



New campaign will highlight value of plant breeding and seed innovation

Plans for a new information campaign to highlight the critical role of plant breeding innovation and quality seed in supporting improved crop production were unveiled at the Seed Industry Dinner in Cambridge today (5 December).

Initiated jointly by BSPB and AIC on behalf of the UK plant breeding and seeds sector, the campaign – to be launched in the New Year - will focus on the value of Plant Variety Rights (PVR) as a unique form of intellectual property supporting continued investment and progress in crop improvement.

Announcing the PVR campaign, AIC Seed Sector Chairman Paul Taylor said:

“Access to genetic innovation, delivered to the market through high-performing varieties and quality seed, is the foundation for successful crop production, and a key factor in our response to the global challenges of food security, climate change and sustainable development.”

“The campaign will highlight the critical role of PVR protection in supporting a dedicated process of investment, innovation and independent evaluation within the plant breeding and seeds sector, and the enormous benefits this brings to farmers, food producers and their customers.”

Central to the campaign is a new EU-registered PVR trademark, which from next year will start appearing on seed bags, stationery, invoices, web-sites and marketing literature. Supporting information about Plant Variety Rights, plant breeding and seed production will be provided through a dedicated campaign web-site and literature, as part of a wider drive to highlight the vital contribution of our plant breeding and seeds sector.

“Companies and organisations licensed to use the trademark are demonstrating their commitment to providing the best product, backed by science and delivered to the market through proven testing procedures.

“The PVR trademark will serve as a prominent reminder of the research, innovation and independent evaluation behind each new variety and bag of purchased seed, and the need for continued investment in plant breeding to support a competitive farming industry and a dynamic value chain,” said BSPB chief executive Dr Penny Maplestone.

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