

## **2019 BMO Farm Family Awards Biography Froese Family Farms**

Froese Family Farms is a third-generation grain farm and seed-cleaning operation northwest of Boissevain, Manitoba. The farm started in 1945 when A.J. Froese, a seed cleaner and seller married into Margaret Dueck's family farm. Wes and Elaine Froese took over the business in 1981 and, in 2010, their son (and A.J.'s grandson), Ian Froese, joined the operation. Since then, the Froese family has continued to be active in providing quality seed to improve profits for grain producers. Today, Wes and Elaine Froese as well as Ian and Kendra Froese manage Froese Family Farms.

Froese Family Farms operates Boissevain Select Seeds, a select seed grower that grows and sells most of the popular performing varieties of seed and is an innovator and early adopter of new varieties and technologies in the seed business. The farm specializes in spring and summer cereals, as well as oilseeds and pulses. In recent years, the farm has also begun growing and selling soybean seed.

The mission of Boissevain Select Seeds is to provide high quality seed for farmers in the local area and beyond. With this in mind, the Froese family has pursued and will continue to pursue exciting new varieties and technologies that enable them to provide the best products and services to their customers. For example, with changes to the grain industry, the Froese family has become involved in direct exporting to improve farm profitability. Boissevain Select Seeds is part of Laurex Seeds, a custom packaging and exporting business that helps producers gain direct access to foreign markets.

Furthermore, as a seed grower, purity and traceability are high priorities for Boissevain Select Seeds. The Froese family utilizes land stewardship to minimize the need for aggressive crop management because this helps the family maintain crop purity. Maintaining crop purity is essential for resale and for meeting export standards.

Trained as a certified coach and conflict resolutions specialist, Elaine Froese helps farm families secure their legacy through better communication and dealing with the emotional factors affecting planning. Elaine's farm family mentorship program works with families to help them adapt to the familial and financial changes on the farm. Elaine has now established herself on the national scene as a feature speaker to farm families and other professionals working with generational transition. In 2018, Elaine received the Farm Management Canada Wilson Loree award for Excellence in Farm Business Management, and in January 2019 she received the first Most Distinguished 4-H Alumni Award in Saskatoon. She is honoured and very humbled to be recognized for her work with farm families.

In addition to their farming activities, members of the Froese family are active in the Boissevain community by promoting new local businesses.