

Get the *Certified Advantage*



Choose foods and ingredients
grown with Certified seed.

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 gain the benefits of ingredients made from Certified seed, contact the Canadian Seed Growers' Association, or go to www.seedgrowers.ca/certifiedadvantage.



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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 receives 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 met right from the start.

As well, third party inspections 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 restore some of malting barley's lost lustre for farmers, help increase supply, and provide added benefits for the malting and brewing industry.

While cautioning that more testing is required, Richard Joy, technical director for Alberta-based Rahr Malting Canada Limited, says early results show the variety has the potential to consistently deliver low protein – under 12 per cent – which is desirable for the brewing industry. “The lower protein provides additional starch which translates into higher brew 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. A portion of the royalties collected on Certified seed sales is reinvested in 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 13 per cent higher than the current standard. “It's a win-win situation,” says Todd Hyra 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 protein 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.

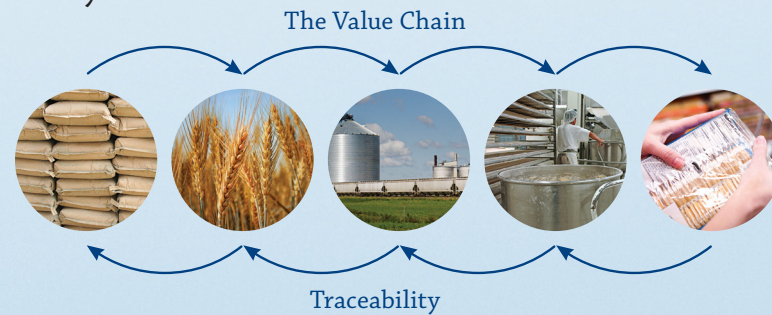
Quality in, quality out is what Certified seed is all about.

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



IP agricultural production also ensures that the unique traits or quality characteristics of a crop 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 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. Canola 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 Warburtons, 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 millers, we're strictly bakers. In order to achieve this, we require high quality CWRS (Canada Western Red Spring) wheat as part of our grist."

"We did a lot of research and found out that not all CWRS varieties perform the same in the Warburtons 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 competition."

Warburtons also knows these valuable attributes can be lost if preferred varieties are comingled 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."

