

Ask for CIPRS - certified soybeans grown from 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.

When you buy CIPRS-certified soybeans, you can be certain that the Certified Advantage is maintained through the rest of the Canadian IP soybean supply chain.



Canadian Seed Growers' Association

For more information on Certified seed, contact (613) 236-0497
www.seedgrowers.ca



Canadian Grain Commission / Commission canadienne des grains

For more information on CIPRS, contact (204) 983-2881
www.grainscanada.gc.ca



Canadian Soybean Council / Conseil Canadien du Soya



CANADIAN SOYBEAN EXPORTERS' ASSOCIATION

Get the Certified and CIPRS Advantage



Certified seed and the Canadian Identity Preservation Recognition System (CIPRS) ensures you get the soybeans you need



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 receives the Canadian Food Inspection Agency (CFIA) Certified Blue Tag. Canada has over 4,000 growers involved in certified seed production and each seed producer is required to follow highly stringent production requirements in order to ensure that quality is met right from the start.

As well, third party inspections in the field and at the seed conditioning plant ensure that all quality assurance requirements are met, so that when the crop is harvested and processed by a CIPRS-certified company we know the specific variety, where it came from, how it was grown and who grew it.

The Certified Blue Tag and the CIPRS mark 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 and CIPRS Advantage**.



Certified Identity Preservation

Maintaining quantity characteristics of Certified seed

Identity Preservation involves a series of process steps designed to ensure that the processing quality characteristics of certified seed are protected through production, handling, cleaning, storage and shipping. Identity Preservation keeps soybeans with special characteristics separate from other varieties and crop types.

Through an audited and documented process control system, the Canadian Identity Preservation Recognition System (CIPRS) ensures suppliers' Identity Preserved programs deliver what customers want. This third party certification system is overseen by the Canadian Grain Commission (CGC), an agency of the Government of Canada with an international reputation and legislated mandate for grain quality assurance. CIPRS certificates are issued by the CGC, demonstrating the integrity and credibility of the program.

CIPRS requires that a number of steps are strictly followed to ensure that Identity Preserved soybeans conform to the highest standards. Some of these steps include:

- Planting Certified seed, ensuring traceability and verification of origin and the delivery of distinguishing varietal characteristics
- Inspecting and cleaning all grain handling equipment and storage bins on the farm and at the grain company facilities
- Complete record keeping for all Identity Preservation processes to ensure traceability from harvest to shipping
- Annual auditing of the company's Identity Preservation system by a CGC-trained and accredited third party auditor

Look for the CIPRS certification mark. It indicates that a company has demonstrated it has an effective Identity Preservation system in place to meet your needs.



Quality Assurance

Many food processors find that using soybeans handled under a CIPRS-certified Identity Preservation system and produced from Certified seed makes for more consistency in their processing. The end result of using good seed that is grown under controlled management practices is the delivery of uniform yield, texture, flavor, 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

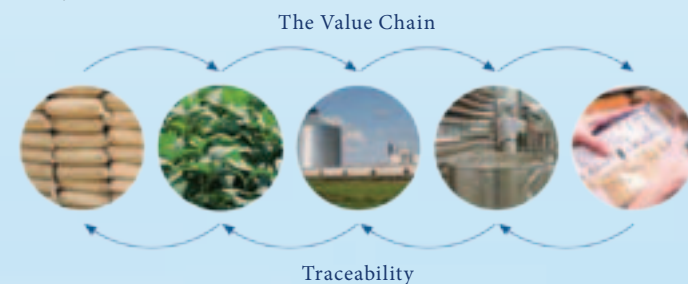
Quality in, quality out is what Certified seed and CIPRS are all about.

Traceability

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

CIPRS-certified IP systems for soybeans begin with Certified seed and require complete documentation and record keeping that provide detailed traceability right back to the farmer's field where the crop was grown.

A system of IP



CIPRS-certified production also ensures that the unique genetic traits or quality characteristics of a variety are maintained from seeding through to when the crop is transported, handled, processed and shipped. A trait can be anything that the buyer requires such as high sugar content, high protein, or other characteristics that improve the finished product.

New Product Innovation

Innovation in plant breeding, has allowed the food industry to better serve customer demands for new nutritional and processing attributes. Certified seed and CIPRS help to link all parts of the soybean value chain, from plant breeders and seed companies, to farmers and exporters, and finally to end users and consumers. This provides for the collaboration needed to develop new varieties that have the agronomic performance and yield requirements that farmers need, while understanding and meeting marketplace demands for non-GMO soybeans with enhanced nutrition and function. Ongoing collaboration and research ensures growers, grain companies and soyfood processors all remain relevant in an evolving international global marketplace.



Certified Success

Sunrise Soya Foods

Sunrise Soya Foods, established in 1956 in Vancouver, is Canada's leading tofu manufacturer, providing top quality soya products to consumers across the country. Sunrise uses only CIPRS-certified non-genetically modified soybeans grown from Canadian Certified seed for the production of its tofu and soy food products.

The production of quality tofu requires a quality soybean; one that is large in size with a high protein content and a clear hilum. To meet these bean specifications, Sunrise Soya Foods works directly with plant breeders to refine the new varieties. This ensures that the farmers have access to the best seed varieties, which in turn serves Sunrise's processing needs. Thanks to this close relationship, Sunrise has identified the best soybean varieties for both its tofu and soymilk production.

"Today, we now have a much better understanding of how protein, moisture and oil, as well as bean size and percentage of splits, affect yield and the quality of the final products we produce," says Sue Willems, VP of Sales and Marketing at Sunrise. "Using identity preserved (IP) varieties grown from Certified seed gives us a product quality advantage. Not only do we get better control of textures, flavours and appearance but we get consistency in our extracts and a higher processing yield."

Sunrise Soya Foods is proud to offer their customers the peace of mind that everything they make is of the highest quality and standard, a claim they make with confidence because of their use of CIPRS certified IP soybeans grown from Certified seed.