

# ***Getting Agronomically Important Traits to Farmers***

*Laurie Hayes, M.Sc., PAg  
Executive Director*

*January 10, 2007*

**ANNUAL GENERAL MEETING**



# Challenges to Commercialize Agronomic Traits

- Significant farmer benefit
- Limited value capture for private interests
- Regulatory hurdles
- Limited public commercialization vehicle

*January 10, 2007*

*ANNUAL GENERAL MEETING*



# What is Needed

- Alternative commercialization vehicles to seed companies
- Get the trait to the farmer
- Some return to public funders / developers to develop more traits
- Regulatory cost reduction

# The Solution – A Partnership

- Producers – help support R&D; policy advocates
- Seed Growers – bulk seed for sale
- AAFC – breeding; line improvement
- PBI/AAFC – trait development / expression
- CFIA – regulatory stream / support for public / Canadian important traits with limited company support

# Potential Approach?

- PBI / AAFC – develop a multi-trait cassette (drought, blackleg resistance, herbicide tolerance (patent expiration))
- AAFC – breed commercially viable lines
- AAFC and PBI – license to producer company
- CFIA provides regulatory support to reduce cost
- Producer company
  - Contracts seed growers to grow / sell bulk seed
  - License cassette to seed companies in exchange for royalty

# Alternative Development Strategies – Producer Commercialization Vehicle

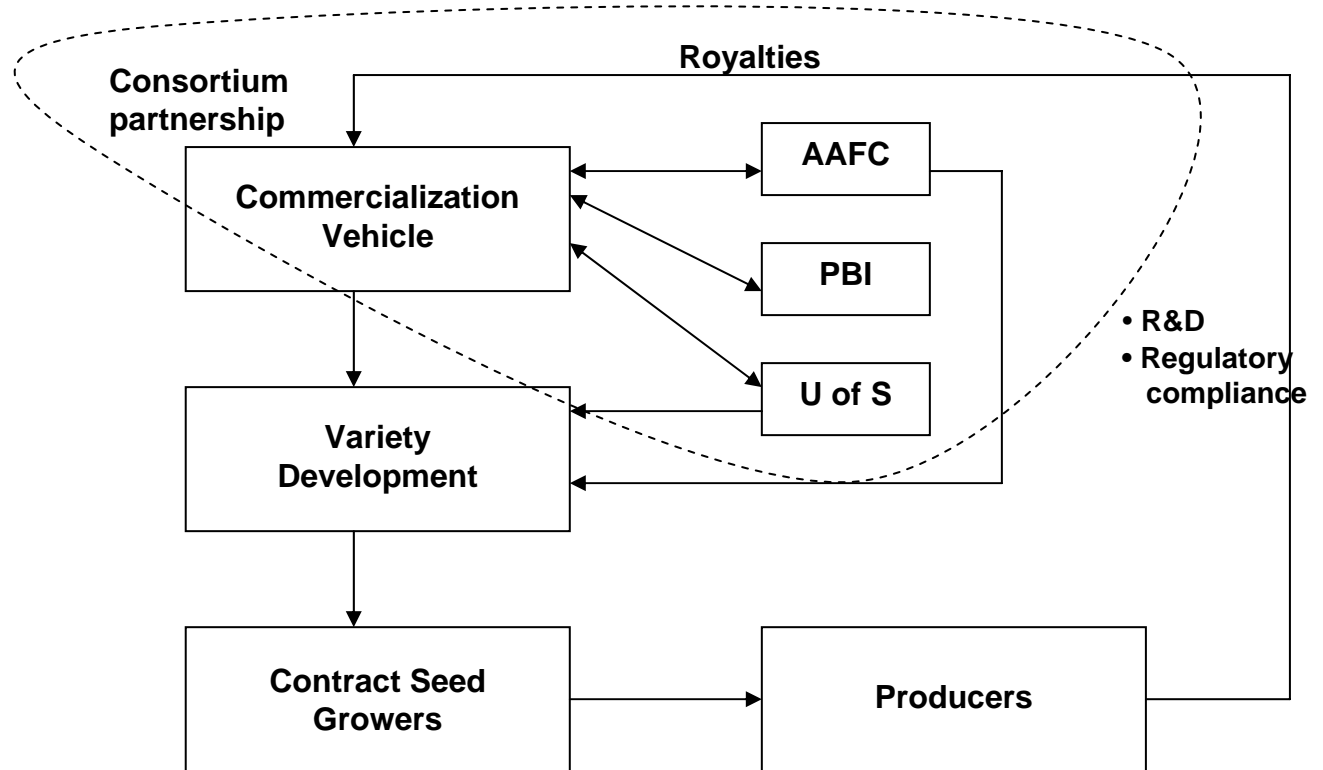
- Develop and sell commercial varieties
- Develop “standard” variety with producer cassette, license to seed companies to insert their own traits
- License traits to seed companies

*January 10, 2007*

**ANNUAL GENERAL MEETING**



- Strategic plan
- Concept / business strategy
- Implementation
  - Advisory committee
  - Trait identification



- Commercialization entity could also have their R&D capability in PBI and AAFC
- Check-off

January 10, 2007

ANNUAL GENERAL MEETING



# Phase I – Identify Appropriate Commercialization Model

- Investigate producer-based commercialization vehicles worldwide
- Review regulatory frameworks
- Assess market structure
- Ascertain response of competitors and market

*January 10, 2007*

*ANNUAL GENERAL MEETING*



## Phase II – Develop Business Plan

- Identify marketable traits through assessment of returns
- Stake strategic intellectual property positions
- Detail Financial, Operations, Marketing, Human Resources, and Implementation Plans