

Practical Training for On-Farm and Collaborative Plant Breeding 4: Getting to Variety Release

Julie Dawson, Paulina Jenney of the University of Wisconsin Madison; Jared Zystro and Michael Lordon of the Organic Seed Alliance

- Welcome to the webinar! We'll be starting at the top of the hour,
- Recordings and slides are available at <https://eorganic.org/node/35654>

Upper Midwest Collaborative Plant Breeding Network



Webinar Series: Practical Training for On-Farm and Collaborative Plant Breeding

1. **Goal setting and design (Jan 10)**
Identifying opportunities and designing projects
1. **Selecting high-quality breeding material (Jan 17)**
Choosing parents, Accessing germplasm, MTA's, IPR
1. **Management considerations for seed quality (Jan 24)**
Seedborne diseases, Seed testing and sanitation
1. **Getting to variety release (today)**
Commercialization planning, Licensing, IPR
1. **Scaling up seed production (Feb 7th)**
Enterprise budgets, Stock seed, Contracting
1. **Data management and analysis (Feb 14th)**
Managing pedigrees and data, answers to your analysis questions!





Why partner with seed companies?

- Bigger impact
- Wider geographical reach
- May not want to manage all seed production
- Allows focus on breeding and maintaining varieties



What to have ready before reaching out

- Know why your varieties are interesting:
 - Niche or Need
 - Audience
- Variety data and confidence
- Stock seed



After release

- Collaborative marketing
- Stock seed maintenance



Keeping
What You
Sow

Plant Breeder
Perspectives on
IPR

Paulina Jenney, University of Wisconsin-Madison



DATA COLLECTION



21 in-depth interviews

- public breeders
- owners of seed companies
- hobby breeders
- backyard gardeners

Listening Sessions

Intellectual Property Rights, Race, and Colonialism: A Community Conversation

Seed Commons & Ownership: A Listening Session on IPR

There are numerous approaches to IPR



OSA Seed Ethics Intensive

Transparency Along the Value Chain	Ethical Compensation
Ethical Recognition	Stewardship of Biodiversity

- Plant breeders should not obscure the pedigree of their varieties except where it contains culturally-sensitive information.
- There should be a comprehensive system that lists seed varieties and any and all types of IPR associated with them.
- Breeders and seed companies should communicate information about IPR restrictions to their customers.

Transparency Along the Value Chain



- Breeders and seed sellers should acknowledge seed growers' time and efforts
- Proper naming and attribution helps to maintain seed quality
- Efforts should be made to establish stewardship chains for existing varieties.
- Seed catalogs should list as much information about a variety's history as possible, in collaboration and with permission from the breeder or originating community

Ethical Recognition

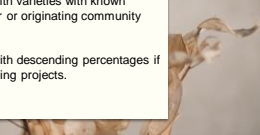


CRAIG LEHOULLIER
co-founder of the Dwarf Tomato Project

varieties released with OSSI pledge

lists everyone who participated in its development

"We owe it to the seed to tell the story as accurately as possible."



- Not all seed growers and plant breeders wish to be compensated for their contribution.
- Seed sellers and plant breeders who work with varieties with known breeding histories should contact the breeder or originating community about compensation for their work.
- The standard royalty is 10% for a breeder, with descending percentages if the seed is used as parentage in other breeding projects.

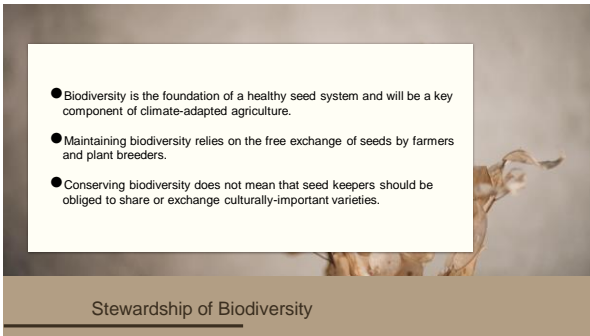
Ethical Compensation



JASON CAVATORTA & JOHN HART
EarthWork Seeds

Released Celine with a PVP

"If you spent five years developing a variety, would you be okay if someone else bought a packet of seed, and then scaled it up to start competing with you on price for commercial seed of the variety that you developed?"



● Biodiversity is the foundation of a healthy seed system and will be a key component of climate-adapted agriculture.

● Maintaining biodiversity relies on the free exchange of seeds by farmers and plant breeders.

● Conserving biodiversity does not mean that seed keepers should be obliged to share or exchange culturally-important varieties.

Stewardship of Biodiversity



Kernza
The Land Institute

publicly released variety
name trademarked and licensed with identity
preserved program

"The Land Institute has a historical tie to the idea that we shouldn't be the sole owners of these technologies. The goal is perennials on the landscape... We owe it to our collaborators and all of our growers that the brand name means something."
- Tessa Peters



Additional Variety Release Considerations

Michael Lordon; Organic Seed Alliance

Selling seed in-house vs. licensing to seed company

How do you want to spend your time?

Pros and cons of running seed company

Consider your scale, identify appropriate partners



When is a variety ready for release?

Varies depending on breeding goals

Distinct, Uniform, Stable (D.U.S. criteria)
Used for registered varieties

Trialing process (e.g. multi location, disease validation), photos, stories



Additional Resources

- Organic Seed Commons: <https://www.organicseedcommons.org>
- Collaborative Breeding Network
Website: <https://www.eorganic.info/collaborativebreeding>
- Seed Economics Intensive: Working with Companies: <https://youtu.be/IEEUWqrYq1w>
- Seed Economics Toolkit: <https://seedalliance.org/publications/seed-economics-toolkit/>
- Running a Small Seed Online Seed Company, OSGC 2022: <https://www.youtube.com/watch?v=kc0r15rqKX0>
- Seed Commons and Ownership: A Listening Session on IPR <https://youtu.be/0Z7Y1wmVRuk>
- IPR, Race, and Colonialism: A Community Conversation <https://vimeo.com/606037742>
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