



Dedicated to Promoting Seed Innovation

Basics of Our Mission

- **Understanding the value of innovation**
- **Understanding the need to protect innovation**
- **Establishing best practices for our Members**
- **Facilitating and promoting compliance of innovation**
- **Promoting seed innovations while reducing enforcement issues**

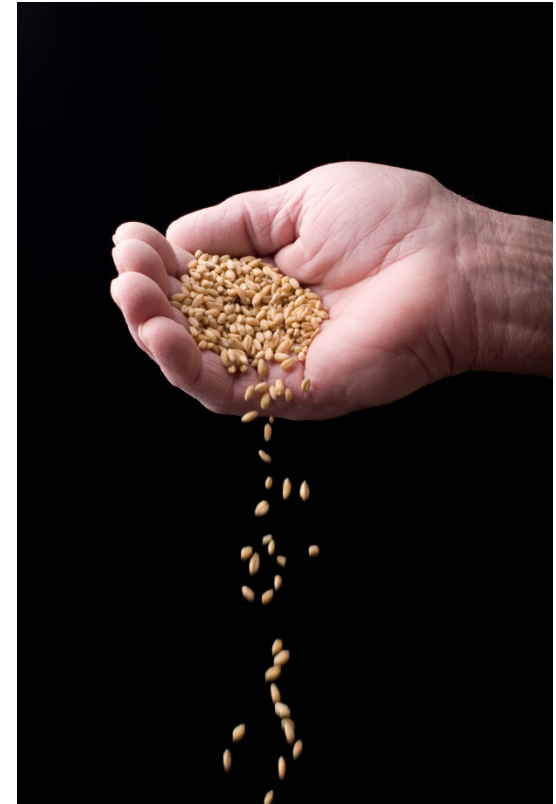


Why is this Program Important

- US agriculture industry is approximately a \$200 billion dollar a year industry
- A recent survey showed:
 - Costs per IP compliance issue ranged from \$300,000 to \$500,000 in lost revenue for a single violation; this number can reach into the millions depending on the seed technology
 - The lost revenue could be reinvested in research and development or for programs and projects for the benefit of farmers and consumers.
 - By 2050 it is estimated that agriculture will need to feed and additional 2 billion people.

Division Structure

- Vegetable and flower division
- Field crop division
 - Soybeans
 - Cotton
 - Wheat
- Other potential divisions
 - Grass



Who Do We Want to Reach?

- Our members
 - Seed industry executives
 - Sales and marketing
 - Research and development
- Integrated seed companies
- Growers and Producers
- Cleaners
- Brokers
- Service Providers
- Consumers



Who We Are

- SIPA welcomes membership from across the seed industry:

- seed companies
- growers
- producers
- authorized dealers
- brokers
- suppliers
- service providers
- universities
- state and federal agencies



AMERICAN TAKII



Dow AgroSciences



MONSANTO



Bayer CropScience

HM • CLAUSE

Anti-Infringement
Bureau



Program Officers

- Chairperson:
 - Ton van der Velden, Enza Zaden
- Vice Chairperson:
 - Mimi Ricketts, Monsanto
- Secretary/Treasurer:
 - Eloy Corona, Bayer Crop Science



Member level	Company Type	Rights	Cost
Full Member	Integrated Seed Companies	Full voting rights at both Program and Division levels Right to participate in the Divisions	Program \$10,000 Member level/ \$7,500 per division
Associate Member	Integrated Seed Companies Production Companies Brokers Authorized Dealers Seed Cleaners	Right to participate in the Divisions	Program \$5,000 Member level/ \$3,750 per division
Supporting Member	Integrated Seed Companies Production Companies Brokers Authorized Dealers Seed Cleaners Service providers Attorneys, Auditors, Labs, Investigators	May be asked to participate in a specific Division	Program \$1,000 Member level/ \$500 per division
University Member	University and State agencies		Free

Education

- Identify and develop educational materials
- Best practices related to the identification, promotion, and protection of seed innovation
- Serve as both a clearinghouse and repository of educational materials
- Provide educational workshops directed to:
 - Integrated Seed companies
 - Growers and Producers
 - Brokers and Dealers
 - Cleaners
 - Service Providers

Promoting Compliance

- Facilitate and promote compliance of intellectual property rights
- Limited to education and investigative services where SIPA serves as an information repository
 - Working with Seed Treating Companies
 - Working with Auditors
 - Working with Investigators
 - Working with law enforcement
 - Criminal issues
- Providing a mechanism for anonymous reporting of compliance issues





Thank you

Contact Information

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