

NEWS RELEASE

2010 Canadian Plant Breeding and Genetics Award Goes to Dr. Norman Bradner



Kelowna, B.C. Thursday July 8, 2010 – Soybean breeder Dr. Norman Bradner is the recipient of the 2010 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.

Norman Bradner has been breeding soybean varieties for well over 40 years, earning him the title as the father of private soybean breeding in Canada. “Norman, through his dedicated efforts and with great humility, played an integral if not pivotal role in the development of the soybean industry in Canada.” says his nominator Steven Denys of Pride Seeds.

Before the 1970s, soybeans in Canada were considered a late maturity crop for Southwestern Ontario alone. Due in part to the extraordinary breeding efforts of Dr. Bradner, soybeans have grown to become a rotational crop that can be grown throughout the main corn and soybean production zones across Canada. “His productivity as a breeder and his list of variety releases is impressive,” says John Cowan of Hyland Seeds. “Bradner and his team released many products that became leading varieties in their respective maturities. These varieties contributed to Canadian agriculture and were also of benefit to soybean producers in the United States and Europe.”

Dr. Bradner’s variety: Teweles’ XK505 was the first earlier maturing soybean variety to gain Canadian registration. That was in 1973. It was quickly followed by 3 more. In fact four of the first six private soybean varieties registered in Canada were developed by Norman Bradner. Between 1973 and 1992 Dr. Bradner was responsible for 39% of the all of the soybean varieties developed in Canada.

Dr. Bradner’s influence was not limited to Canada, however. Many of his varieties have been used extensively in Western Europe. Markets in France, Austria, Italy and Germany have all benefitted from his varieties. His tofu type and natto soybeans were instrumental in advancing the reputation for high quality Canadian food soybeans in Japan and other markets.

While Dr. Bradner officially retired from King Agro in 1993, he is still breeding soybeans. Through his company Agsoy Research Services he provides soybean breeding services to companies around the world and is currently working with seven companies producing non-genetically modified soybeans for Japanese and European Markets. And he shows no signs of slowing down. Dr. Bradner says: "I think my greatest achievement is still being able to develop new soy varieties in my 80s."

Norman received his award at the 87th annual meeting of the Canadian Seed Trade Association, held in Kelowna, British Columbia. Congratulations Dr. Bradner.

For Information: Patty Townsend, VP Canadian Seed Trade Association
Tel: (613) 829-9527

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.