

Get the Certified Advantage

Choose ingredients grown with Canadian Certified seed

When you start with ingredients grown from Canadian Certified seed, you are building on a foundation of success. You know that the ingredients you're 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.

Food processors and end-users using ingredients grown from Certified seed gain the benefits of quality assurance, identity preservation and traceability, and innovation.

Quality Assurance

Farmers plant high quality Certified seed to deliver grains and oilseeds of more consistent, predictable quality with fewer impurities. Having these high standards for purity in your food ingredients means you can achieve:

- High quality, consistent products – thanks to Certified seed varietal purity standards and more consistent functional and nutritional characteristics.
- Product differentiation – thanks to nutritional or aesthetic characteristics that differ amongst varieties.
- Efficiency in your processing operation – thanks to specific varieties that maximize processing yield, minimize waste and maintain consistency through your processing operation.

Identity Preservation and Traceability

By incorporating ingredients grown from Certified seed in your food production system, you can confidently deliver on promises of food traceability based on Certified seed to your consumer. This is often achieved by establishing a system of identity preservation (IP) – maintaining the unique traits of a variety right from the plant breeder through to labelling and shipping.

IP systems that begin with Certified seed provide you:

- Detailed traceability on the crop and the seed planted to produce that crop.
- Assurance that your ingredients consistently meet the specific quality or nutritional requirements that are characteristic of the variety and that your customers are demanding.

Innovation

Innovation in plant breeding has been delivered through Certified seed and helped the food industry better serve consumer demand for improved nutrition, appearance and processing characteristics. Some examples of these innovations include:

- Canola – A plant breeding innovation that produces one of the healthiest cooking oils in the world and contributes \$14 billion annually to Canada's economy.
- Hard white spring wheat – New varieties produce bread with a white bread appearance but with much higher dietary fibre.

To learn more, visit

www.seedgrowers.ca/certifiedadvantage

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