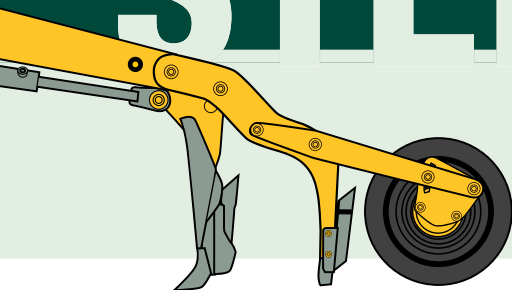


STEERING YOU STRAIGHT



Your Precision Seeding Newsletter

Seed Master Unveils Lean Manufacturing

“Incredibly Efficient Process”

Seed Master has adopted a new, streamlined process for building its air drills – called Lean Manufacturing – and the benefits to customers are significant.

“It’s an incredibly efficient process that brings us to a higher level,” says Norbert Beaujot, P. Eng., President of Seed Master. “It allows us to continue delivering the highest quality product, but much more quickly.”

Simply put, Lean Manufacturing means all the parts for one Seed Master are built the same day, and come off the line as a package ready for assembly or shipping. Previously, dozens of each component were made separately and stored until needed. “We’ve eliminated all that unnecessary handling, counting, and sorting of inventory,” explains Beaujot.



Lean Manufacturing means all components for one Seed Master advance through the manufacturing process together. Here, powder coat paint is applied. The next step is a large oven where the paint is baked on for a superior finish.

Efficiencies Passed On to Farmers

All the components for a large Seed Master can now be made in about six hours. “So customers will get their drills at a very predictable date. All the cost efficiencies and enhanced quality of craftsmanship we gain are passed on to farmers through competitive pricing and a superior product.”

Seed Master completed a 5,000-square-foot expansion and revamp of its Regina operation to make way for Lean Manufacturing. “We added more work stations, each specializing in a certain part of the drill.”

Eliminates Set-Up Time

“We’ve eliminated considerable set-up time as welders switch from working on one type of component to another. Large carousels now rotate to bring a ‘jig’ – the

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FROM THE PRESIDENT

PLOTTING THE FUTURE OF ZERO TILL

Our phones are always ringing at Seed Master – more and more with producers wondering what new technologies our R&D team is developing.

Farmers have come to expect technological advancements from Seed Master. We’ve pioneered several industry-leading breakthroughs: *the*

Smart Hitch™ – allowing farmers to seed between rows of tall stubble, boosting yields; *our 80-foot drill* – offering huge economies of scale while maintaining precision seed and fertilizer placement with our terrain-following openers; *our Active Wing Brace* – reinforcing the ruggedness of wider frames for 100% success; *our Seed*

Master Research Farm – probing the benefits of 14-inch row spacing and seeding between rows of stripper header stubble; and *our Packing Force Sensor* – taking the guess work out of soil packing for an optimal, uniform packing job.

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Master Seeders In The Spotlight

Seed Master's First Annual Master Seeders Conference provides a forum for producers to network and learn from each other. Five top farmers will share their knowledge and vast experience during a producer-led discussion panel at the November event.

Seed Master is pleased to introduce the following Master Seeders:

**MASTER SEEDER
TERRY MCGRATH**

Farmer Cuts Seeding Rates

A seeding rate of 4 lbs per acre is common with canola, but Terry McGrath discovered a much lower seeding rate is possible with his Seed Master - just 3 lbs/acre.

Saves \$40,000 on Canola Seed

"We're getting consistently good yields," says McGrath, who farms 20,000 acres near Leroy, SK, with four brothers and three of their sons. The McGraths saved about \$6 per acre by seeding at 3 lbs instead of four - adding up to \$40,000 on 6,500 acres of canola.

He credits the Seed Master's independent shank depth system, adjustable packing, and reliable seed and fertilizer separation for his low seed counts and exceptional germination rate.



Terry McGrath dropped his canola seeding rate to 3 lbs/acre with his Seed Master - saving \$40,000 on 6,500 acres. He used to seed at 4 lbs/acre.

"We apply high rates of nitrogen without trouble. And with our hilly fields, other machines seed too deep in some places and too shallow in others. The Seed Master is consistent throughout. It gives us a stronger plant and a better yield."

McGrath plans to experiment with a lower seeding rate next spring. "I'll try a field at 2.5 lbs/acre. That's how we got down to 3 lbs - through trial and error."

The McGraths bought their 72-foot Seed Master last spring, using the proceeds from a carbon credit program that rewards farmers for adopting no-till practices that reduce carbon released into the air. While they bought the drill for canola, the McGraths say it's ideal for all crops. "We planted 3,000 acres of winter wheat with it this fall. It was up before we hardly left the field."

Simple, Rugged Frame

McGrath says the drill's simple design and rugged durability are equally impressive. "The Seed Master's simplicity for its size is amazing. I've run lots of air drills. This is by far the best. There's no cracking, breakage or other frame problems. You go to the field to work, not to fix the machine."

Research Scientist Promotes Wider Row Spacing

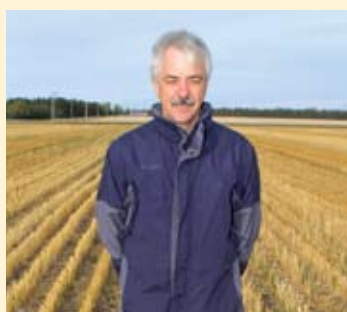
Maximum Yields; More Opportunities

When it comes to no-till farming, wider row spacing offers producers more opportunities and the same high yields as narrower rows, says Dr. Guy Lafond, a research scientist with Agriculture and Agri-Food Canada at the Indian Head Research Farm.

He will present six years of research data comparing 4-inch, 8-inch and 12-inch row spacing for winter and spring wheat, durum, barley, and flax at the First Annual Master Seeders Conference in November.

"While my research found no difference in yields, wider rows offer important advantages," says Dr. Lafond. "It means fewer openers (33% less going from 9 to 12-inch rows), less draft, and lower fuel requirements. With equipment like the Smart Hitch™, you can cut stubble taller and seed between stubble rows" without tearing into standing stubble and compromising seed placement.

Research shows cutting stubble taller puts less material through the combine,



Wider row spacing offers maximum yields, fewer openers, less draft, and lower fuel requirements, says Dr. Guy Lafond.

accelerates harvest, and creates a microclimate benefit that can boost yields due to extra snow catch, wind shelter for seedlings, and minimized water loss from evaporation, he adds.

No Fertilizer Burn

Dr. Lafond says research conducted by himself and other scientists across Western Canada should resolve any concerns over wide row spacing - including the

higher concentrations of fertilizer needed on wider rows.

"We successfully applied high rates of urea (108 lbs/acre) to flax on 12-inch row spacing with no seed burn using two placements: 1.5 inches to the side of the seed bed and 1.5 inches deep; and 3 inches to the side and 1.5 inches deep." He stresses lateral separation is most important.

By side banding fertilizer in a separate furrow 1.5 inches beside the seed row, the Seed Master should provide safe separation even on 14-inch row spacing, he explains.

Dr. Lafond disagrees with arguments that paired row openers offer any advantage over single knife openers on wider rows due to greater seed bed utilization.

"I've got data that shows there's no difference between the two systems." With greater seed bed utilization, you've got more steel running through the ground, more soil disturbance, and you could encourage more weeds to grow, he says. "Single-knife side banding works very well."

14-Inch Row Spacing

Dr. Lafond believes Seed Master is "doing the right thing" by exploring 14-inch row spacing on its Research Farm in Langbank, SK.

"Some people have the courage to try new approaches. Over time, others may realize it's working well, and slowly adopt the technique." He recalls wondering how much yields would suffer by moving from 8-inch to 12-inch row spacing, and was surprised to discover no difference during six years of testing. "Now lots of farmers achieve high yields on 12-inch row spacing."

He doesn't have research data on 14-inch spacing, but Dr. Lafond is optimistic Seed Master will see similar success seeding between rows of stripper header stubble on 14-inch spacing this spring.

"If there is any drop in yield, Seed Master should more than make up for it with the microclimate benefits, the energy and fuel savings at harvest, and all the other advantages of seeding between stubble rows."

**MASTER SEEDER
DAVE WITTEMAN**

Producer Lobbies for Seed Master

Dave Witteman has cropped land for more than 50 years and won't be pushed into using seeding equipment he considers unsuitable for his farm. The North Dakota producer has owned a Seed Master for four years and reports less soil disturbance by seeding between stubble rows, lower production costs, higher yields – and notably faster emergence.

But despite its proven benefits for soil conservation, Witteman is frustrated his Seed Master doesn't qualify for full funding under a U.S. conservation tillage program. The program is based on a Soil Tillage Intensity Rating (STIR) system that favors disc drills over shank drills because of a misguided perception they are better for soil health and conservation, he says.

Faster Emergence

Disk drills disturb less soil than knife openers, but that thin black strip of soil left by Seed Master knives is vital for heating the seed bed for faster emergence, explains Witteman. Especially in northern regions where spring soil temperatures are much colder than further south.

Rather than bow down and accept the wrong machinery for his farm, Witteman is challenging the STIR as legislators draft

a new U.S. Farm Bill. He's written letters, made phone calls, and lobbied politicians in the Senate and Congress.

The Right to Choose

He has the support of the United States Durum Growers Association, which wields considerable influence with farmers and politicians. "Each farmer knows what equipment works best for their



Dave Witteman says that thin, black strip of soil created by Seed Master knives heats the seed bed for much faster emergence than disk drills.

climate, soil types, and crop rotations – which vary widely from north to south. Government should let producers make that choice, without penalty, as long as it favors the environment," says Del Gates, a Durum Growers board member and Seed Master owner.

Waiting Game

For now, Witteman can only wait for legislators to unveil the Farm Bill. "STIR is currently only part of a three-year program. If it's expanded under this new Farm Bill and becomes part of the overall farm program, then it will turn into a big issue. That worries me."

**MASTER SEEDERS
CECIL REISNER & GREG WOLFF**

The Difference Between Profit & Loss

Between-the-Row Seeding

Cecil Reisner and Greg Wolff agree the best way to seed a crop is between rows of tall standing stubble.

"Between the rows in that black soil is definitely the best place for your seed," says Reisner, a certified seed grower who farms 5,000 acres with his son Barry near Limerick, SK. "You get more uniform emergence because the seed isn't mixed with trash from the stubble row, which dries it out and leaves weak spots that stay green. If there's a frost, and you didn't seed between the rows with a Smart Hitch™, you pay the price."

Superior Seed Bed

For the past three years, the Reisners have seeded with a Smart Hitch™ - patented technology that keeps their Seed Master openers between the stubble rows where they don't tear into standing stubble – for a superior seed bed.

Seeding between the rows also means you can cut stubble taller, which can add up to the difference between profit and loss on your farm, says Wolff, who crops 6,500 acres with his brother Doug in Liberty, SK.

Tall Stubble = Higher Yields

"In a dry area, a foot of stubble for snow catch can provide an extra five bushels of grain in the fall. Two-foot-high stubble can give you 10 extra bushels. Then you're talking big numbers," says Wolff.

By seeding between the rows with their Seed Master and Smart Hitch™, the Wolffs cut their stubble up to 24 inches tall, depending on conditions - for increased water conservation, harvesting speeds and yields. Now they're contemplating pushing that bar even higher by seeding between rows of stripper header stubble on 14-inch row spacing instead of 12-inches, for lower production costs.



Cecil Reisner achieves a superior seed bed and more uniform crop growth by planting his flax (shown here) and other crops between stubble rows with the Smart Hitch™.

"You have to keep piling up the little improvements - like tall cutting, seeding between rows, and no harrowing. The Seed Master helps us do that."

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device that holds the pieces in place for welding – into position for the strongest possible weld, in mere seconds."

After welding, the pieces ride on overhead lines to a blast chamber, where they are cleaned down to bare metal. The next two stops are a powder coat paint chamber

and baking oven for a long-lasting, durable finish.

Lean Manufacturing was a logical step with the Seed Master's bolt-together design. "A lot of companies weld these big frames into one piece," says Beaujot. "They won't fit into blast chambers or powder coat ovens, so they use wet paint, which is of inferior quality."

Increased Production

As production season shifts into high gear, Beaujot says the efficiencies of Lean Manufacturing offer another major benefit. "We can produce more Seed Masters this winter. As demand for our drill keeps growing, more farmers can rely on us to have their Seed Master in time for spring seeding."

Large rotating carousels allow Seed Master welders to switch from one component to another in mere seconds - eliminating considerable set-up time.



Seed Master components come off the manufacturing line ready to assemble or ship without sorting or extra handling.



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**MASTER SEEDER
CRAIG SPANGLER**

Total Peace of Mind

He's been farming for more than 30 years and for the first time ever, Craig Spangler wasn't second guessing the performance of his equipment while seeding his 3,000-acre farm last spring.

For more years than he cares to count, Spangler has searched for a high-performance seed drill. Before buying a Seed Master, he frequently had to check seed depth. Often it was too shallow or too deep, with disappointing results at harvest.

Spangler purchased a Seed Master in December, and had it shipped unassembled – for considerable savings on transportation costs and 4.5% off the drill price. He quickly assembled it with his brother and business partner, Allan, before spring seeding began.

"Once I saw how consistent the seed placement is, all I had to do was



Craig Spangler says the Seed Master's consistent seed placement gives him a great crop and "total peace of mind."

drive my tractor. It was quite a new experience for me. The drill gives me total peace of mind."

"You have to put your money where it will maximize the benefits and all the variables," says Spangler.

"I've come to the conclusion that if you are going to spend all this money on your crop, and don't have the right seed drill, you might as well keep your money in the bank and go do something else."

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And now, we're about to unveil new technology that dramatically improves seed metering and prevents seed bounce for maximum emergence, uniformity, and lower seed rates.

First Annual Master Seeders Conference

With each phone call, we update producers on our work. But we can only speak with so many farmers each day. So we're launching our First Annual Master Seeders Conference in November – to share our advances in direct seeding; to showcase producers practising progressive seeding techniques; and to gain insight from other industry leaders and scientists on issues shaping the future of zero till.

As demand for the Seed Master grows, more companies mimic components of our terrain-following openers. At the conference, I will draw on my many years of experience with this technology and offer insight on what to be aware of as farmers navigate through these products.

Lean Manufacturing

In this newsletter, you'll meet many speakers from our Master Seeders Conference. And we'll take you inside our production facility for a close-up look at Lean Manufacturing, and the many benefits it offers our customers. Feel free to drop in for a tour of the plant. Our door is always open!

Best Wishes,

Norbert Beaujot, P. Eng.
President, Seed Master

Seed Master Patent Protection

Our commitment to evolve direct seeding into an exact science is steadfast. By filing for patent protection on Seed Master innovations, we can continue investing aggressively in R&D, and move ever closer to this goal.

Earlier this year, our Smart Hitch™ was granted patent protection in the U.S. market. Several of our products are in the "Patent Pending" stage, with full patents expected in due course.

Patent protection also guards your rights to use our technology worry-free of legal infringements. We will not sell products that put you at risk of intellectual property claims. Seed Master technology is developed in-house by our own Engineering and Design Team.

Thank you for supporting our patent evolution.

TO PURCHASE SEED MASTER PRODUCTS, PLEASE VISIT OUR WEBSITE AND CONTACT A DEALER NEAR YOU.

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