



Life starts with seed

20/20 NEWSLETTER

As We See'd' It

September 2009

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Did You Know??

Seed Grading Course

Testing early pays big dividends later

Seed Stress - Many areas of western Canada have seen a number of different environmental issues this past growing season. The extreme heat, hail, and frost (May, June, July, and August), certainly stressed the plants as they were trying to set seed. These stresses will have a detrimental effect on the germination and vigour of your seed. The upcoming fall frosts and storage conditions will also have an affect on seed quality and may lead to heating and/or rapid deterioration of germination potential. Test your seed soon after harvest to ensure you know if there are any quality concerns.

Even if you're
on the right
track, you'll get
run over if you

Greetings!

Thank you for taking the time to read our newsletter once again it's packed with good information and handy tips. Please remember if you are interested in a particular subject, please let us know.

It's a beautiful September day, and here we are starting our 21st season!

We just celebrated our 20th Anniversary in August. I would like to thank everyone who attended our open house and all of our clients who have supported us over the years. It was a memorable day, attended by many special people.

Our summer has been very busy; we have been preparing the lab for the new season, training our analysts, and crop inspecting. It seems our down time gets shorter every year and the "in box" is always full. That's just the way I like it.

Everyone is starting to return to work as the volume of our work increases. We have a strong team again this year, and we are looking forward to being of service to you.

Please do not hesitate to contact us on our customer care line 1-866-420-2099, if you have questions about your seed quality and any other related seed testing issues.

Sarah

Sarah Foster, President and Senior Seed Analyst

Meet Your STP



Hi, my name is Joanna Cathcart and I am the Germination Supervisor at 20/20 Seed Labs Inc. I started at the lab in 2004 and received my germination accreditation in 2006. I have worked in several areas of the lab including





20/20 Turns Twenty!!



Our company recently celebrated our 20th and we were pleased to host many of our valued clients. Thank you to everyone who has supported our laboratory over the years.

Thank you for your Support!!



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Events Calendar



receiving samples, sample preparation, planting, and germination. As well, I am continuing to learn additional tests in other areas of the lab, most recently being trained

on clubroot testing.

I have an extensive agricultural background and grew up on a hog and mixed crop farm in southern Ontario. I completed my B.Sc. in Agriculture with a major in Agronomy from the University of Guelph. Since that time, I have held various positions in the agricultural industry in Ontario and Alberta.

My husband and I, who also has a career in agriculture, both enjoy spending time outdoors with our young daughter. All of this has given me a broad knowledge and understanding of the seed industry and gives me the opportunity to better serve you, the client.

[Click here to contact me if you have any germination questions.](#)

Seed Row

'Featuring our clients in the Seed Industry'



Cleaning seed takes more than just a pretty face.

Who better than Bill Sinclair the plant manager for the Bashaw Seed Cleaning Co-op to start off the 2009-10 crop season? For those of you who do not know Bill, he always has the first and the last word. Over the past fourteen years Bill has been very instrumental in the seed and grain industry. He is well known for promoting seed testing and grading, and has been a driver in bringing new technology to use.

The Bashaw Seed Cleaning Co-op first opened their doors for business in 1959. With all those

years of experience, they recently celebrated their 50th anniversary this past July, and I understand that 300 people turned out for the event. The seed plant has seen three major upgrades in the past 50 years, and it continues to grow. The plant set a record this past year by cleaning 600,000 bushels of seed and also treated 65,000 bushels for their client base of 200 farmers and seed growers. He commented that he hopes to continue this record setting pace.

Bill's mandate is to play an active role in the Association of

Come visit us at the following events (and you can bring your seed samples too!):

**Agri-Trade 2009
Westerner Park, Red
Deer
Nov 11-14/09**

**Seed & Crop
Technology Workshop
Olds College, Olds
Nov 18-19/09**

**Cargill Specialty
Canola Oils Opens
New Seed Plant in
Idaho Falls**



Congratulations to Cargill on their new Canola seed cleaning and treating facility. The ribbon cutting and grand opening took place on August 26th in Idaho Falls, Idaho. It was a beautiful sunny day to show off the new unload facility, seed cleaning and seed treating operations. On behalf of all of us at 20/20 we wish them continued success in their new digs.

Quick Links

[Our Website](#)

Alberta Co-op Seed Cleaning Plants and he has a keen interest in the activities of the Alberta branch of the Canadian Seed Growers Association. In fact at the time of writing this article for Seed Row, Bill was hosting a client appreciation as a co-sponsor of Bashaw Ag Days. The event was very successful with over 60 people present including key speakers from many aspects of the industry.

How does 20/20 Seed Labs Inc fit into his operation?

Bill has chosen our laboratory because we are fully accredited, independent and are not affiliated with any other seed companies. He believes that we have been diligent in bringing the best testing procedures to the industry and have displayed the most innovation for developing new services. He trusts our testing capabilities completely and has complimented us on our system for providing user friendly and easily accessible information. These attributes are essential to his operation.

What challenges does Bill face in the agriculture industry?

He comments that to remain viable in business you must be innovative, and always have your sights set on future needs. He recently introduced a color sorter and this new enhancement for the plant has been a very good fit for his operations. After the initial set up and calibrating the equipment, he has been able to improve the quality of his cleaning, by removing very difficult contaminants. Bill shared an example of how beneficial this machine had been recently when he removed ergot pieces from a rye sample. He took this sample from "undesirable" to a food grade quality. As most seed cleaning personnel will agree, removing ergot completely from any cereal is almost impossible. This machine has surpassed his expectations and he is excited at all of the opportunities this will provide for his customers. He has also been successful in removing green immature seeds from peas.

Bill, like many of us recognizes that attracting qualified employees is often a challenge, "there are just not enough trained individuals in our line of work". I think that we would all agree that finding and keeping good staff is one of our priorities, especially in agriculture.

How can 20/20 Seed Labs Inc assist you now and into the future?

The Bashaw Seed Cleaning Co-op thrives on having quick and accurate tests, and he needs the assurance that we will remain leaders in solving the challenges that present themselves in the future. He has, like many other industry personnel, witnessed our ability to be proactive in disease and genetic testing. In fact he comments that those services will be the ones that are most sought after.

He believes as long as we remain a well rounded business, his company will support our services and will continue to be

seed.ab.ca

Did You Know???

The Seychelles coconut, found only in the Seychelles Islands near Africa, produces the largest seeds in the plant kingdom. A double coconut may take ten years to develop, and by the time it falls from a tree, it could be 18 inches long and weigh 40 pounds.



Website training is available anytime.



Please contact [Kevin](#) if you would like to learn more about how to manage your data, download reports, print barcodes on your sample bags or have any questions, comment or concerns about our client website.

Dormancy

As harvest time approaches many of us are thinking about how this season's weather will affect Seed Quality this year. Reminiscent of 2002, we had a cold spring, drought, and a

affiliated with us. There's nothing like having the last word Bill; I think I can assure him that we will continue to offer the best services available and we will always keep our sights on meeting the demands of all of our customers.

[Click here to access seed.ab.ca and the new website for the Alberta Centre for Excellence in Seed](#)



20/20 Seed Analyst, Linda West received a big surprise at the lab from her husband Lloyd earlier this week.

Document Management Tips

****You can download a batch of locked and signed pdf Reports of Seed Analysis when using our search engine.**

First narrow your search down to the set of samples you would like to download reports for then click on "Export Signed Reports".

Of course, as always, you can still download individual reports for the particular sample you are currently viewing.

GERMINATION			
Germinators (%)	18	Heat Soaks (%)	0
Accumult (%)	5	Heat Soak (%)	58
Green Seed Heat Soaks (%)	NA	Heat (%)	8

threat of early frost. We are all hoping for an open fall and an Indian summer which would make all the difference for many crops still ripening in the field.

We are preparing for an interesting year; I suspect that we will face a number of challenges with germination and disease.

Immature seed which is associated with dormancy will almost certainly be present in all crop types. As you may know, breaking dormancy with a Potassium nitrate solution and extending the pre-chill period often does the trick. If you find yourself in this situation, you will know that we are retesting to get the best results possible and it will take longer to get your results back.

If time is of the essence I would strongly suggest that you request the seed viability test known as a Tetrazolium chloride test. Although not officially recognized in Canada it is used instead of germination in the United States. TZ is quick, accurate and useful when a germination result is required prior to cleaning or shipping seed. We use TZ frequently on cereals, peas and grasses.

You will still receive the official germination results, which would support your TZ.

RSE Seed Grading Course

20/20 Seed Labs Inc. is pleased to provide a two day Seed Grading Course for seed plant managers, operators, and seed growers.

Courses can be held on dates convenient to your schedules at our lab in Nisku, AB or at your location for groups of 5 or more.

Course content will be structured to accommodate anyone wishing to write the GB grader's exam, or brush up on their skills for grade tables 1-6. All participants must be familiar with the CSI Approved Conditioner Technical Manual 2.1. Any participants with less than 1 year of seed cleaning plant experience should spend extra time reviewing the CSI manual. Study material will be sent to you prior to the course.

Agenda:

Overview of the Canada Seeds Act and Regulations
Grade tables 1-6 (large seeded crop kinds) and Weed Seed Order,

Documentation within the Pedigreed Seed System and Record Keeping.

Weed Seed Identification, Noxious Weeds, and Common Weeds.

Analysis of Cereal Samples

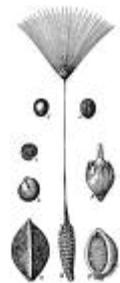
Other courses are also available for all grading classes. Please contact us for further information.

Contact us!

newsletter@2020seedlabs.ca

or

Toll free 1-877-420-2099



Email Marketing by

