



DSV NorthStar

Growing Resilience in Changing Agricultural Landscapes

No two seasons are ever the same in agriculture. One year may bring drought and weed pressure, while the next may be marked by heavy rainfall and heightened disease risk. For producers, this climate volatility creates ongoing uncertainty around crop yields, seed selection, and supply planning. And when decisions miss the mark, the entire operation feels the strain: livestock feed is compromised, soil health deteriorates, and productivity declines.

This is where DSV NorthStar, a Canadian-based seed company, steps in to turn the tide.

With a diverse portfolio of regionally adapted genetics, the company delivers reliable seed solutions that promote resilience, optimize yields, and support long-term sustainability—no matter how the climate changes. Founded in 1982 as NorthStar Seed, the company began with a focus on alfalfa and leafcutter bees. Over time, it built a strong reputation in the forage seed space through a strategic partnership with DSV, a German plant breeding company. In 2022, that partnership evolved into a full acquisition, resulting in the formation of DSV NorthStar.



Our seed offerings combine genetics specifically adapted to Western Canada with elite European breeding from DSV, giving our clients the best of both worlds



Today, the company offers high-performing solutions for crops such as alfalfa, cover crops, and turf—supporting livestock health and enhancing soil fertility. Its products stand out for their strength and diversity. By offering a well-balanced mix of seed varieties—bred and rigorously tested in North America—DSV NorthStar ensures consistent performance tailored to the Western Canadian climate.

“Along with high-quality products, we also prioritize a high level of service. Our seed offerings combine genetics specifically adapted to Western Canada with elite European breeding from DSV, giving our clients the best of both worlds,” says Rob Wolfe, General Manager.

DSV NorthStar serves both retail and wholesale markets. In retail, customization is at the core—from tailored seed blends and agronomic advice to fast delivery across Manitoba, Saskatchewan, Alberta, and British Columbia. On the wholesale side, the company



manages the production of its own genetics as well as third-party contract production for other seed companies. Its products are sold across Eastern Canada and exported to key markets including the U.S., South America, Asia, and Europe.

Despite this global reach, DSV NorthStar remains grounded in its mission: to offer fit-for-purpose solutions aligned with each client’s needs—backed by strong customer support. Regardless of what the weather brings, the focus is always on delivering the right solution.

This personalized approach has been a lifeline for one client in Northern Alberta, helping to drive rapid growth in cover cropping across the region. DSV NorthStar worked closely with him to develop custom seed blends suited to local conditions and provided comprehensive agronomic support as his business expanded. As a result, he experienced exponential growth and delivered impactful results to his own customers. Through a successful cover cropping program, he helped establish a previously untapped market—one that barely existed a decade ago.

Such meaningful outcomes have only strengthened DSV NorthStar’s resolve to pursue strategic growth. With deep expertise in forage, cover crops, and turf, the company is actively expanding its footprint—particularly in the fast-growing cover crop segment. Many new species and varieties have been introduced, and through its partnership with DSV, these are continually tested to identify what performs best for each client. This ongoing effort helps refine seed blends and recommendations, enabling DSV NorthStar to respond to evolving agricultural needs.

As the challenges facing agriculture intensify, so does the company’s commitment to supporting producers with high-quality seeds and strategic, science-based solutions. By combining local knowledge with global breeding expertise—and maintaining a sharp focus on customization—DSV NorthStar empowers clients to thrive and stay future-ready. 

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