

The Mastin Method*

is a new and unique way to distribute seed. It was conceived when I was asked to submit a bid for the exceptional new release, BT566 which was later named Sundre.

At that point my Method of Distribution was only an idea that thankfully received consideration from a major plant breeding research centre. Today, it is proven and my bids for new varieties are welcomed at all the major breeding centers in Western Canada.

My method focuses on many different elements such as cutting costs, increasing efficiencies, improving quality and availability. This allows retailers to lower prices (making common seed less attractive) and yet increase profitability, while dramatically increasing pedigreed seed usage. It's a win/win/win situation.

Cost cutting starts with my bid application for new varieties. I convince the breeding institutions to take a lower royalty payment in return for increased usage of their variety. Then, by maintaining a lean cost effective distribution system I further lower costs and can offer top varieties with far lower royalties.

By keeping seed costs down and making a top quality product readily available, customers lose their moral and economic justification for breaking the PBR laws.

There are many components to the Mastin Method; but the main three are: making a consistently high quality product readily available at a fair price.

If we only do these three things we will have 85% market share and not 15%.

It has been done with canola in the seed sector and many other products in other sectors. The trend is with us and with larger more professionally managed farms it's only a matter of when not if.

The next major advancement for Western Canadian agriculture could very well be the widespread use of high quality pedigreed seed.

With large volume sales of top yielding varieties per bushel costs will be reduced.



The Mastin Method offers:

- very low royalties
- no royalty payments on own seed use
- simple, efficient royalty reporting form
- no membership fees
- traditional and innovative promotions
- reduction of common seed usage

Sundre and AC Mustang have sold out every year with very little promotion. All I need to significantly increase sales is more growers and more production.

Common seed sales of AC Mustang have been drastically reduced and are virtually non-existent for Sundre. All other varieties are a year or two away from retail sales.

For further information on the Mastin Method of Seed Distribution, please ask for my logon password protected website or review the grower version of a Sundre Barley brochure.

**The current name I have given to my unique seed distribution, until a better name can be created. I currently have a naming contest running with a \$100 prize for the winner. Please fax or email entries*

**LEVELS OF
PEDIGREED SEED USE
IN ALBERTA & SASKATCHEWAN***

<u>CROP</u>	<u>AB</u>	<u>SK</u>
Spring Wheat	20%	14%
Winter Wheat	29%	12%
Durum Wheat	13%	9%
All Barley	20%	17%
Feed Barley	10%	<10%
<i>estimate</i>		
Malt Barley	30%	25%-30%
<i>estimate</i>		
Oats	8%	8%
Flax	38%	17%
Canola	94%	92%

* From the Canadian Seed Trade Association (CSTA) for the years 2006 and 2007

These unacceptably low levels of pedigreed seed usage is what motivated me to create the Mastin Method of Seed Distribution.

The current methods obviously aren't working.

Every seed grower should take a serious look at this new and proven distribution concept.

If you would like to join two past presidents of the CSGA, one current and one past provincial president and many other outstanding seed growers already using the Mastin Method, please contact me for contract information and stock seed supplies.

Emails preferred.

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Presents

**THE
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