristics of a crop are maintained from sowing through to when the crop is transported, handled, processed and shipped. A track can be anything that the buyer requires such as, high sugar content in snack soybeans or high colour in durum used to make pasta.

(Source: Canadian Grain Commission)

### New Product Innovation

Innovation in plant breeding and Certified seed has allowed the food industry to better serve customer desire for nutrition, appearance and processing attributes. Canada oil is one example of an innovative breakthrough thanks to plant breeders and Certified seed.

More recently, there has been a focus on the contribution of dietary fibre to good health. However, many consumers prefer white bread over whole grain bread. The development of improved hard white spring wheat varieties has allowed bread makers to create breads that look similar to white bread but carry much higher dietary fibre by including white bran. The latest hard white varieties have made great strides in meeting the nutritional desires of the consumer and the agronomic performance needs of the farmer.



### Certified Success

#### Making A Special Loaf

When it comes to food ingredients, few food manufacturers can match the quality assurance and traceability claims of Warburton, the United Kingdom's largest independent baker. The company's commitment to quality breads, bakery products and rolls starts with relationships it's cultivated with farmers and the required use of Certified seed.

"High quality, premium bread products is Warburton's business," says Adam Dyck, Warburton's Canadian program manager who notes that 50 per cent of the company's wheat is grown in Canada. "We're not millionaires, we're specialty bakers. In order to achieve this, we require high quality CWRS (Canada Western Red Spring) wheat as part of our grain."

"We did a lot of research and found out that not all CWRS varieties perform the same in the Warburton baking process. Specific attributes contribute to shelf life, colour, freshness, and overall appearance of the bread," explains Dyck. "We know the varieties we're contracting make that loaf special and stand out from our competitors."

Warburton also knows these valuable attributes can be lost if preferred varieties are commingled with other varieties. That's where Certified seed and IP make a difference, says Dyck. "We have selected these varieties for specific reasons and if we didn't have Certified seed, we wouldn't know what we were getting. Those excellent bake characteristics that are in our selected varieties would be lost."



## Approved Changes to Circular 6

At their meeting in November 2012, the Board of Directors approved changes to the Regulations and Procedures for Pedigreed Seed Crop Production (Circular 6), the minimum standards for seed crop certification. A Notice of Changes, as well as the official updated Circular 6, will be posted to the [CSGA website](http://www.csga.ca) by February 1<sup>st</sup>, 2013. Seed growers are encouraged to access the complete, current, official version of Circular 6 from the website at: <http://www.seedgrowers.ca/cropcertification/circular.asp>.

Many of the changes involve administrative clarifications and new forms required for updating our data management system. Some changes in crop certification requirements include:

Effective in 2013, a change will be made to spring and winter wheat land requirements for previous durum crops. For spring and winter wheat Select plots, durum will be allowed in previous land use WHEN pedigreed durum crops were grown on that land two years prior. For Foundation and Registered spring and winter wheat crops, durum will be allowed in previous land use WHEN pedigreed or non-pedigreed durum crops were grown on that land two years prior.

Effective in 2013, isolation requirements in buckwheat seed crops, from non-pedigreed or other varieties of buckwheat, have been reduced from the current 300 meters to 200 meters which is equivalent to AOSCA standards.

Effective in 2013, Ethiopian Mustard (*Brassica carinata*) seed crop certification standards are introduced which are similar to the requirements for seed crops of other types of Mustard.

Effective in 2014, a change will be made to spring wheat Select plot land requirements. The revised land requirements will allow Select plots of spring wheat to be grown two (2) years after production of a different variety or non-pedigreed wheat crop (instead of the present three (3) year requirement) IF the spring wheat Select plot is planted on land that in the previous year produced a corn crop or a cultivated row crop such as a potato or vegetable crop.

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## PASSAGES

We would like to pay tribute to the following members that have recently passed:

- G. G. Smeltzer of Kentville, Nova Scotia. G.G. had received an Honorary Life Membership in the CSGA in 1980;
- Raymond Scovil of Fredericton, New Brunswick. Raymond had received an Honorary Life Membership in the CSGA in 1980;
- Frank Sissons of Portage la Prairie, MB. Frank was recognized by the CSGA with a 50 year of service certificate in 2003, an Outstanding Service Award and a Robertson Associate Award.

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## Questions or Comments? Contact Us.

CSGA staff is here to help and guide you. Don't hesitate to contact us. Remember the CSGA national office operates in the Eastern Standard Time (EST) zone.

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