



PRIDE SEEDS

MEDIA RELEASE



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PRIDE SEEDS and CANTERRA SEEDS announce agreement for Western Canada

WINNIPEG – PRIDE Seeds and CANTERRA Seeds have announced a distribution agreement that brings the PRIDE Seeds portfolio of hybrid seed corn and soybean seed to CANTERRA Seeds dealers in Manitoba, Saskatchewan and Alberta.

“As we grow our business across Canada, our goal has been to provide the best in seed corn hybrids and soybean varieties together with the best in customer support to farmers planting PRIDE Seeds products,” says Stephen Denys, vice president of sales and marketing with PRIDE Seeds.

“The agreement with CANTERRA Seeds will allow PRIDE Seeds to increase our reach and customer service support through the professional team at CANTERRA Seeds.”

Denys adds that as research leads to earlier maturing seed corn hybrids and soybean varieties, the opportunity for acreage growth in these crops is exponential in the prairie provinces. “With this acreage growth it is critical that our business be in a position to support both current and new customers so they can maximize the yield from their investment in PRIDE Seeds products, and so that we can jointly maximize our business potential given the investment being made in particular to earlier maturing grain and silage corn hybrids.

“This agreement furthers our commitment to provide our customers with a full product line, beyond canola and cereals, that now includes seed corn and soybean seed,” notes David Hansen, president and CEO of CANTERRA Seeds. Hansen says not only the product line, but the culture of the two companies are very congruent.

“Our approach to meeting customer needs is very similar,” he says. “The discussions between the companies to arrive at this agreement were very straightforward, and about the synergies we could achieve by working together. This is a win/win for producers across the Prairie provinces as it builds on the success we have achieved as a grower originated and owned business.”

PRIDE SEEDS is part of AgReliant Genetics, one of the largest seed businesses in Canada. Our commitment is to provide high performance quality corn, soybean and forage varieties and associated services to growers across the country.

Owned by western Canadian seed growers and agricultural retailers, Limagrain, Ceres Global Ag and private investors, CANTERRA SEEDS is committed to sourcing genetically superior seed products that deliver agronomic and economic benefits for producers, while also 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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Contact:

PRIDE SEEDS: Stephen Denys 1-800-265-5280 ext. 216

CANTERRA SEEDS: David Hansen 204-988-9752