



CANTERRA SEEDS Welcomes Pedigreed Seed Territory Manager

FOR IMMEDIATE RELEASE

October 26, 2015

Winnipeg, Manitoba – CANTERRA SEEDS is pleased to welcome Colette Prefontaine as Pedigreed Seed Territory Manager for Alberta, effective October 26, 2015. This is a newly created position to provide additional and continuing service to CANTERRA SEEDS seed grower shareholders in Alberta. A search is currently underway to fill a similar position in Saskatchewan.

“Colette brings a tremendous depth of experience to CANTERRA SEEDS,” says Brent Derkatch, Director, Operations and Business Development, CANTERRA SEEDS. “Her knowledge and engagement in the pedigreed cereal seed business will be a huge asset as we continue to grow our business in cereals.” CANTERRA SEEDS has made a number of significant investments in the pedigreed business in 2015, including adding a 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 breeding program at Lethbridge Research Station and, finally, announcing a new joint venture company, Limagrain Cereals Research Canada, with Limagrain of France. “We’ve made a strategic decision to be a leader in this business,” Derkatch says. “Colette represents our commitment to increasing our front line support and ensuring continued growth in this business.”

Colette brings 15 years of experience including her most recent position as Seed Production Coordinator and Merchandiser with Proven Seed/CPS (Viterra) where she excelled in her role demonstrating a vast knowledge of pedigreed seed systems, seed production, product training and sales. She also has prior experience in roles in data management and research with Proven Seed and AAFC (Lethbridge).

Colette holds her BSC in Agriculture from the University of Lethbridge, a Crop Advisor diploma from Olds College and a Bachelor of Arts from the University of Alberta. In her new role she will report to Rick Love, who has taken on an expanded role as Pedigreed Seed Business Manager. As well as managing the pedigreed cereal business for CANTERRA SEEDS, Love will manage the Pedigreed Seed Territory Managers and his own territory in Manitoba.

“I’m excited to join an organization like CANTERRA SEEDS with its singular focus on seed,” says Prefontaine. “This is a business I know and love and I look forward to meeting the seed growers and industry partners and colleagues in my new role.”

“Rick’s promotion to pedigreed seed business manager and the addition of two new territory managers to focus 100 per cent on this part of our business is a deliberate strategy on our part,” says David Hansen, President and CEO, CANTERRA SEEDS. “We made a series of moves this past year that are going to position us as an industry leader in the pedigreed cereal seed business. Now we are putting the human resources in place to ensure this happens.”

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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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