



# CANADIAN SEED TRADE ASSOCIATION

L'ASSOCIATION CANADIENNE DU COMMERCE DES SEMENCES

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## Canadian Seed Trade Association Update For Canadian Seed Analysts Association of Canada Bill Leask, Executive Vice-President June, 2007

On behalf of CSTA President Dorothy Murrell, I bring greetings from the CSTA members and wish you a successful annual meeting. CSTA values and is supportive of the work done by CSAAC members as it is an essential part of the commerce of seed and international trade of seed in particular.

CSTA has just completed its 86<sup>th</sup> year of operation \* - a year of transition for Canada's national seed trade association

2006-07 was a year of transition: a new office, another full time staff member; and a new External Relations Workgroup to advise on all CSTA external relations activities

This report will highlight four of the Strategic Priorities and some of the activities under each. However, there are numerous External Relations issues that cut across all priorities that are worthy of mention.

### Some new CSTA ER activities available to members are:

- **Trade Winds Weekly** - a weekly newsletter of CSTA, national and international activities
- **Trade Winds Update** – a quarterly update of CSTA priority issues and activities
- **CSTA Alert** – a rapid response system to generate and guide input to policy makers and decision makers on a timely basis
- **Updated CSTA website** – with an active members only section

### CSTA ER activities with general availability:

- **Benchmarking the Canadian Seed industry** – a project to benchmark our industry against those in 10 other countries, in terms of research and development funding sources and investments and use of certified seed
- **The Value of the Canadian seed industry** – project to model and evaluate the contribution of the Canadian seed industry to national GDP and employment
- **Investment in the Seed Industry** – CSTA survey of members to determine the level of investment in research and development – will be reported in aggregate
- **Sharing the Message III** - the next phase of a joint effort to promote the use of certified seed. A common brand, logo and message have been developed: "Certified Seed – You're Planting Success". Brand is available to all CSTA member companies and they are encouraged to use it on their promotional and other material (similar to, but more detailed than the ASTA "Beyond the Seed" campaign)
- **Canadian Forage Seed Sales Survey** – working with AAFC, CSTA has assisted in the development of survey questionnaire and distribution lists for a national survey of forage seed sales planned for 2008

- **Market Choices** – list of hybrid corn varieties that are not approved in the EU
- **Hybrid Corn List** with no Variety Registration requirement for corn, CSTA provides a list of commercially available corn hybrids that is update twice per year. Current list has over 600 entries.

### **CSTA Strategic Priority Issues**

**Fostering Innovation** – a regulatory, policy and intellectual property environment that fosters innovation and enables investment. Through:

- consultations and working groups to develop the next generation of agriculture and agri-food policy. New policy comes into effect April 1, 2009
- Participation in government benchmarking study of Canada's intellectual property protection tool box
- Improvements to Canada's plant breeders rights legislation and administration

**Funding Innovation and promoting certified seed** - Exploring ways to spread the costs of seed driven innovation

- Certified seed tax incentive – first introduced by a CSTA member, taken on by the CSTA membership as a priority issue – provides farmers who purchase certified seed a tax credit which offsets the extra cost of certified vs. farm saved seed
- Cross compliance through other government programs (eg. crop insurance)
- Value chain or delivered grain royalties – subject of a panel at CSTA's annual meeting
- Sharing the Message III and end user campaigns

**Promoting and Facilitating International Trade in Seed** – to open and promote markets for our members' products

- Sanitary and phyto-sanitary issues – eg. Verticillium wilt in China, GM labeling requirements in EU and Korea,
- Stewardship in product introduction – new policy – Market Analysis Principles – voluntary, but accepted by CSTA members as best practises for introducing new technology
- Adventitious Presence – active participants in working group organized to design and gain acceptance for international risk management procedures for seed, CODEX and OECD
- Trading rules and dispute settlement – internationally, in North America and nationally
- International Seed Federation – Implementation of a new Strategic Plan at Christchurch NZ, May 2007
- Seed Association of Americas – Congress in Buenos Aires, September 2007

**Science Based Regulatory System** – regulatory changes with more timeliness and flexibility and appropriate for changing technology

- National Forum on Seed (NFS)
  - a. consultations and input to develop a more flexible variety registration system – proposals for a variety registration system that reflects the markets and registration needs of a modern seed system.
  - b. efforts to improve Canada's regulations around novel traits – in food, feed, and plants

- c. Maintain a constant, factual information flow for politicians and other decision makers on controversial and timely issues eg. biotechnology labeling, GURTS
- d. Managing Adventitious Presence in Canada – clarify CFIA’s response to imports of AP
- Seed Standards Technical Review – identify four issues that require initial work by seed industry workgroups. NFS support necessary for broader consultation.

Projects are:

- Canadian Methods & Procedures for Testing Seed – convene a meeting to obtain agreement on the problem resolution issues.
- Development of a Licensed Sampler program
- Seed Tag and Labelling Review
- Grade Tables and Weed Seed Order Review

**Upcoming Meetings:**

CSTA Annual Meeting, July 15-18, Westin Hotel, Ottawa

CSTA Semi-Annual meeting, November 4-7, Winnipeg