



From Producer to the World™

2015 SEED GUIDE



1-844-248-4AGT
www.agtfoods.com



BEST QUALITY PULSES

Your soil is your biggest asset, and what you put in the ground opens new opportunities. You don't just grow what you can—you grow what markets want, and that's the best quality pulses and specialty crops, starting with the best seed and efficient use of inputs.

GROW WHAT
MARKETS
DEMAND

AGT Foods Canada offers diversified opportunities in 2015 with exclusive contracting programs for pulse growers across Western Canada.

Exclusive contracting with AGT Foods Canada offers producers the opportunity to grow premium pulse varieties that are in very high demand in world markets. These varieties offer the potential for marketing premiums and excellent returns on investment.

Grow what markets demand.

For more information about premium seed and availability, contact AGT Foods Canada at 1-844-248-4AGT or visit www.agtfoods.com.



PREMIUM SEED VARIETIES

King Red Lentil* (KR1 & KR2)

Extra large red lentils with superior yielding and excellent profile for rotation. Approximately 30% larger than traditional red lentils. Niche market appeal promotes high demand and excellent profitability in all markets.

Variety	KR1	Variety	KR2
Lodging	Superior	Lodging	Superior
Height	37 cm	Trait	Clearfield
Yield	117%*	Yield	104%*
Marketability	High demand with niche market	Marketability	Excellent marketability



Queen Green Lentil* (QG1 & QG3)

Unique green cotyledon lentil with premium pricing opportunities. High quality means a higher likelihood of receiving a top grade compared with other green lentils.

Variety	QG1	Variety	QG3
Lodging	Superior	Lodging	Superior
Height	38 cm	Trait	Clearfield
Yield	88%*	Yield	97%*
Marketability	Premium market pricing	Marketability	Premium market pricing



B90 Chickpea** (Amit)

Consistent-yielding, early-maturing chickpea with excellent disease resistance. Less risk and lower overall cost than other chickpea varieties. Projected as one of the most profitable crops for 2015.

Lodging	Superior
Height	47 cm
Yield	1,300 kg/ha
Marketability	Highest market demand small chickpea



PREMIUM SEED VARIETIES

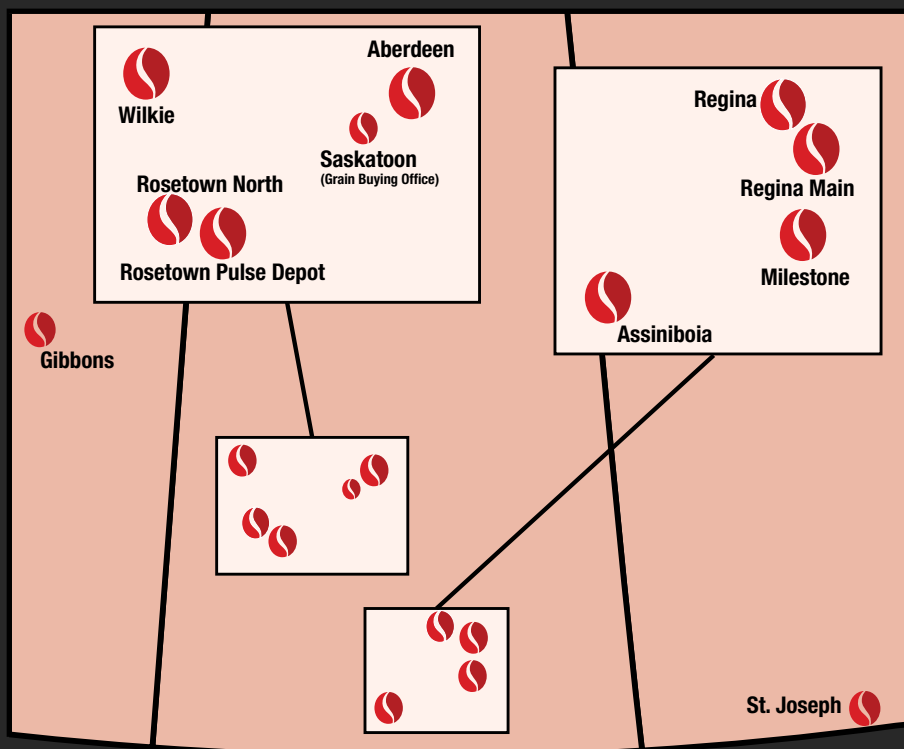
Faba Bean* (9-4 & 18-20)

Frost tolerant for earlier seeding. Features increased nitrogen fixing properties, making them an essential part of a successful crop rotation. Large seed size and excellent quality promote high demand and profitability.

Lodging	Superior
Seed Weight	>680 g/1000
Yield	96% ^Δ
Marketability	Excellent marketing diversity



12 locations for easy movement of your pulses



Tips for Marketing Your Pulse Crops

With the start of the new year comes planning for seeding in the spring. Part of this plan always needs to be marketing the products you have in the bin. Grain marketing comes down to good planning, sticking with your strategy and making good decisions early in the year.

Incremental selling

Don't swing for a home run every time. If you sell and the market goes up, that's fine—if you're selling incrementally, you should still have some to sell at a later date. If you're waiting to hit the top of the market before selling your whole lot, you may be out of luck.

Know your cost/break-even point

Understanding how much time and money you've put into your crop will make it easier for you to set realistic goals. What you need, what you want and where the market is may not always be the same thing. Know the company you are selling to and the terms of payment, and make sure your buyers are bonded.

Maintain a good relationship with your grain buyer

Your grain buyer is your key contact for market information and the goings-on at the farmgate. Having a good relationship with your buyer will make it easier to overcome issues that may occur and ensure that you will always have a good place to sell in the future.

Do your due diligence

Just because someone is offering doesn't mean that they are taking. Do your due diligence and ensure that you understand the reality of the offer you've received. Remember, the highest-priced offer is not always the best offer.

Don't forget...

If you are selling a larger volume, ask for incremental settlement as product is delivered. Know your competition and when their supplies come on board. This will help you to make smarter selling decisions.

For more information about marketing your pulses and specialty crops in 2015, contact AGT Foods Canada at 1-844-248-4AGT or buying@agtfoods.com.



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