

SeedMaster builds on Prairie roots with global growth

Saskatchewan manufacturer pushes the boundaries of precision seeding tech innovation



SeedMaster's advantage lies in its deep agronomic expertise, straightforward product design, and responsive customer support. Images: SeedMaster

By Lindsay Luminoso

SeedMaster Manufacturing, based in Emerald Park, Sask., has been pushing the boundaries of precision seeding technology for over two decades. With deep roots in Prairie farming and a strong emphasis on farmer-driven innovation, the company builds durable, high-performance equipment designed for real-world conditions.

"We're a family-owned, privately held company that's rooted in agronomic needs to seed more efficiently and more effectively," said SeedMaster Manufacturing CEO Allan Wiens. "Our mission has always been about helping farmers improve their productivity through precision."

SeedMaster got its start in 2002 with Norbert Beaujot's invention of a groundbreaking opener system that allowed for more precise seed placement. This innovation remains a core differentiator for the company.

"It all started with Norbert's idea to improve opener performance," said Wiens. "From there, we built a product line and eventually a company around it. Since then, we've expanded to include a number of different product lines."

From sketch to engineering to manufacturing, the company's core products include toolbars, opener systems, and air carts. The expansion into new product lines has allowed it to better meet the regional demands of its customers.

Beyond traditional ag equipment offerings, Beaujot began exploring the idea of an autonomous seeder, a product that could drive itself and still perform the functions required of the large existing equipment. The resulting vehicle, DOT Power Platform, is a mobile diesel-powered platform designed to handle a large variety of implements commonly used in agriculture, mining, and construction. The tech is inspired by self-driving cars and the autonomous vehicle industry.

In 2019, the DOT platform was acquired by Raven Industries. However, its development demonstrates SeedMaster's willingness to explore disruptive innovation.

"DOT took a lot of resources and focus at that time," said Wiens. "But it helped to sharpen our engineering edge. Since DOT was sold, we've been able to return to our roots and focus on manufacturing air seeding equipment for the global market."

Building for the Prairies and Beyond

SeedMaster's primary market is Western Canada, but its equipment also is exported internationally to countries like Australia and the U.S., with customization based on regional soil types, climates, and agronomic practices.

"In Regina, we've been blessed with a diverse mix of soil types in which we can test to ensure our equipment meets the diverse needs of our customers," said Wiens.

From a global perspective, understanding the local challenges of other markets is important. For example, Australia's agricultural environment is typically more challenging for equipment and requires rugged and reliable solutions.

For SeedMaster, it is important to know what the Australian farmer requires, how many acres that unit will be used for, and what sort of immediate support network is available. The company is focused on direct conversations with customers in various

regions to ensure that its machines stand up to the requirements of all its customers and are tailored to local needs.

"It's really about getting up to speed before we enter a market," said Wiens. "Once we understand the core needs, we can confidently expand our offerings—because agricultural practices don't change dramatically year over year. Those insights remain valuable for the long term."

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— Allan Wiens, SeedMaster Manufacturing

In its early days, the product portfolio remained steady. However, as it grew to include more diverse regions, the company developed unique product lines and new innovations that continue to be released today.

"We've taken our time to work through various developmental stages to ensure that we offer products that are flexible for regional usage now more than ever before," said Greg Vennard, director of operations and engineering at SeedMaster Manufacturing. "Farmers in every region deal with unique challenges. Our equipment has to match how they farm."

While there is a push to expand globally, most of the company's customers are local to Western Canada.

Being based in Saskatchewan gives SeedMaster a direct line to its customer base. Real-time feedback from local farmers influences R&D and leads to equipment that's tested under real-world Prairie conditions.



The company has invested in a new machine capable of both laser and plasma cutting, which expands its ability to process a wider range of materials and thicknesses in-house.

“I can look out my window and see a field where our products can be used,” said Wiens. “Being in Saskatchewan allows us to be very close to the customer and better understand them. It also allows us to support Western Canadian products very effectively. This is where our products were invented and where they are being used. We also have a great workforce to draw from here.”

SeedMaster values a skilled workforce. Welding remains a critical trade, and the company is seeing increased demand for service techs and electronics specialists.

“We’ve got a strong core team. It’s not just about hiring people, it’s about building a culture where they want to stay,” said Vennard. “There are certain skills that we require that are easier to access, but high-quality welders are hard to come by. We are looking to strengthen the service and development side, particularly in electronics. That is going to be something that we’ll need in the future as we continue to grow.”

One of the advantages of being in Saskatchewan is that the region isn’t facing extreme housing prices or a high cost of living like in other parts of the country.

This has allowed the company to retain much of its workforce and thrive in favourable market conditions.

“Saskatchewan has always been a good spot for us; we intend to stay here,” said Wiens. “It’s where we want to be.”

Manufacturing Expansion and Modernization

In May 2024, the company announced \$10 million expansion plans for its manufacturing facilities.

The company acquired land and a building directly beside the current SeedMaster headquarters in Emerald Park. It plans to build another 6,000 sq. ft. onto the existing 6,000-sq.-ft. building to increase production capacity.

The goal is to expand manufacturing operations and increase vertical integration processes.

SeedMaster has invested in new cutting equipment to increase both capacity and versatility. Specifically, it has added a new machine capable of both laser and plasma cutting, which expands its ability to process a wider range of materials and thicknesses in-house.

“Through our growth, we exceeded our manufacturing capabilities and were required to outsource. We’re investing to bring more manufacturing under our roof,” said Vennard. “It gives us better quality control and flexibility, as we don’t need to rely on vendors. The intention is to have this expansion allow for continued growth as we move forward.”

Automation also is on the horizon for the company, with robotic welding and automated painting systems in development.

“We are small enough that we are now only just getting into robotics for welding,” said Vennard. “But we see a real opportunity in automating some of our repetitive processes—especially welding and paint. It’s about improving consistency and throughput. At the moment, we don’t do much in the way of machining, but that’s something that we may look to in the future.”

Beyond the expansion, the company continues to innovate, like through its blast to bare metal paint procedure—a metal preparation and painting process used on agricultural equipment—to ensure durability and longevity. This involves cleaning steel components in a blasting chamber to remove any coatings, rust, or residue, followed by applying a powder coat paint that is baked on for a durable, anti-corrosive finish.

SeedMaster sources most of its raw plate and tubing locally, which has helped shield it from tariff-related disruptions. However, global supply chain pressures are still being felt. Wiens noted that the focus remains on staying grounded in present realities while continually optimizing production processes to maintain flexibility and efficiency.

Technology and Process Optimization

From AI to ERP systems, SeedMaster is focused on using digital tools to drive efficiency and insight.

The company looks at market downturns as opportunities to look inward. Right now, agriculture is facing a slowdown in Western Canada and Australia, which is why the company has turned its attention toward process improvements.

“We’re implementing a substantial change to our ERP system,” said Wiens. “It is specifically designed for manufacturing environments like ours. It is not a proprietary platform, but one selected for its ability to scale with our operations and integrate seamlessly with our workflows.”

One of the most impactful upgrades has been the implementation of enhanced on-floor time-tracking capabilities. This feature gives the company real-time visibility into labour and machine performance, enabling it to pinpoint process inefficiencies and drive continuous improvement.

Additionally, the system improves scheduling accuracy, inventory control, and job costing—critical areas for managing complexity as the company grows.

“These changes will yield benefits in terms of better data integrity, faster decision-making, and improved alignment between planning and execution,” said Wiens.

Lean principles are very important to help SeedMaster not only improve the mechanics but also the processes and ways in which material flows through the shop.

“Lean is embedded in our day-to-day operations and long-term planning,” said Wiens. “We’ve implemented lean practices such as value stream mapping to identify and eliminate inefficiencies across our manufacturing processes. This has been especially critical during our recent expansion, where we’ve strategically separated workflows by function—such as material preparation in one building and final assembly in another—to reduce bottlenecks and enhance flow.”

In addition, the company is adopting the 5S methodology across all work centres to ensure clean, organized, and safe work environments that support consistent quality and reduce unnecessary motion or downtime.

Visual management tools, one-piece flow in select subassemblies, and cross-trained teams help it remain flexible and responsive to production needs.

“By integrating these lean tools, we’ve optimized throughput, reduced waste, and aligned our operations to support sustained growth and innovation,” said Wiens.

Over the past few years, SeedMaster has experienced elevated order volumes, which it has managed effectively. While periods of high demand can limit the ability to introduce new processes, the company remained focused on maintaining performance while positioning itself for long-term improvements.

“Our goal is to come out of these situations better than we went into them,” said Wiens. “We are putting our focus on better processes but also expanding our capabilities through that expansion and

adding new equipment. It's all part of our overall strategy for growth."

Competitive Edge and Forward Thinking

SeedMaster's advantage lies in its deep agronomic expertise, straightforward product design, and responsive customer support.

Since joining the company in December 2024, Wiens has come to appreciate that the equipment, while appearing simple on the surface, incorporates far more advanced technology than most realize.

"From the outside, seeding a field may look like a fairly simple task—but it's not," said Wiens. "Our equipment is designed to place seed precisely at the correct depth and spacing, regardless of field conditions. That level of agronomic precision requires thoughtful engineering and continuous refinement."

Vennard and his team have spent years in the field studying how SeedMaster equipment interacts with different soil types and moisture conditions. Their observations and iterative improvements ensure the machines perform consistently across diverse environments.

"There's no one size fits all in farming," said Wiens. "Soil composition, residue levels, and field variability all affect performance. Greg and his team bring a lifetime of hands-on expertise that gets built into every product we release."

The agricultural equipment market is highly competitive, with strong players both locally and globally. Farmers demand reliability, performance, and long-term value from their equipment—expectations that SeedMaster views not as challenges, but as opportunities to differentiate through innovation, agronomic insight, and customer-focused design.

While the current market landscape has led to a temporary slowdown, both Wiens and Vennard remain optimistic. The demand for precision seeding



SeedMaster values a skilled workforce, and welding remains a critical trade for the company.

equipment hasn't disappeared—it's simply deferred. This pause is allowing SeedMaster to think ahead, strengthen operations, and prepare for the next wave of growth.

"We are focused on developing the right products and the right processes, so that when demand comes back, we are ready for it," said Wiens. "We are a homegrown Saskatchewan organization trying to make a positive global impact, and we are genuinely excited for what the future holds." **FW**

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