

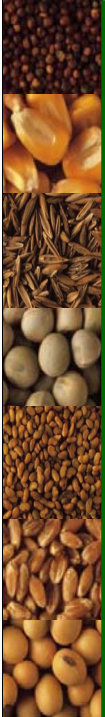


Canadian Seed Trade Association

- 1. What We Are**
- 2. What We Aren't**
- 3. Who We Represent**
- 4. How We are Governed**
- 5. How We Get Things Done**
- 6. Our Key Objectives**
- 7. Not a Regulator, but Subject to Regulation**
- 8. Is There a Need for More Regulation?**




- Thanks to the organizers – Dave Akister and Terry Froese for their work in pulling this worth-while discussion together.
- On behalf of CSTA, would like to say that we always concerned when any issues arise that bring into question the quality of seed offered to farmers or the integrity of the blue tag.
- CSTA devotes a great deal of time and financial resources to promoting the value of certified seed, and we do not want to see these efforts undermined.
- I welcome the opportunity to spend some time with you today to talk about CSTA, its members, and its role and mandate as part of the seed value circle.
- This slide is a list of the things I would like to cover during my short time with you today.



What We Are

- **A not-for-profit industry association**
 - First Annual Meeting in 1922
 - Officially incorporated as a not-for-profit association in 1967



I thought I would start out by making clear what CSTA is, and what it isn't

What we are is a not-for-profit, industry association – just like the Agricultural Producers Association of Saskatchewan; or the Grain Growers of Canada

We are membership based, and membership funded

CSTA has been around for a long time – it had its first annual meeting in 1922, and was officially incorporated as a not-for-profit industry association in 1967



What We Are

CSTA's Mission

“Through the collective efforts of our membership, the CSTA is committed to fostering an environment conducive to researching, developing, distributing and trading seed and associated technologies; with the goal of bettering the choices and successes of our members and their customers.”



CSTA exists to serve the interests of its members, using their collective strength to achieve a positive environment for their businesses

As you can see from our mission statement, CSTA's members recognize that no sector of the industry can prosper all on its own – just like all of the other participants in the agriculture and agri-products value circle, our sector can only be prosperous if the other links on the circle are prosperous

The success of our customers is our success



What We Aren't

CSTA is Not a Regulator

- **CSTA Membership is Voluntary**
- **Advocate for Issues Defined by Members**
 - e.g. modernized and enabling regulation
 - Increased sales of pedigreed seed
 - Improved international market access
- **Communication & Education**
- **International Industry Trading Rules and Dispute Settlement**



Now that I've clarified what CSTA is, I want to tell you what we are not

We are not a regulator

CSTA has no authority under any federal or provincial Act or Regulations to impose or enforce any regulations

We are a voluntary association that acts in the collective interests of our members on policy, regulatory and trade issues that affect them.

We do not dictate to our members or impose any requirements on them. Quite the opposite, we only act on the direction of our membership, on issues of common concern to them.

This slide has just a few examples of some of the things we do.



Who We Represent

CSTA's Members

Involved in all aspects of:

- **Plant breeding and research**
- **Production**
- **Marketing and distribution**
- **Packaging, conditioning**
- **distribution and trade**

Work in Seed of 50 different species:

- **grains, oilseeds, specialty crops, forage and grasses, vegetables, flowers and ornamentals.**

Who is the CSTA?

The CSTA is its members

- CSTA's member companies are very diverse participants in the seed trade – researchers, producers, and marketers of seed of over 50 crops both domestically and internationally.
- They are involved in principle field crops like cereals and oilseeds; and are also marketers of forage and turf seed; and garden seeds and herbs

Recently, CSTA's staff and Executive Committee defined CSTA's membership – or in other words, what kind of operation would benefit most from membership in the CSTA

- The company does a significant domestic volume of business in seed or seed related activities, is affected by national policies and regulations and has an interest in influencing them
- The company has an interest in, or is involved in issues relating to research and development . For example the company might have or plan to have its own product line, plans to or does apply for variety registration, and or plant breeders rights
- The company is involved in international trade and is or will be affected by trade rules and actions. For example, the company may apply for or plan to apply for phytosanitary certificates or import permits.



Who We Represent

CSTA's Members

Are found in all shapes and sizes

- **Small, family based operations**
- **Large multi-national corporations**
- **Biotech focused companies**
- **Organic producers and marketers**
- **Small packet seed distributors**
- **Large grain handling companies**

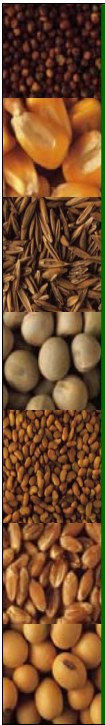


Contrary to some of the perceptions, CSTA has a very broadly based membership

In addition to wide variations in the crop kinds represented, our membership ranges

- From small, family based companies to large, multi-national corporations
- From companies focused on biotechnology to organic producers and marketers
- From small packet seed distributors to large grain handling companies


And, as you saw in the review of our core value, CSTA works hard to ensure that the issues of concern to all of our members are given equal recognition and attention




Who We Represent

CSTA's Members

Total 2008 Membership	142
• Active (voting) members	102
• Associate (non-voting)	15
• Affiliate (non-voting)	9
• Honorary (non-voting)	16




Currently, CSTA has 142 members – they are identified in our by-laws as you see on the screen.



How We are Governed

- **Governed by a 16 member Board of Directors**
 - Directors elected by the membership for three year (renewable) term
- **Board elects a 4 member Executive Committee**
 - President
 - 1st Vice-President
 - 2nd Vice-President
 - Past President
 - One year term for each position



CSTA is governed by a Board of Directors that is elected from and by the membership at annual meeting.

The Board is responsible for all of the activities of the CSTA and it is accountable to the membership

Each Director is elected for a three year term, and can serve two consecutive terms.

The Board meets 3 times a year face-to-face and twice by conference call. It meets after the annual and semi-annual meetings and it meets in January for a strategic planning session. This year is the first year that the Board will not meet in person before conventions, but will meet by conference call.

Between Board meetings, the affairs of the CSTA are overseen by a 4 member Executive Committee. The Executive Committee is made up of a President, two vice-presidents and the Past President. The Executive Vice President is also an officer of the CSTA.

The Executive serves at the pleasure of the Board of Directors. Each position is for a one year term.



How We are Governed

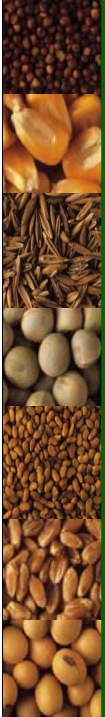
CSTA Board of Directors

- **Jeff Reid**, SeCan*
- **Wayne Under**, Brett-Young Seeds*
- **Dave Baute**, Maizex Seeds
- **Peter Entz**, Richardson International
- **David Harwood**, Pioneer Hi-Bred
- **Scott Horner**, Hy-Tech Production
- **Doug Knight**, Viterra
- **Ken Miller**, Miller Seeds
- **David Sippell**, Syngenta Seeds Canada*
- **Tim Welbanks**, Monsanto Canada*
- **Stephen Denys**, Pride Seeds
- **Bryan Gerard**, ASTA
- **Alejandro Hernandez**, Monsanto Canada
- **Ron Kehler**, BASF Canada
- **Alexandre Mailloux**, La Coop Fédérée
- **Archie Wilson**, C & M Seeds

This is a list of the CSTA Board of Directors

The red stars indicate Executive Committee members.


Our nomination committee and staff work hard to try to ensure that there is equitable representation on the board by region and by crop kind, and by size of operation



How We are Governed

Governing Documents

- **CSTA By-Laws**
 - First adopted in 1967
- **CSTA Policy Manual**
 - Consolidates position papers, resolutions from members.
- **CSTA Strategic Plan**
 - Mission statement, core values, key strategic objectives
- **Operational Guidelines**



CSTA has developed and keeps up to date a number of documents to guide our operations

- First, our by-laws, which were first adopted in 1967, and which have been updated 11 times to reflect changes in the industry and the association
- Our policy manual was first developed in 2006 to bring together all of CSTA's position papers and resolutions. It helps to guide our policy advocacy efforts nationally and internationally. It is reviewed and updated annually by the board of directors.
- CSTA's strategic plan was first developed in 2005, and is also reviewed and updated annually. It includes our mission statement, core values and key strategic objectives.
- Our board also reviews and updates a set of operational guidelines which guide meetings, participation in external committees and working groups, reporting structures and day-to-day business



With this slide, I'm trying to illustrate the decision making process at CSTA. An uni-directional flow chart doesn't really work for CSTA's decision making process, because we are continuously interacting with our membership at many different levels to ensure that we are addressing the right issues with the right level of technical and other input.

Our direction comes from our members. Members have many opportunities to bring issues forward. Most often, members make their input through committees. Each member has a vote on each CSTA standing committee. We will go into more detail about committees later on.

The technical work of some committees is done by a workgroup between committee meetings. Other committees work directly with staff. All of the issues and documents that you will consider during this meeting have been through either a workgroup or developed by committee leadership working with staff.

Committees make recommendations to the board of directors. The board makes the final decision on CSTA policy and strategy.

Between board meetings, the Executive can make policy decisions as well.

Staff are charged with carrying out strategies and implementing policies.

And at all points around this circle there is interaction and communication. CSTA is a transparent organization, and members are encouraged to make input at any point around this circle.



How We Get Things Done

CSTA Committees

- **Biotechnology**
- **Forage & Turf**
- **Intellectual Property**
- **Researchers East**
- **Corn, Soybeans & Eastern Cereals**
- **International**
- **Oilseeds, Pulses & Western Cereals**
- **Researchers West**



Here is a list of the current CSTA committees – they cover all of the areas of importance to our members




Key Objectives

- **CSTA Strategic Plan First Developed in 2005**
- **Reviewed annually at Board Strategic Planning Sessions**
- **Six Strategic Goals**
 1. **Foster Innovation**
 2. **Support Science Based Regulatory Systems**
 3. **Increase the Use of Pedigreed Seed**
 4. **Deliver What the Customer Wants**
 5. **Increase Market Access and Trade of Seed**
 6. **Maintain and Inclusive, Broadly Based Membership that Represents all Facets of the Seed Trade**



Here are the key strategic goals for policy and other advocacy efforts as developed and reviewed annually by the Board of Directors




Key Objectives

Example

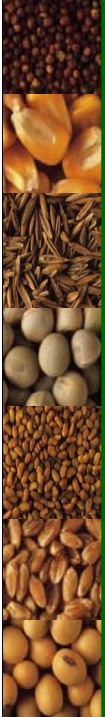
**Promoting Canada's System of Certification:
"Blue Tag"**

- **Reputation is critical to CSTA Members**
- **National program lends credibility**
- **Traceability of increasing importance**
- **Integrity of the tag is vital**



An example of an issue that is very high in the CSTA priority list and a key issue with the SSGA panel discussion is strong support for Canada's system of seed certification and the reputation of the "Blue tag".


CSTA is very supportive of maintaining a strong reputation of the blue tag and equally concerned with issues that would cause a loss of integrity.




Not a Regulator – Subject to Regulation

CFIA - Seeds Act and Regulations

- **Standards, Sampling, Testing, Grading, Labelling, Advertising**
- **Variety Registration**
- **Registration of Establishments & Operators**
- **Biosafety Approval**




- As I said earlier, CSTA is not a regulator, but our members are very substantially affected by Canada's regulatory system.
- As such, we do play a key advocacy role on how other seed regulatory bodies deliver their respective program under the Seeds Act and Regulations. In particular, the Seeds Act covers:
 - Seed Regulations which include procedures and standards for sampling, testing, grading, labelling and advertising seed.
 - Part III of the Regulations deals with Variety Registration.
 - There is also a requirement for Registration of Establishments and Licensing of Operators.
 - And when applicable, there are regulated procedures for approval to test and release products of biotechnology.



Not a Regulator – Subject to Regulation

- **CFIA - Seeds Act and Regulations**
 - Field inspection and CSGA Crop Certification
 - Canadian Seed Institute - (Conditioning facilities, Laboratories, Import, Export)
- **Plant Protection Act**
- **Pest Control Products Act**



In our role as an advocate for the needs of our members, we interact on a regular basis with bodies that do have regulatory responsibilities

In addition to interaction with the Canadian Food Inspection Agency as our primary regulator, we work with other seed regulatory bodies that have been given authority to deliver their respective program under the Seeds Act and Regulations. For example:

Most notable is the CSGA and delivery of field inspection and issuance of Crop Certificates.

The Canadian Seed Institute is the CFIA authorized verification body for delivery of six other programs including Approved conditioning facilities, seed testing laboratories as well as certain import and export programs.

Most international trade of seed is regulated by the Plant Protection Act and Regulations.

Approval of Seed treatments and their labelling requirements are regulated by the Pest Control Products Act.



Not a Regulator – Subject to Regulation

- **Competition Bureau**
 - **Competition Act**

Avoid activity that Reduces Competition
- **Consumer Packaging and Labelling Act**


An Act respecting the packaging, labelling, sale, importation and advertising



There are numerous other Acts and Regulations that apply to commerce of seed. For example,

the Competition Bureau assures compliance with the Competition Act, and imposes severe penalties for those members and associations that engage in activity that reduces competition or penalizes a member.

The Consumer Packaging and Labelling Act applies to all commerce of goods and regulates packaging, labelling, sale, importation and advertising.




Is More Regulation Needed?

The Seed Industry is already one of the most highly regulated industries in Canada

- Extends from product development, testing and registration to final packaging and sale

Information vs. Regulation

- Improved communication, outreach and education



Now that I've explained who the CSTA is and who we aren't, how we are governed, and some of the areas on which we focus, I want to address one of the issues to which we were alerted when we were asked to speak to you today.

We have heard that some believe there is a need for more regulation in the seed industry to protect growers and farmers and consumers

The seed industry is already one of the most highly regulated industries in Canada. Regulation extends from the development of seed, through testing, registration, packaging, labelling and sale

Regulation is administered by a number of federal government departments and agencies, and is covered by at least 5 federal Acts and legislation.

And in many cases, the inability of the regulatory system to adjust to the changing needs of farmers, consumers and the international market place, is a barrier to innovation, competitiveness and success

Perhaps what is needed is not more regulation, but a better system of communication, outreach and education around what is already there, including many of the industry initiated and maintained initiatives designed to protect and enhance the quality of Canada's seed system.



Is More Regulation Needed?

On behalf of its members, CSTA commits to full participation in initiatives to enhance the understanding of existing regulations throughout the seed value chain.

Our ultimate goal is to maintain and enhance the reputation of certified seed and the successes of our members and their customers.



CSTA is not a regulator, but it exists to promote the success of its members and their customers.

So we are committed to exploring, developing and improving initiatives to improve the understanding of existing regulations and other activities throughout the seed value chain.



Thank You
Questions?
Comments?

