



May 1, 2017

CANTERRA SEEDS is excited to add two new staff to our sales team.

Effective immediately, Joanna Forsberg will join our team in the role of Territory Manager for Western Saskatchewan.

Joanna brings over 25 years of customer service, sales and marketing, and business management experience to her position at CANTERRA SEEDS. This includes 20 years as president and owner of her own Saskatoon-based business. Most recently, Joanna has established relationships within the agriculture industry, through Saskatchewan and western Canada, as a Member Service Manager for Farmers on North America.

Joanna is originally from a mixed farm in Northwest Saskatchewan, and is a graduate of the University of Saskatchewan, holding her Bachelor of Science in Agriculture (BSA).

Joanna is excited to join CANTERRA SEEDS and to work closely with our retail and distribution partners in Western Saskatchewan, looking for strategic opportunities to build our canola business.

Joanna can be reached at j.forsberg@canterra.com or 306-280-9678.

Duane Briand will join our team in the role of Territory Manager, Northcentral Alberta, beginning on May 29, 2017.

Duane has established relationships within the agriculture industry with over 25 years of experience working in the Northcentral Alberta area. Most recently, Duane spent the past 20 years with Parkland Fertilizers in Wetaskiwin, AB, as a Professional Agrologist and Seed Division Manager. There he was responsible for customer technical service and managing the pedigreed seed, canola, and forage seed businesses.

Duane looks forward to joining CANTERRA SEEDS and is committed to working with his colleagues and customers to grow the business in Alberta.

Starting May 29, Duane can be reached at 780-668-9750, d.briand@canterra.com.

For all inquiries before that time, please continue to work with Gary Galbraith, who can also be reached at 780-668-9750, g.galbraith@canterra.com

Regards,

Jim Bagshaw
Director of Sales
CANTERRA SEEDS