

# The Value of CERTIFIED SEED

Using certified seed is one of the best management tools for your farm. With it, you get better quality seed, new marketing opportunities for your crop, risk management, and access to new varieties that are bred for success. Certified means certainty.

## Certified Seed Means **Marketing Power**

Certified seed is the basis of value chains and identity-preserved programs.

- Get premiums for specific varieties by demonstrating you've used certified seed.
- End-users need confidence they are getting what they pay for. Certified seed use means they get the class of crop they expect: from waxy corn, to soft wheats, to high stability soybeans and canola.

It's increased marketing power for you when you can demonstrate what you've got.

## Certified Seed is **Bred for Success**

Certified seed captures the full benefits of a plant breeding program.

- Research and development by breeding organizations result in improved varieties, often with new specialty traits.
- With new varieties, agronomic performance like disease resistance is increased.
- Certified seed isn't just your first chance to get a new variety – it's the way to get the best of that variety every year.

Certified seed is the only way to reliably access the traits you need.

**Certified seed gives you peace of mind that your seed is of the highest purity – helping you access markets and tap the best traits coming out of breeding programs.**

## Certified Seed Provides **Risk Management**

With certified seed you get access to risk management programs and agronomic assistance from seed companies.

- Seed companies stand behind their products.
- Segregation and isolation mean you are getting the variety you purchased. In an era of herbicide tolerant crops and specialty traits, can you afford to get anything less than the highest possible varietal purity?
- Certified seed is the starting point of traceability programs and using it can open doors and build confidence when acting as a supplier to the food chain.

Prepare your farm for the growing need for safety and certification programs.

## Certified Seed Ensures **Top Quality**

You can be certain about the quality of certified seed in terms of purity and pedigree, because it is produced under stringent conditions.

- Rotation and isolation protocols are set up to make the seed as pure as possible.
- Seed fields are carefully surveyed and weeds or off-types are removed. As well, the crop is segregated during harvest and handling to maintain purity.
- Certified seed is tested and graded by accredited experts.

Certified seed use will result in a cleaner crop which means more confidence at planting and less dockage at delivery.



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