



May 2, 2017

CANTERRA SEEDS is pleased to announce, effective May 3, 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 of 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.

Regards,

Jim Bagshaw
Director of Sales
CANTERRA SEEDS