

Pedigreed Seed Production & Retail Business Overview

Tom Greaves | Pitura Seeds
PGDC Annual Meeting – March 2026



“It Starts With The Seed”

About Pitura Seeds



3rd Generation Seed business, 1950



4th Generation, family-owned farm



4000 acre pedigree seed farm, 1921



1950



2026



Core Values Matter To Us

Pitura Seeds is founded on 5 main pillars:

- Quality
- Experts
- Partnerships
- Family / Community
- Honesty

Vision:

To become the most trusted provider of seed and seed services in Canada



“It Starts With The Seed”



Pitura Seed Farms (R&D)



Pitura Seed Service - Retail

DSAG Retail



Pitura SEEDS

Distribution

End Use Processing



"It Starts With The Seed"

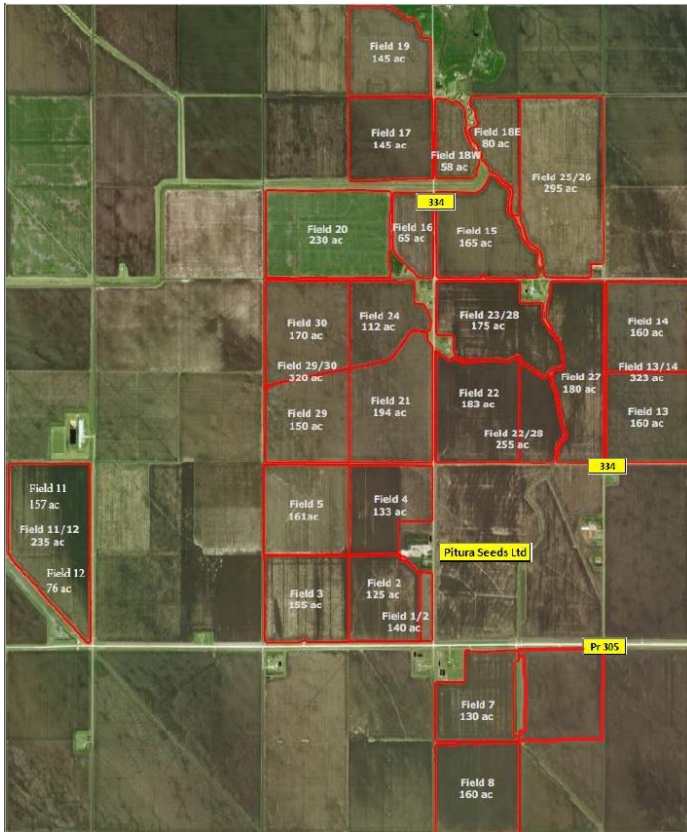
PS Boost
PROTEIN • PERFORMANCE • POTENTIAL



Pitura SEEDS

Seed Production

- Select Seed production on our farm
- Plot production and purity focus
- All processes and equipment are designed around maintaining purity





Contract Seed Production



- 60-70 Contract growers each year on approx. 25-30,000 acres for seed production
- Approx 80 plots each year (our farm and contract)
- Allows ability to scale & diversify risk due to weather
- Increased commitment level pending contract structure.
- Education is key – CSGA Learn example
- Yearly performance evaluation of partners (product quality, communication, continuous improvement)

Seed Processing



- 2 State of the Art Seed Processing Facilities
- Fully Automated
- Newest Facility built in 2019
- 1500 bu / hr capacity between 2 facilities
- Bulk, tote, bags, Container
- Flexible crop processing
 - Small plot
 - Large scale
 - Cereals, Pulses, Oilseeds

Seed Processing



- CSI, CGC HACCP, Organic Certifications
- Quality Department
- Designed for food grade processing
- Inventory Management – Seed Trakr – 170 Storage Bins
- AWSA Certification – 9 Seed treaters



“It Starts With The Seed”

Retailing Seed

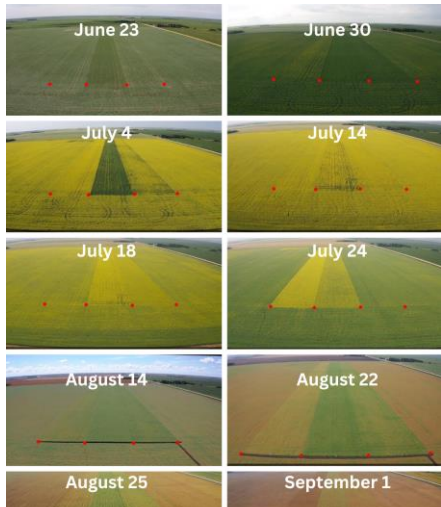


- Understanding our customers needs to allow business planning
 - 8 Agronomist, 2 sales support
 - Sales team driven with KPI's and CRM
- Services
 - Soil testing, analysis
 - Crop planning
 - Scouting
 - Trusted Advisor – Expert
 - Just in time pickup, treating
- Working with Partners to bring the right products to market



“It Starts With The Seed”

Retailing Seed



AGRONOMY GROWER MEETING

Year In Review: Successes, Challenges, Key Takeaways, And What's Ahead For Next Year

AGENDA

PITURA SEED FARM REVIEW
What worked this year, challenges we had, and the lessons we learned.

VARIETY UPDATE
Pitura Picks - Racehorse vs. Workhorse varieties.

FARM MANAGEMENT/ TRIAL ANALYSIS
A review of the trials that took place and the results

October 25th
Genetics Board Room
Donald Rd 6E, Domain

Experts	Karla Maggion (204) 254-0878	Jacques Bernhardt (204) 792-2027	Mike Gemmill (204) 404-8858	Thomas Cuddy (204) 799-5376
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- On farm trials
 - R&D (40+ trials per year)
 - Agronomic
 - Product / Variety
- Shared at our agronomy grower meetings
 - Independent 3rd party results from our farm
- Shared with our partners
- Shared with general public

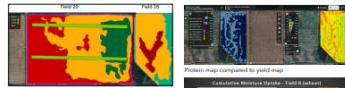
Driving Profit Through Data-Driven Decisions: How Pitura Seeds Turns Trials into Action

For over a decade, Pitura Seeds has invested in on-farm trials to understand what works—and what doesn't—so growers can make informed decisions. The approach is straightforward: test, collect, learn, and implement.

Laird Lampertz, Pitura Seeds Director of Sales, emphasizes the power of consistency.

"I've been doing trials for 11 years at Pitura Seeds, and we're starting to build a large pool of data," he says.

"You have to allocate significant time and resources to get the data across the finish line."



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One example of data shaping practice came from concerns about soil compaction during wet seasons. Pitura Seeds ran subsolling trials from 2018-2023.

"We learned that 66 per cent of the time there was a positive return on

farm, like disease or management, or from talking to farmers across different geographies. After 100 conversations, you can pool together the major challenges that come up consistently year after year."

probes, p satellite p help build performanc important itself," say

"Beyond work in te



Fine-tuning subsolling for better soybean performance

Play Video

Jan 22, 2026 by RealAgriculture Agronomy Team

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Retailing Seed



Pitura Polar Plunge Is A Huge Success



- Marketing

- Social Media – Instagram, Facebook, Twitter, LinkedIn
- News Letters “Seed Perspective” & “News Flashes”
- Field Tours, webinars, community support
- Pitura Content – Agronomy Videos, Seed Guide, Pitura Pit Stop, Website www.pituraseeds.ca
- Trade shows – Ag Days, Crop Connect, Local shows
- Pitura Branded promo items

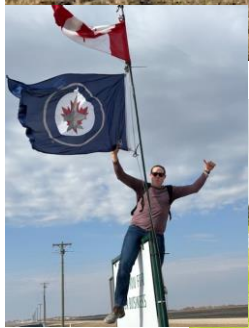


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Production & Retailing Seed

People and Culture

- Our Team drives our business – high performers that like to have fun
- We “Care”
- We have a Drive to Win
- We strive for Teamwork and Accountability



“It Starts With The Seed”

Thank-you



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