

SEED VARIETY USE AGREEMENT

Value. Transparency. Choice.

Get the Facts on Seed Value Creation

The seed industry is proposing a seed value creation system to stimulate crop innovation and provide accelerated access to better cereal, pulse and specialty crop varieties for Canadian producers. Myths are circulating about what this could mean for your farm. It's important to know the facts.

Critical for a competitive future

The first misconception is that a seed value creation system is unnecessary. The fact is today's model is broken.

The way plant breeding programs are funded in Canada must change to ensure a competitive, long-term future for Canadian producers.

What's happening with Canadian wheat is a good example – while global wheat exports increased by 47% in the past 10 years, the seeded area of wheat in Canada increased by only 9%. Wheat is a vital crop for Canada – we can't risk falling further behind. Increased investment in variety development will give producers better genetics and the confidence to profitably grow more wheat acres.

Currently, variety development research for cereal, pulse and specialty crops is significantly under-resourced. In cereals, we are missing out on the potential to generate \$170M in annual benefits for producers that could result from a value creation model that increases research investment.¹

¹ Canada's Seed System: Economic Impact Assessment and Risk Analysis, JRG Consulting Group

Supporting all breeding programs

Another misconception – that a new seed value creation system will only support plant breeders in big corporations – is not true. **A new seed value creation system will benefit public and private plant breeders of all sizes.** We need all types of breeding programs to support producers. Whether affiliated with a university, government or seed company, the common goal of these breeders is to develop varieties that deliver producers higher yield and quality.

We especially need small companies to develop niche varieties that provide producers with diverse choices to support healthy and profitable crop rotations. Few breeders are currently conducting research on niche crops such as oats and flax because there is little return on development. A value creation system will provide incentive for breeders to develop new varieties that allow producers to practice good agronomics and ensure profitability on their farm.

Retaining the ability to save seed

It's also a myth that producers will no longer be able to save their seed under a new seed system. **Producers will continue to be able to save their seed – it's entrenched in law.** If a producer chooses a variety protected by Plant Breeders' Rights (UPOV '91), they may need to pay the breeder a fee for



continued use. Producers will have a choice as to whether to purchase these varieties. Most current varieties will not require a fee.

Both producers and the seed industry have a common interest in finding ways to improve seed genetics that deliver varieties with higher yields, stronger agronomics and the quality required to remain competitive. We believe that a seed value creation system is the answer.

Visit seedvaluecreation.ca for more facts and learn what a seed value creation system can do for your farm.

Endorsed by the Seed Synergy partners.

