

# SEED VARIETY USE AGREEMENT

*Value. Transparency. Choice.*

## Value Creation and the Future of Plant Breeding

The seed industry is proposing a seed value creation system that will enhance the way plant breeding programs are funded in Canada. The goal is to provide producers with new cereal, pulse and specialty crop varieties with higher yields, stronger agronomics and the quality required to remain competitive.

### Invest today for tomorrow

Consider this: every wheat variety grown in Canada takes dozens of researchers 8 to 12 years to develop at a cost of more than \$1 million.

“Plant breeding is resource intensive,” confirms Curtis Pozniak, world-renowned wheat breeder based at the Crop Development Centre (CDC) at the University of Saskatchewan. “Increased investment in breeding programs will help maintain momentum by improving the efficiency of our breeding pipelines and our ability to release new and improved wheat varieties for Western Canadian producers.”

### Bringing one new wheat variety to market

MILLIONS OF POTENTIAL  
BREEDING LINES

40+ PLANT BREEDERS, FIELD  
TECHNICIANS, RESEARCHERS

8-12 YEARS

\$1+ MILLION

ONE NEW  
WHEAT VARIETY FOR  
CANADIAN PRODUCERS

### Maximizing capacity

Pozniak says he’s seen fantastic increases in genetic gain over the last 20 years thanks to investment in breeding. “Investment has been key to our success. It has allowed us to build field and laboratory testing infrastructure, and to train and maintain high-quality personnel.”

The proposed seed value creation system is critical to increase research investment and provide support for plant breeding programs like Pozniak’s to continue delivering varieties with improved performance to producers more efficiently.

“We have tremendous capacity in Canada for yield evaluation, disease evaluation and testing of end-use functionality,” he says. “Obviously, adequate funding is important to not only maintain, but also to expand this capacity and the associated infrastructure. This is critical for our long-term competitive advantage.”

### More work to do

Keeping pace with new plant breeding techniques is one way to maintain competitiveness. Pozniak is excited by the potential that technologies, such as gene editing, could offer producers in the future. “It really is an exciting time for plant breeding, but we still have a fair bit of research to do in order to apply those technologies into wheat breeding programs,” he says. A seed value creation system could help ensure resources are available to do so.

Endorsed by the Seed Synergy partners. Visit [seedvaluecreation.ca](http://seedvaluecreation.ca) for more information.

