

## Success Story Template

<b>Calendar Year</b> (year activity is completed; if not completed, enter latest active year)
2014
<b>Cooperator</b>
American Seed Trade Association
<b>Non-cooperator organization</b> (if you are not a cooperator, but you use FAS programs like EMP, TASC, or GSM)
<b>Organization type: private or public</b> (public means government)
Private
<b>FAS program(s) used/funding sources</b> (e.g. MAP, MAP/GBI, EMP, etc)
FMD
<b>Commodity</b> (if applicable, include if product is fresh, dried, concentrate, etc, like Fresh Sweet Cherries)
Planting Seeds
<b>Country/region</b> (to which you are exporting)
Global
<b>HQ State</b> (state where headquarters of cooperator or non-cooperator organization is located)
Virginia
<b>Producing/exporting state(s)</b> (attempt to determine exporting state; can enter "multi" if number of states is greater than 5)
California, Arizona, Indiana, Missouri, Illinois, Oregon, Iowa
<b>Export dollars/projected sales</b> (provide the dollar value/projected sales in the current program year and comparable data from previous program year)
<b>Congressional district(s)</b> (Example: CA-04;TX-11. Attempt to determine congressional districts of producing/exporting areas; enter n/a if unknown; can enter "multi" if number of districts is greater than 5.)
Multi
<b>Story type</b> (focus of story: trade show, small company, cooperator, FAS/post, program)
Program
<b>For branded, company name, if applicable</b>

ASTA and the European Seed Association (ESA) have drafted a joint position paper on seed issues they want to have raised in the Transatlantic Trade and Investment Partnership (TTIP) negotiations. The U.S. and EU accounted for \$20 billion of seed sales in 2013, which is over 50% of the global seed trade. The two markets are largely interconnected with companies that have offices on both continents. The joint paper is aimed at strengthening the free movement of seed across borders and through TTIP, by addressing three issues that both sides agree inhibit seed trade. The issues include: harmonized phytosanitary policies, limiting additional regulation of new breeding techniques, harmonized sampling

and testing techniques from GMOs. Having this agreed upon set of principles will increase the movement of commercial and pre-commercial (research) seed between the U.S. and the EU. It will also set a precedent for future agreements between either the U.S. or EU and another nation.

**How did FAS help achieve success?** FAS participated in the March meeting at USTR where ASTA, ESA, the German, French, and Dutch seed associations presented the joint paper to USTR and the EU delegation involved in the TTIP trade talks. This is the first time that any industry had industry and government representation from both sides together to discuss common ground during the TTIP negotiations.

**Specifically, how did U.S. agriculture benefit?** As mentioned above, the two industries are deeply intertwined. Implementing the principles set forth in the position paper will make small and medium size U.S. vegetable seed companies will be more competitive. Streamlining agreed upon phytosanitary testing, new breeding techniques regulations, and a GMO testing and sampling procedure will reduce costs and allow for more seed to move between these two regions. Moving seed between the U.S. and EU is critical for the research and development and commercialization of new seed varieties. In addition, there could be future benefits. The hope is that future free trade agreements between either the U.S. or the EU and another region will also include the same text. This will lead to a more transparent and predictable marketplace. More countries will have policies in place that are supported by the U.S. because of their transparent, predictable, and science-based features, which will increase exports to these markets.

**Highlight the USDA or FAS program that was used:** ASTA used FMD funding to send ASTA staff and member companies to International Seed Federation meetings. At these meetings ASTA interacted with ESA and the national seed associations in Europe. As a result of this relationship ASTA and ESA decided to draft a joint position paper and present it to both of their governments. Based on feedback from negotiators, this proactive and positive approach has been well received.

**Market Access:** Having more transparent, predictable, and science-based regulations that are supported by the U.S. opens new markets up to U.S. exporters. It also increases the ease and speed in which U.S. companies can bring new products to market, which benefits the seed company as well as the end consumer. When phytosanitary and GMO testing methodologies vary by region it increases the risk of exporting seeds because the likelihood that the shipment will be held at the border or rejected is significantly higher, adding to the costs. Moreover, unnecessarily regulating new breeding technique will close markets and be costly for exporters, similarly to how the way the patchwork of GMO and LLP policies is restricting the movement of field crops around the world.

**Budget impact and return on investment:** The U.S. vegetable seed industry exported \$100 million worth of vegetable seed in 2013. Of that \$11 million was tomato seed. If asynchronous regulations are enacted, then new varieties of U.S. tomato seeds will likely be blocked by the EU, which closes an \$11 million market for the product. This will have a dramatic impact on U.S. vegetable seed companies' bottom line because tomato seeds provide the highest profit margins of all vegetable seeds.

**Timeframe:** Six months. This project began in the summer of 2013 and in March 2014 ASTA and ESA met with the U.S. and EU TTIP negotiators regarding the joint position paper.