



CANTERRA SEEDS adds more resources to pedigreed seed business

FOR IMMEDIATE RELEASE

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CANTERRA SEEDS is pleased to welcome Lauren Wensley as Pedigreed Seed Territory Manager for Saskatchewan, effective January 4, 2016. This newly created position will provide additional and continual service to CANTERRA SEEDS seed grower shareholders and retail partners in Saskatchewan.

Lauren brings prior experience in the seed business as well as the grain handling industry. Her previous roles have included Cereal Seed Merchandiser with Viterra and Outside Sales Representative with Cargill. Lauren also has hands-on experience on her family's farm operation in west central Saskatchewan. "Lauren will bring new energy to our pedigreed cereal business in Saskatchewan," says Rick Love, Pedigreed Seed Business Manager at CANTERRA SEEDS. "Lauren has already worked with a number of our shareholders in her previous roles so we expect this announcement to be well received."

CANTERRA SEEDS has made a number of significant investments in the pedigreed seed business in 2015, including adding a large number of new varieties to their portfolio, signing a P4 agreement with Agriculture and Agri-Food Canada and the Alberta Wheat Commission to support the CPSR wheat breeding program at Lethbridge Research Station and, finally, announcing a new joint venture company, Limagrain Cereals Research Canada, with Groupe Limagrain of France. "We've made a strategic decision to be a leader in this business," notes Brent Derkatch, Director, Operations & Business Development at CANTERRA SEEDS. "The addition of Lauren is the latest demonstration of our intentions and follows on the heels of hiring Colette Prefontaine for the same position in Alberta. As with Colette, we fully expect Lauren to make an immediate impact to our business."

Lauren holds a Bachelor of Commerce (Distinction) from the University of Saskatchewan. In her new role, Lauren will report to Rick Love, Pedigreed Seed Business Manager. "I am really excited to be back in the seed business," says Wensley. "This will give me an opportunity to re-connect with seed growers and bring new varieties to our customers."

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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