

What is Market Choices™?

The Market Choices symbol is a new industry-wide initiative to help growers and grain handlers identify corn hybrids containing biotechnology trait(s) that have not been approved in the European Union.



A consistent message from the entire industry will help to reduce confusion for seed dealers, growers and the grain industry. Best efforts are required by all involved to communicate grain channelling requirements.

Grain from corn hybrids displaying the Market Choices symbol must be channeled to appropriate markets, including:

- On farm feeding
- Selling the grain to a domestic feedlot or feedmill
- Selling the grain to a local elevator or processor with a prior agreement

When does the Market Choices™ symbol apply?

All of the following criteria must apply:

- Corn hybrids must contain only biotechnology traits approved in the United States and Canada for food and feed use.
- Corn hybrids contain biotechnology trait(s) not approved in the European Union for food and feed use.
- Corn hybrids must be sold with the intention to produce grain for sale in the United States or Canadian commodity system.
- Must not be used in conjunction with product developed and marketed under proprietary closed loop identity preserved systems that produce grain not intended for export and/or grain not intended for the mainstream commercial marketplace.

Appearance of Mark

The Mark must appear in full color. (Note: CMYK colours are: Red- C 0, M 100, Y 100, K 0, Blue – C 100, M 90, Y 0, K 0, Pantone colours are: 485 Red, Reflex Blue)

However, if two-color promotional materials are being used, then the Mark can appear in black and white. Licensee shall use the mark with the TM symbol and the language “MARKET CHOICES and DESIGN is a certification mark used under license.” Once notified that the mark has been registered in Canada, Licensee shall change the TM symbol to the registration symbol, ®, and shall change the accompanying language to “MARKET CHOICES and DESIGN is a registered certification mark used under license”. If any catalog or other promotional materials refer to multiple licensed trait products and their related trademarks on the same page, licensee may follow the first use of MARKET CHOICES with an asterisk, footnote numeral or other superscript reference to text that reads “MARKET CHOICES and DESIGN is a certification mark used under license” or “MARKET CHOICES is a registered certification mark used under license”, as appropriate.

For materials which must be bilingual (French/English) under Canadian law, both the English and French version will be used.

Materials on which Mark is to be used

The symbol must be present on all packaging or tags/labels, print advertising and promotional materials, Internet websites, and in Catalogues and user materials for Goods.

This is intended to include any material that will be seen by end users. If you are in doubt as to whether the Mark should appear on a particular promotional item, please call your Licensor for a final determination.

Mark on seed bag or plot signs used at promotional field days

Mark must be at least 25% of the size of the seed company logo in black and white.

Mark on seed tag or label

Mark must be at least 25% of the size of the seed company logo.

Use of Mark on Seed Bags, Seed Tags or Labels

The Mark must appear with the Accompanying Text.

Use of MARKET CHOICES in Text

In written promotional materials including print advertisements, the MARKET CHOICES Mark should appear on the page of the first mention of products with export restrictions. The Mark need not be used with the Accompanying Text; however, if used without the Accompanying Text, the Mark must be accompanied by a cross-reference to the Licensee's packaging, tags/labels, catalog or other materials for an explanation of export restrictions applicable to grain harvested from products that bear the Mark. Use of the Mark in promotional materials is highly recommended and seed companies shall use best efforts to use the symbol.

In seed company product catalogs or brochures, the MARKET CHOICES Mark must appear with each description of a seed corn product with export restrictions. If an entire page is devoted to hybrids included in the MARKET CHOICES program, then the Mark need appear only once per page. The Accompanying Text need only be set forth in a single location in any product catalog or brochure, and individual uses of the Mark must be accompanied by a cross-reference to the location in such catalog or brochure where the Accompanying Text appears.