

SEED SYNERGY COLLABORATION PROJECT

NEXT GENERATION SEED SYSTEM FUNCTIONS

1 Research & Development

Purpose: Discover new traits, and develop new seed varieties

Value Creation

The four functions provide the means to create value, and continually drive re-investment in the seed system for the benefit of all parties, especially consumers who will have access to the latest, innovative traits and varieties.

2 Market Entry & Commercialization

Purpose: Enable new seed varieties for market, based on seed identity and performance or quality criteria

3 Production & Processing

Purpose: Ensure that the identity and quality of the seed is preserved throughout the production and processing cycle

4 Sales & Distribution

Purpose: Distribute seeds to customers, and ensure that the identity and quality of the seed is preserved throughout the movement, storage and delivery processes

Seed Sector Governance and Coordination

The entire system is supported by industry-led governance, and strong coordination amongst all stakeholders, to ensure a cost-effective, easy-to-understand, and adaptive regulatory regime.



SEED SYNERGY GREEN PAPER - MAJOR IDEAS & PROPOSALS BY FUNCTION

Research & Development

- Regulatory approval requirements today are unpredictable, require more information than is necessary to deliver a good outcome, and treat every innovation the same, regardless of risk
- We propose a new, risk-based assessment model, that sets regulatory requirements commensurate with the projected risk of new products
- Government will continue to lead oversight of the system, and government-sectoral coordination needs to be enhanced to define regulatory standards that make sense

Market Entry & Commercialization

- We propose a leadership role for the sector in setting cutting-edge standards and ensuring processes make sense for users, and particularly a greater role for crop value chains
- We propose replacing the current variety registration and variety eligibility regimes with an integrated system, anchored in a product profile for all approved seed products,
- We propose a single online front end for the submission of data for all regulatory and quasi-regulatory approval processes associated with market entry

Production & Processing

- We propose a modernized pedigreed seed system that will facilitate an increase in pedigreed seed use and a reduction in incentives for common seed production,
- We propose an expansion of options for producing seed under comprehensive quality management systems that do not require third party crop inspections but which are backed by 3rd party audit frameworks.
- We propose flexibility in the application of mechanical purity standards where seed cleaning capabilities can be employed to meet grade standards

Sales & Distribution

- Not all seed sold in Canada is of known identity or quality, buyers may be assuming liability of which they are unaware, and value creation opportunities are limited in many areas.
- We propose a universal seed lot listing system, where seed [Available for commercial sale?] for sale is listed, along with at least a declaration of identity and quality
- Doing so will strengthen and expand the traceability that is today a core of the pedigreed seed system, to all seed sold in Canada

Value Creation

- A more responsive and risk-based regulatory system that reduces unnecessary compliance costs
- Sector and value chains in design and decision-making leadership roles.
- A modernized pedigreed seed and associated value creation system, particularly in the cereals sector, and drives economic growth.
- A seed listing system that brings increased transparency and utility to seed sales across the country, and allows for more efficient protections of intellectual property rights and commercial transactions.

Seed Sector Governance & Coordination

- We propose increased coordination amongst all seed sector players on priorities, beginning immediately
- We propose that the six Seed Synergy organizations coordinate and harmonize their largely complementary advocacy agendas, to amplify the voice of the sector to government
- We propose the serious examination of a permanent changes to the enabling organizational structure of the sector, that would see either a single organization, or a formal cluster take on greater responsibility for seed sector governance