



April 11, 2016

Winnipeg, MB – CANTERRA SEEDS is excited to add new Director of Corporate Accounts

In an effort to manage the growing business of CANTERRA SEEDS, while maintaining sales and customer focus, the sales department management has been divided into two separate roles. The Director of Corporate Accounts will be responsible for managing relationships with key stakeholders, as well as leading the strategy with Pride Seeds corn and soybeans. The Director of Sales will oversee the team of skilled Territory Managers in the field, leading the charge on the execution of sales strategies. Both Directors will join the Senior Management Team.

Today, it is with the utmost pleasure that CANTERRA SEEDS welcomes Curt Baldwin as Director of Corporate Accounts, commencing April 25, 2016.

Curt's work history includes extensive experience in seed and crop protection roles, with jobs at Cargill, Viterra, Syngenta and Agrico United. Most recently, Curt held the position of National Crop Inputs Manager for Cargill, where he supported the growth of the seed, crop protection and fertilizer product lines. Curt also obtained his MBA from the University of Manitoba in 2012.

With a demonstrated history of fostering partner relationships, Curt is perfectly aligned for this new position at CANTERRA SEEDS. As the newest member of the team, Curt is excited to collaborate and work closely with the sales and marketing groups, in order to create innovative solutions to meet customer needs.

As a western Canadian seed company, CANTERRA SEEDS is committed to sourcing genetically superior seed products that deliver agronomic and economic benefits for producers, while meeting end-user needs. With a versatile portfolio of cereals, pulses and canola, CANTERRA SEEDS seeks opportunities that allow for mutual success in the agriculture industry.

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