

# Top 10 Reasons to Use Certified Seed

There are many reasons to use Certified seed. It's the starting point of a successful crop as well as an important way to reduce risk. Here's the Certified seed top 10:

1. Clean seed
2. Varietal purity
3. Guaranteed quality assurance
4. Access to new opportunities
5. Traceability
6. New genetics
7. Substance behind your word
8. Maximize other inputs
9. Access to premium markets
10. A better deal on crop insurance



## Put a seed grower on your production team

Canada's seed growers are producing high quality seed from coast to coast. The CSGA can help you find qualified, professional growers for every region, soil zone and crop kind.



### Looking for Certified seed, we've got you covered.

Use the Pedigreed Seed Locator to find Canadian pedigreed seed. Search by province, crop kind and variety name to find exactly what you are looking for.

Go to [www.seedlocator.net](http://www.seedlocator.net)

*“Breeding programs have gotten more progressive. I've found that if you're not using the newest and best through Certified seed, you are dropping yield all the time. You have contamination and you're just not keeping up with the technology. Why put all that money into fertilizer and chemical and not use the best seed available?”*

– Con Johnson  
Bracken, Saskatchewan

For more information on how you can get started and how growers can help you, go to [www.seedgrowers.ca](http://www.seedgrowers.ca)

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

# Certified Seed

Your key to accessing new varieties with better traits



One of the best risk management tools for your farm



## What is Certified Seed?

Certified seed results from a production process designed to deliver specific plant breeding achievements to farmers and the food industry. It is true-to-type, meaning that all the benefits developed by the plant breeder are retained as the seed is multiplied (to the Certified seed stage), from the small amount of seed developed by the plant breeder.

Certified seed is recognizable by the blue Certified tag of the Canadian Food Inspection Agency (CFIA) that accompanies each sale of seed. This tag means:

- The seed and crop has been inspected by an officially recognized third-party agency
- It has been produced by dedicated Canadian seed growers according to stringent requirements
- It has undergone a carefully monitored production process
- Has passed the quality assurance requirements of varietal purity, germination and freedom from impurities, and is ready for commercial use

Canada's seed system is recognized and respected around the globe because it ensures germination and mechanical purity, while providing a third-party verified audit trail of varietal identity. It's a system that has given Canada its worldwide reputation as a supplier of quality agricultural products, a reputation you can use to guarantee the quality of your own products.

*“Certified Seed is my opportunity as a farmer to access the most advanced genetics that are available to me through the seed supply pipeline. In my mind, it gives me quality assurance and I get to plant the very best seed that I can to increase my yield potential.”*

– Henry Van Ankum  
Alma, Ontario



## Identity Preserved Systems Protect Traits and Quality

Identity preserved (IP) production plays a key role in protecting a variety's unique traits or quality characteristics from crop seeding to when it is transported, handled, processed and shipped. IP systems are used to protect many traits such as high sugar content in snack soybeans and the brighter amber colour in durum wheat preferred for making pasta.



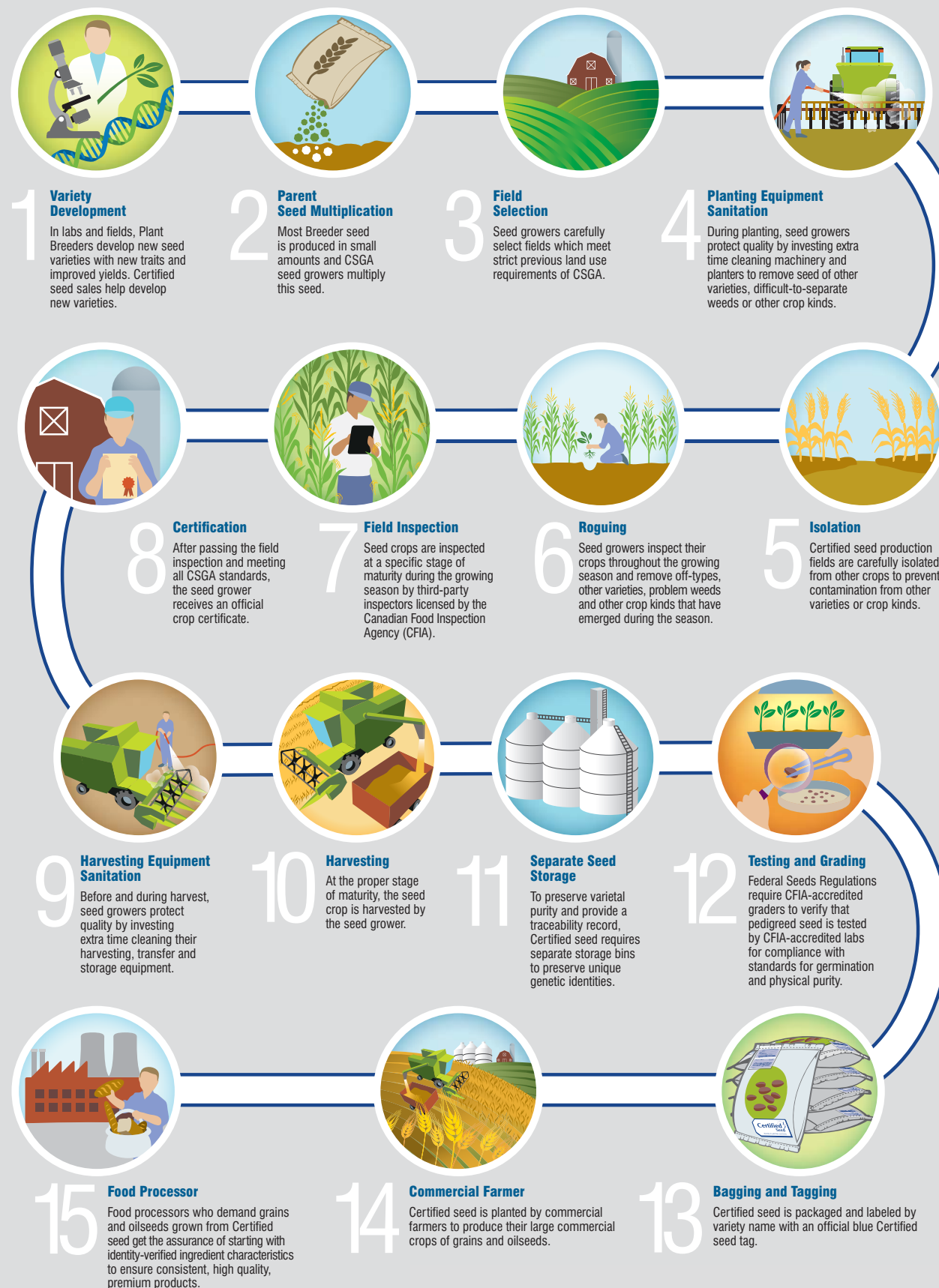
IP systems that begin with Certified seed provide detailed traceability on the crop and the seed planted to produce that IP crop. In situations where a particular ingredient is needed to deliver specific nutritional requirements, Certified seed ensures those requirements are met.

As the demand for traceability in food, fuel and fibre systems continues to grow, grains and oilseeds grown under IP systems allow end-users to confidently deliver **traceability, quality assurance and product innovation.**

*“Warburtons' commitment to sourcing the best quality wheat in the world comes at a premium, but the growth we have seen in our brand and our business tells us it's well worth it. We're the largest baker in the UK and we produce a premium product. It's all about the ingredient base in the wheat and flour, and it all starts with Certified seed.”*

– Adam Dyck  
Warburtons Canadian  
Program Manager

## How is Certified Seed produced?



## Intellectual Property Rights Play Key Role

Developing new varieties is a long term investment that entails years of work. Funding the work of breeders and researchers to develop varieties allows for improved crops that are more successful in terms of **yield, purity and sales.** It's important to protect intellectual property rights (IPR) in crop technology – just like patents protect the design of your combine.



By respecting intellectual property rights, you get new varieties that:

- Increase resistance to stress conditions
- Improve agronomic performance
- Meet industrial needs
- Provide value-added products
- Improve competitiveness

Farmers help protect intellectual property rights when they choose to purchase Certified seed rather than planting common seed.

*“When you buy Certified seed, it translates into research and new and better varieties. If farmers ignore this and grow common seed, there is a price to pay. There will be less and less varieties on the market, reduced yield potential, less quality and reduced market demand. That means lower premiums. It snowballs in reverse if you don't use Certified seed.”*

– Ray Legault,  
RD Legault Seeds Ltd.  
St-Albert, Ontario