

American Seed Trade Association
CSS 2014 & Seed Expo
Innovation and Policy Committee

US Biotech Crops Alliance
Domestic Working Group

Cathleen Enright, PhD
EVP, Food and Agriculture



- Looking back, Moving forward
- HAACP Approach to Commercialization
 - Progress Made
 - Next Steps/Observations

Looking back and Moving forward

- Summer of 2011—Fall 2012: Uncertain foreign environment, lawsuits, advocacy efforts neutralized
- Led by ASA/NCGA, ag supply chain agreed to consider how best to communicate/improve transparency, domestically and internationally
- Domestic WG objective:
 - **Promote innovation**—get tools into the hands of farmers—**while safeguarding grain marketability**—take feasible, practical steps to address issues associated with the commercialization of biotech crops/avoid trade disruption

How to launch, not whether to launch/Applied a HAACP Approach

- By Jan 2013—Recommend development of binding, enforceable private sector, consensus, industry-driven best practices to support the launch of biotech seed
- Decision to launch remains with tech provider
- Identified critical control points and set out to elaborate best practices around them
 - Market Risk Assessment (export, functionality)
 - Market Risk Management
 - Market Risk Mitigation
 - Market Risk Responsibility

Risk Assessment

- Principle: Transparent, consistent communication/provision of information among stakeholders about any risk of commercialization
- Developed a model communications plan
 - Sharing of analyses—export market, functionality—that informs stakeholders about any anticipated market risks associated with commercialization of specific biotech traits
 - Requires strong consistent consultation along the chain/information sharing both ways—a shared responsibility

Risk Management

- Principle: Appropriate, menu-based stewardship/ supply chain management practices with the goal of preventing the potential for market disruptions
- Created a process for management plan development
 - Development of plan is driven by tech provider with consultation with involved value chain members
 - Prior to commercialization of a managed biotech crop, everyone is clear about their role/responsibility

Risk Mitigation

- Principle: Prevention/mitigation of economic harm to the extent possible should a market disruption occur
- Building a protocol (who, what, when) to ensure communications and actions are coordinated and timely along the value chain

Risk Responsibility

- Principle: Fairly, expeditiously and cost-effectively resolve claims for demonstrable monetary damages incurred should market-disruption incidents occur
- Tech developer focusing on up front practices
- Grain handlers asking for shared liability should an event occur
- What does this/could this look like?
- Discussions have included ADR, insurance, caps, percentages, etc

What about practicality? Case studies

- BIO and ASTA team working in concert with ETS to develop generic stewardship plans for both corn and soy.
 - To help inform the understanding of how responsibility is shared along the value chain
 - Help participants determine whether there is an economic proposition that would support shared responsibility—value chain members to share in trade-disruption prevention through shared risk management responsibility and in economic remedy in the event of economic loss

Next Steps and Observations

- Discuss DWG report at USBCA plenary Dec 15, 2014
- Conclude case studies by end of January
- February 2015 DWG in-person meeting
- Provide final to USBCA Board in April 2015
- Vastly different supply chain relationship today
- Much of the success on the international front made possibly by progress made in DWG
- We already know what a lack of communication/transparency looks like