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New BSPB web-site brings plant breeding to life!

A striking new web-site produced by the British Society of Plant Breeders (BSPB) goes live this month as a unique source of online information about the business and science of plant breeding.

The *Plant Breeding Matters* web-site at www.plantbreedingmatters.com provides a lively and colourful guide to the contribution of plant breeding in improving the quality, performance and productivity of our agricultural and horticultural crops.

Focused on key themes such as food, health, economy and the environment, and incorporating illustrated case studies and video clips, the site has been developed by BSPB to meet increasing interest and demand for information about the role of crop genetic improvement in supporting a competitive UK economy and addressing key global challenges of food security, climate change and sustainable development.

“The development of crop varieties with improved yields, end-use quality and environmental performance provides the starting point for the UK’s £90bn food supply chain. It is a research-intensive sector, and every £1 invested in plant breeding generates at least £40 within the wider food economy,” said BSPB chief executive Dr Penny Maplestone.

“Plant breeders are also at the forefront of the innovation needed to meet the world’s future food needs, for example by developing higher-yielding, more climate-resilient crop varieties and by improving the resource-use efficiency of our major crop plants.”

“Against a background of renewed public interest in modern, science-based agriculture and food production, we hope the *Plant Breeding Matters* web-site will engage and appeal to as wide-ranging an audience as possible in helping to explain and illustrate the vital contribution of the plant breeding and seeds sector,” added Dr Maplestone.

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Notes to Editors

The British Society of Plant Breeders (BSPB) is the representative body for the UK plant breeding industry. Acting on members’ behalf, BSPB licenses, collects and distributes certified seed royalties and farm-saved seed payments on agricultural and horticultural crops. The Society represents members’ interests on technical, regulatory and intellectual property matters, and works to promote continued innovation and investment in UK plant breeding.

Contact for further information:

Dr Penny Maplestone, Chief Executive, BSPB

E-mail: penny.maplestone@bspb.co.uk

Tel: 01353 653200

Issued by:

Daniel Pearsall, Front Foot Communications Ltd

E-mail: daniel.pearsall@frontfoot.uk.com

Tel: 07770 875455