

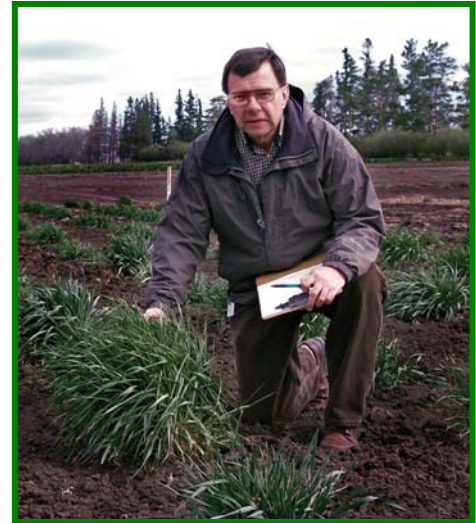
NEWS RELEASE

Dr. Bruce Coulman Receives 2008 Plant Breeding and Genetics Award

Ottawa, July 15, 2008: Dr. Bruce Coulman, a well known forage breeder and now the head of the University of Saskatchewan's Plant Science Department, is the 2008 winner of the Canadian Plant Breeding and Genetics Award. The Canadian Plant Breeding and Genetics Award, co-sponsored by the Canadian Seed Trade Association and *Germination* magazine is a peer nominated and selected recognition of an outstanding contribution to the advancement of plant agriculture.

Over his long career as a plant breeder, Dr. Coulman released 18 new forage varieties, including many "industry firsts". Some, like the AC Grazeland, the world's first bloat reduced alfalfa, have had created substantial new opportunities for Canadian agriculture. Other "Coulman" varieties include AC Knowles and AC Success – hybrid brome grasses which are good for both hay and pasture. Dr. Coulman's plant breeding work is a strong contribution to the second largest seeded crop in Canada. His research has led to the development of forage varieties that are more disease resistant and provide better nutrition, contributing to better productivity for the livestock sector. His work has greatly contributed to Canada's global reputation for high quality forages.

Dr. Coulman received the 2008 Canadian Plant Breeding and Genetics Award at CSTA's 85th Annual Meeting in St. John's Newfoundland.



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Headquartered in the nation's capital, the Canadian Seed Trade Association (CSTA) represents the interests of 132 corporate members engaged in all aspects of seed research, production and marketing, both domestically and internationally.

Germination is Canada's first and only magazine aimed specifically at Canada's seed industry, and features the latest technological developments, breeding break-throughs and more.