

VALUE CREATION
FINDING ANSWERS

Introduction

- 12 years of discussions in the industry
- 2 years of intense public consultation and debate
- Questions still need answers

The Journey **Continues**

June 2008

Canada Grain's Council report on increasing cereal acreage through research and innovation

2015

UPOV 91 is ratified in Canada (Bill C-18)

**Fall 2018/
Winter 2019**

AAFC public consultations

What We Heard

Questions about the proposed system:

- How will it work?
- How much will the administration cost?
- What will the royalty cost?

**Producer
desire to be
involved in
creating a
new system**

VUA Pilot
Program

**Our
Contributions**

VUA Working
Group

VUA Pilot Program



The
Platform

The Process

Payment
Distribution

VUA Pilot Program

**Launch March
2020**

**Provide answers
to producer
questions**

**Test of the
platform and
the process**

VUA™

Pilot Program

The SVUA System is built on a proven platform and is ready to be evaluated using real-farm situations.

VUATM

Pilot Program

- A straightforward process
- Increased investment in plant breeding in Canada

Variety Use Agreement

Working Group

**Direct connection
with producers
and seed growers**

**Forming for
spring 2020**

VUA Working Group

A forum for industry and producer groups to inform the pilot program:

Meeting
producer
priorities

Delivering
transparency,
value and
choice

Aligning with
the guiding
principles

QUESTIONS

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Visit seedvaluecreation.ca
for more information.