

New BSPB publication promotes plant breeding to a wider audience

The British Society of Plant Breeders (BSPB) has launched a colourful new publication explaining the business and science of plant breeding.

BSPB's new *Plant Breeding Matters* booklet provides a lively and accessible guide to how plant breeders develop, test and bring new varieties to market, and how innovation in plant breeding improves 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, the 32-page publication has been produced by BSPB as part of a wider communications programme to meet increasing interest and demand for information about the plant breeding industry.

Launching the new publication on the eve of Cereals 2014, BSPB chairman Dr Richard Summers said:

"Access to improved crop varieties – delivered to market by the commercial plant breeding and seeds sector – is the foundation for successful, productive agriculture."

"*Plant Breeding Matters* provides a new platform to highlight the importance of crop genetic improvement, not only in supporting a competitive UK food and farming economy, but also in tackling key global challenges of food security, climate change and sustainable development. "

"Against a background of renewed interest in modern, science-based agriculture, we hope this new publication will engage and appeal to as wide-ranging an audience as possible."

About BSPB

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. For further information visit: www.bspb.co.uk

Contact:

Dr Penny Maplestone, Chief Executive, BSPB

E-mail: penny@bspb.co.uk

Tel: 01353 653200

Issued by:

Daniel Pearsall, Front Foot Communications

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

Tel: 01557 820504