

For immediate release  
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### **CANTERRA SEEDS Lands Exclusive US Distribution Rights for CDC Dry Peas**

David Hansen, President and CEO of Winnipeg-based seed company CANTERRA SEEDS, today announced that they successfully bid in an open competition for exclusive US distribution rights for dry pea pedigreed seed varieties developed by the University of Saskatchewan's Crop Development Centre (CDC) in Saskatoon. This arrangement will begin on September 1, 2015.

"This relationship was built on our strong track record, both with the CDC and with US farmers. We've established a robust distribution network in the US that has served us well in marketing a wide range of crops, and have previously proven our expertise to the CDC by successfully marketing their chickpea varieties in the US, in addition to distributing many of their other crop varieties in Canada," said Hansen.

The dry pea varieties will be sold primarily through CANTERRA SEEDS' US affiliate, Meridian Seeds. Similar to CANTERRA SEEDS, Meridian Seeds is a network of seed-grower shareholders and licensees. The US affiliate has doubled in size over the past two years and is represented in over 12 states.

The CDC is a world-renowned field crop research organization that operates through the Department of Plant Sciences at the University of Saskatchewan. Many of Canada's dominant pulse, cereal and flax varieties have been developed at the CDC. With its mandate to improve economic returns to farmers and the agriculture industry, the CDC has produced over 400 new crop varieties since its inception in 1971.

"For over a generation, western Canadian farmers have valued the CDC's dedication to premium crop variety development. We are proud to continue the tradition of collaboration with private sector entities, enabling us to reinvest in our research programs," said Dr. Kofi Agblor, Managing Director of the CDC.

"CANTERRA SEEDS continually establishes first-rate partnerships with public and private breeding programs, both here in Canada and around the world. Our ultimate goal is always to deliver solid benefits to our customers," Hansen said.

Owned by over 200 western Canadian shareholders, CANTERRA SEEDS is committed to sourcing genetically superior seed products that meet end-user needs, while delivering agronomic and economic benefits for producers. With a versatile portfolio of cereals, pulses and oilseeds, CANTERRA SEEDS seeks opportunities that allow for mutual success in the agriculture industry.

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