



May 27, 2016

Winnipeg, MB – CANTERRA SEEDS announced today that Mr. Jim Bagshaw will join the company as Director of Sales, beginning June 13, 2016, and based in Saskatoon, SK.

Jim Bagshaw is an industry veteran with a wealth of sales and management experience. As the North American Cereals Product Lead for Syngenta, he was responsible for developing and driving cereal crop strategies in Canada and the USA. At Nufarm Agriculture, he managed a high performing sales team, in order to promote sales and profitability growth for retailers and producers. He also gained experience in the seed industry with positions held at UGG and Proven Seed. Most recently, Jim worked in the real estate industry as a developer, consultant and brokerage manager. Jim is also no stranger to CANTERRA SEEDS, having been employed as the company's Western Sales Manager from 2001-2004.

"I am eager to return to CANTERRA SEEDS as their Sales Director. The company has grown exponentially in the last few years, but at its core, it's still about seed, and about ensuring farmers get the right variety for their farm," said Jim.

The recent progression and growth of CANTERRA SEEDS has facilitated the need to split the sales management of the business into two separate roles. In late April, Curt Baldwin joined the company as the Director of Corporate Accounts. Jim will also join the senior leadership of CANTERRA SEEDS, and will be responsible for developing and managing the company's sales team throughout Western Canada.

"We are very pleased to welcome Jim to CANTERRA SEEDS. His depth of experience will help us lead our team, and our organization to a new level of success," said David Hansen, President and CEO.

As a western Canadian seed company, CANTERRA SEEDS is committed to sourcing genetically superior seed products that deliver agronomic and economic benefits for producers, while 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.