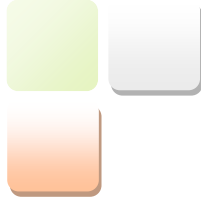


PRIORITIES 2013



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ESA





ESA Mission Statement

ESA European Seed Association is the voice of the European seed industry, representing the interests of those active in research, breeding, production and marketing of seeds of agricultural, horticultural and ornamental plant species.

It represents more than 30 national seed associations from EU Member States and other European countries and more than 70 direct company members.

Plants from seeds are the origin of all foods, provide innovative and environmentally friendly industrial products and beautify our landscape.

ESA's mission is to work for

- effective protection of intellectual property relating to plants and seeds;
- fair and proportionate regulation of the European seed industry;
- freedom of choice for customers (farmers, growers, industry, consumers) in supplying seeds as a result of innovative, diverse technologies and production methods



Promoting ESA's vision of a new regulatory framework for seed

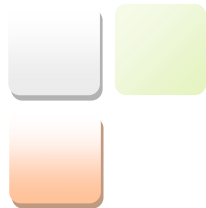
The European Commission will present its legislative proposals for new Regulations on variety registration, seed marketing and plant health and the respective national and EU controls to the European Parliament and Council early 2013.

ESA's focus will thus be to engage with the competent Parliamentary Committees, with individual Members of Parliament, Member States and interested third parties in its effort to promote efficient and effective rules for a competitive European seed sector.

Implementing the European Seed Treatment Assurance

The ESTA project has been successfully concluded. Following the adoption of all relevant documents, technical specifications and conclusion of the agreements governing the relation between ESA and third parties involved in the scheme, seed companies are now starting the





practical implementation of the quality assurance measures via independent audits, certification and documentation. ESA will work with companies, certifying bodies, national system holders and regulators on EU and national level to assure a speedy uptake of the scheme and for a formal recognition of the seed industry's efforts by administrations.

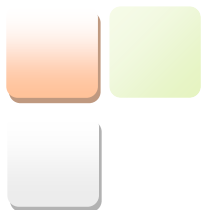


New Breeding Techniques

Further innovation in plant breeding is a precondition for addressing the grand challenges of a competitive agriculture that assures food security and at the same time preserves our environment by sustainable use of scarce resources.

European breeders continuously develop new varieties with improved genetics that provide the base for the greening of our economy and deliver new plant based products for food, feed and industrial uses.

For this, access to new breeding technologies is crucial. ESA will work for a practical and non-discriminatory approach to these new technologies that shall promote their further development and practical use.



More key issues

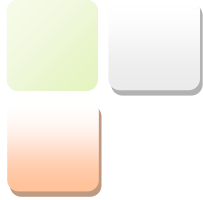
Access to plant genetic resources is the lifeblood of breeders. ESA engages in the discussions on fair and practical rules that assure access and benefit sharing for the sustainable use of these resources in the frameworks of the Convention on Biodiversity (CBD) and the FAO and in discussions on their implementation on EU level.

Following a comprehensive review it is time for the Commission to take action on the **EU's Community Plant Variety Rights system**. ESA sees a clear need to address the shortcomings of the current regulation and here specifically the information to be supplied to holders of rights in case use is made of the farmers' exemption.

Intellectual property protection is key to drive innovation and assure a fair return on investment. ESA will continue to work for the **implementation of its position on IP for plants and seed** by interacting with customers, regulators and society.

Fair **rules for the technically unavoidable presence of GMOs in seed** and harmonised protocols are a key issue for conventional seed companies in Europe. ESA urges Commission and Member States to finally assume their responsibilities to bring legal certainty to breeders and farmers in Europe.





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