

Honorary Life Membership - 2022

*The Saskatchewan Seed Growers' Association is pleased to award an Honorary Life Membership to **Wes Woods**.*



Wes Woods – a.k.a. SeCan Wes or Westco Wes – was raised, and went to high school, in Plenty SK. Wes grew up as a “town kid” but fully immersed himself in agriculture his entire life.

Wes worked the first half of his career for Westco Fertilizer, promoting direct seeding and coaching fertilizer retailers on business and marketing. Over that time, Wes honed his agronomic knowledge and completed his Certified Crop Advisor Certification. For all who worked with him throughout his career, Wes was a wealth of knowledge regarding soil fertility.

Wes has been an active promotor of the Canadian Association of Agri Retailers (CAAR), attending many of the CAAR conferences, volunteering his time in support of the organization.

Wes joined SeCan in October 2001. For close to 20 years, he served as the Saskatchewan Marketing Representative. In this role, Wes tirelessly promoted SeCan varieties, coached and mentored new staff and seed growers, and championed pedigreed seed across the province. When it was “go time,” Wes was “all in” whether it was plot tours, trade shows, meals in the field for SeCan members at harvest, or driving a truck to deliver stock seed to members during the busy spring rush.

To say Wes was “connected” in the industry is an understatement! At seed industry meetings, Wes knew everyone in the room, their spouse and all their kids (maybe even the name of their dog)! Wes also knew every highway, back road, rural hotel, and corner restaurant in the province! An interesting fact about Wes – in all the years he worked for SeCan as a seed rep, he never owned a half ton – always a car. As soon as he retired though, he bought an awesome pick-up truck!

Wes originally planned to retire in the spring of 2020 – right at the start of the pandemic. Fortunately for SeCan, Wes was able to delay his plans for a year and retired in July 2021.

In retirement, Wes and Melanie plan to travel across Canada and hopefully other parts of the world (as pandemic restrictions ease). Their other priority is spending quality time with their daughters (one in PEI and one in Saskatoon), as well as their grandson and granddaughter. And, of course, put that great new “seed truck” to use pulling their camper all over Saskatchewan!

Congratulations Wes!