

THE PULSE

newsletter

SUMMER 2021



THE POWER OF CHANGE

written by: Elyce Simpson Fraser

There has been a lot of change and transition in the past year. While a global pandemic has been unfolding around us, we have all had to continue to adapt, shift and re-evaluate. With change also comes opportunity. We don't quit or stop! Plans continued to grow the next crop, manage through with the uncertainties, and make some strategic moves to prepare for what lies ahead.

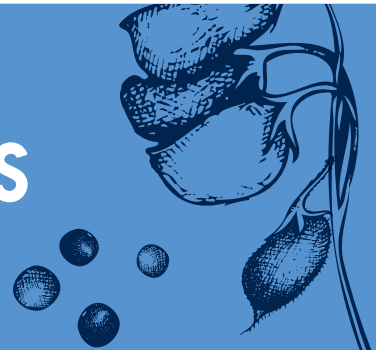
Embracing change and being conduits of change is at the forefront of our society now more than ever. It challenges us to take inventory of what is important and what we value. Individually, we get to choose how we deal with change. For our company, it brought our core values to life more vividly these past few years. We were able to showcase our commitment to **FAMILY, INTEGRITY, QUALITY, and INNOVATION** through an unpredictable and unprecedented time in history.

One significant change occurred on July 31st as we bid farewell to our President and CEO, Greg Simpson, as he retired from the company. I am honoured and privileged to carry on the business as the new President and CEO of Simpson Seeds. It is with tremendous pride that I represent the Simpson Family, and continue to build upon what my forefather's Hugh Simpson, Jim Simpson, Greg Simpson, Tom Simpson, and John Simpson established so many years ago. From humble farm beginnings in the dirty thirties to today. Throughout the years, each generation brought their own innovative thinking and grew the farm and business to fulfill a vision. I am looking forward to being able to do the same in my generation; to leave our own unique imprint and pass it along for our children to have the same opportunity. *continued on back page*



FREE SAMPLE BAGS

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I may hold the title of CEO, but I am only as good as those who surround me. I have an amazing team of employees who support our mission to "Nourish the World". I am also fortunate to have a Senior Management Team (pictured right) consisting of: Clayton Bzdel, CFO, Tyler Simpson, Vice President and Jon Martin, Director of Operations, to challenge me and encourage us all to lead the company with passion and excellence. We look forward to serving our growers and international customers as we move forward with new leadership.

While change is occurring all around us, there are a few foundational rocks that you as customers can hold on to. Simpson Seeds is here to continue to support our local producers and the community by providing a dedicated, trustworthy company to do business with and to effectively market your product to the world. We count on your support to enable us to bring additional value to pulse crops and grow our business in innovative ways to drive profitability to your farm. In addition, the next generation of the Simpson Family is ready to propel the company forward and be a channel to bless your family and others for many years to come.



MARKET IN DISBELIEF

It seems 2021 has its own curveballs to throw at us. A challenging time for producers as weather globally has impacted crop production on a wide range of commodities. The spring rains most of the province received early on had our hopes up for this years crop. But that quickly turned as extreme heat and wind depleted the moisture and impacted the growing conditions for the last half of the growing season. The international market is having market shock as the realization of the weather impact is starting to be felt as we begin harvest. The higher prices will help to offset the lower yields, but

not for everyone. There are continued issues with logistics and getting product to market that will also add additional uncertainty and costs to the end buyer. Bid prices will continue to increase until we find a price supported by buyer and seller. Markets are hypersensitive as high prices are difficult to manage for some international companies due to cash flow restrictions as well as geopolitical issues impact buying ability. We hope movement will be fluid despite these issues.

We wish everyone a safe harvest this 2021 season.

