



From PGDC to the Farm

The Seed Variety Commercialization Pathway

Presented to the PGDC March 4, 2026



Overview

- Background
- Product fit
- Naming
- PBR
- VUA
- Selecting a distributor
- Demonstration
- Market development
- Seed ramp up
- Certified seed launch
- What makes a winner?

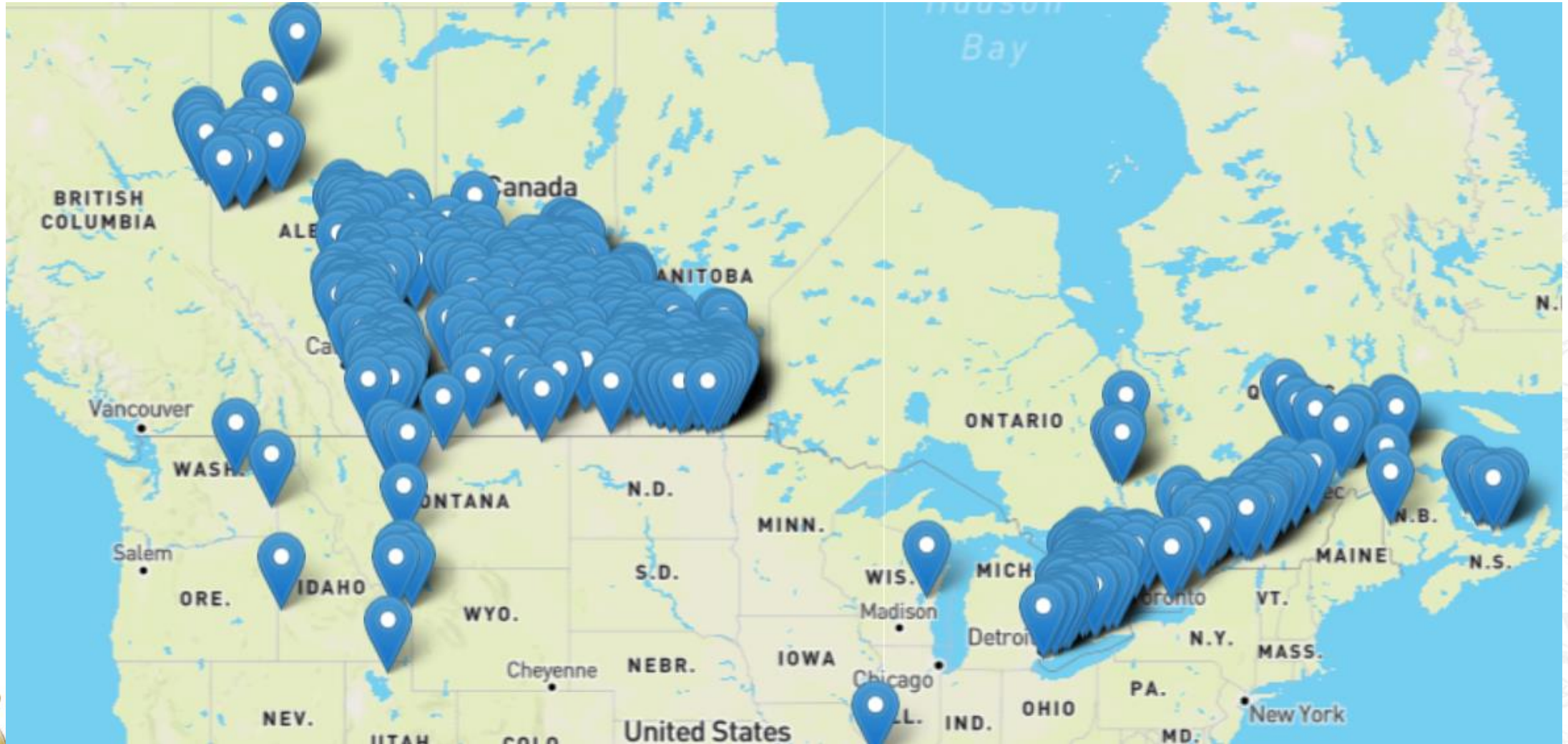


SeCan

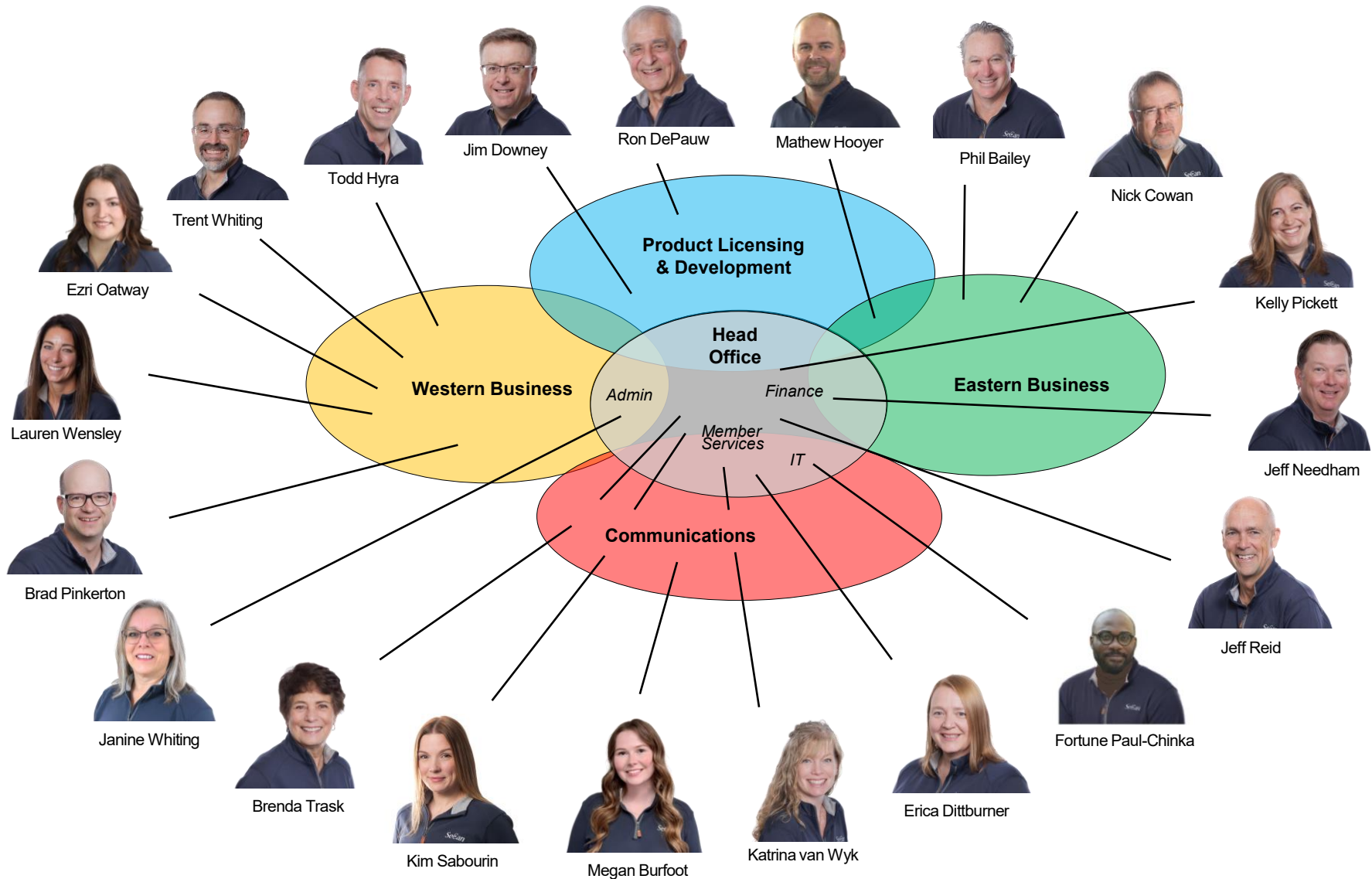
- Started in 1976
- Equitable distribution of public genetics
- Evolution
 - Marketing
 - Royalty collection
 - Investment in R & D
- Approximately 600 member companies coast to coast



SeCan



The SeCan Team



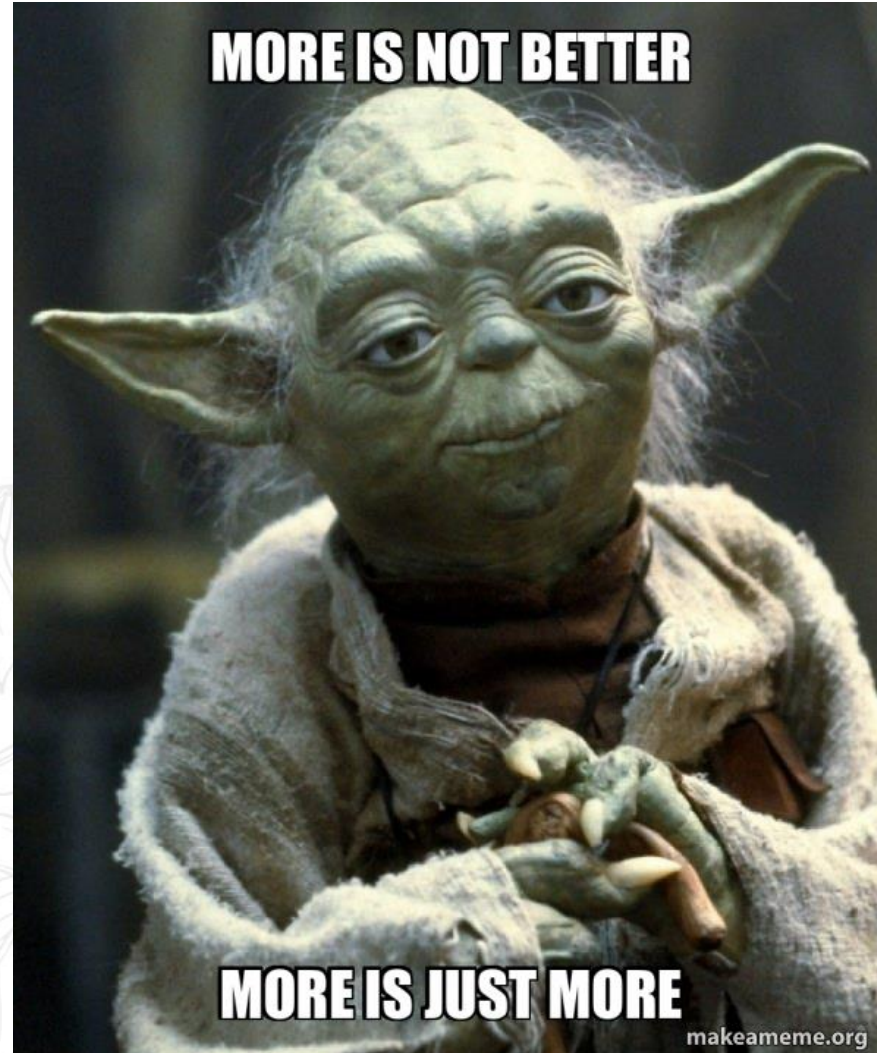
Todd Hyra

- 36 years in the seed industry (35th PGDC)
- Worked in Research, Product Management, and Business Management
- Worked with all major crops in western Canada
 - Cereals, Pulses, Forages, Soybeans, Canola



Support for Registration – Now What?

- Product fit in the market



“More is not better, more is just more” – Barbra Benedek

Farmers / Seed Growers Want Better (Not More)



Farmers / Seed Growers Want Better (not more, not just new for the sake of new)

- Stock seed \$\$\$\$\$
- Plot production / rogueing
- Multi-year investment – 2-3 years

- Lost opportunity
- Brand reputation



PGDC

- Robust data set “peer reviewed”
- Official disease ratings by qualified pathologists
- Grain quality reviewed by a team of grain quality experts, end users and exporters

Seed growers are the next level of “testing”

- Seed growers prove or disprove what we learn during the testing and registration trialing
 - Real farm scale and equipment
 - Testing at a local level

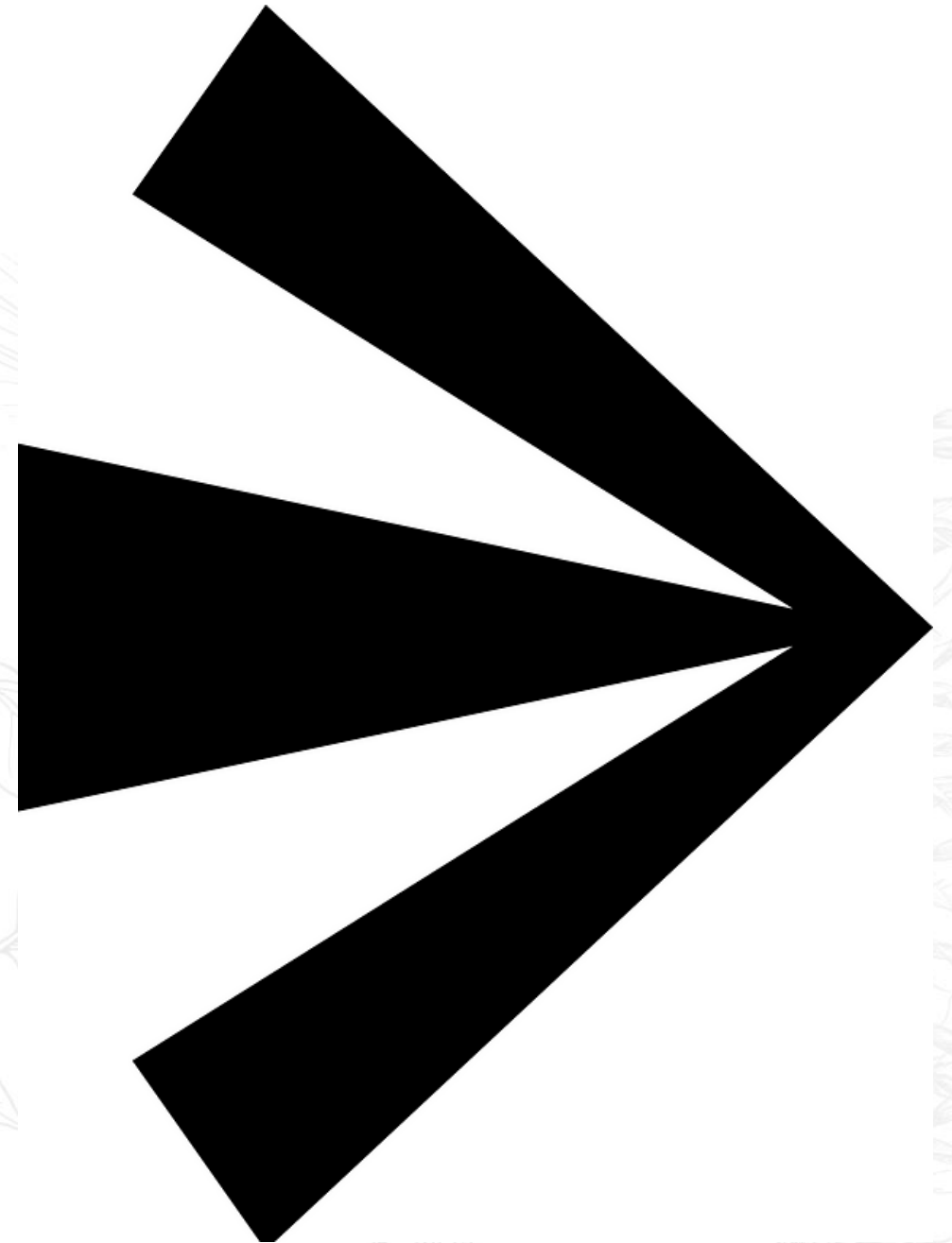
Western Canada Certified Seed Use – by Crop

- Spring Wheat – 30% (has been trending upwards)
- Winter Wheat – 30-45% (50%+ when new varieties available)
- Barley 30-45% (has been trending upwards)
- Durum 6-12%
- Oat 35-45% up dramatically vs 10 years ago!
- Flax – 30-45%

(Source, Seeds Canada (CSTA) Western Distributor Survey)

Broad Fit vs Regional Fit?

- Room for both – but need to manage expectations
- Improved yield
- Improved disease resistance
- Improved straw strength
- Improved grade retention
- Acceptable vs improved quality



Selecting a Distributor



Canada's Seed Partner

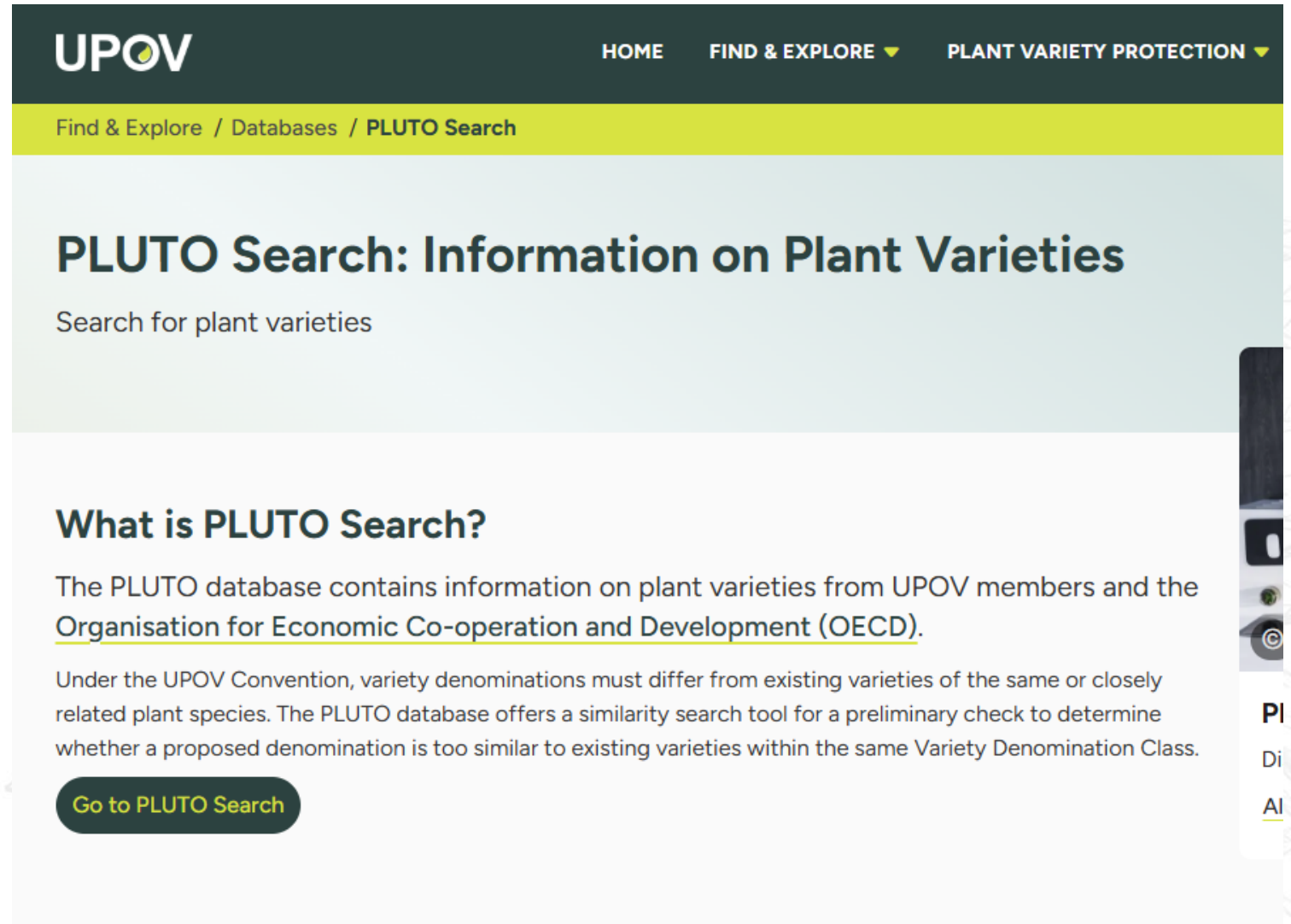


Selecting a Distributor

- Research Agreement
- Variety Specific Needs
 - Market development
 - End use identity preservation
 - Targeted end use market
 - Release restrictions
- Tender
 - Volume
 - Royalty rate
 - Brand reputation
- Seed Multiplication
 - Domestic vs contra-season
- Allocation and Distribution
- Drive Demand
 - Marketing support
 - Advertising
 - Market development
 - Value added opportunities
 - Varietal ID or MTW refuge testing
- Enforce PBR (or PVP)
- Collect Royalty

Variety Naming

- Unique name
- Fits the market
- Check UPOV – PLUTO
- VRO Approval
- PBRO Approval



The screenshot shows the UPOV website's PLUTO Search page. The top navigation bar includes 'UPOV', 'HOME', 'FIND & EXPLORE', and 'PLANT VARIETY PROTECTION'. A secondary navigation bar shows 'Find & Explore / Databases / PLUTO Search'. The main heading is 'PLUTO Search: Information on Plant Varieties' with the subtitle 'Search for plant varieties'. Below this is a section titled 'What is PLUTO Search?' which explains that the PLUTO database contains information on plant varieties from UPOV members and the Organisation for Economic Co-operation and Development (OECD). It further states that under the UPOV Convention, variety denominations must differ from existing varieties of the same or closely related plant species, and the PLUTO database offers a similarity search tool for a preliminary check. A 'Go to PLUTO Search' button is located at the bottom of this section.

UPOV HOME FIND & EXPLORE PLANT VARIETY PROTECTION

Find & Explore / Databases / PLUTO Search

PLUTO Search: Information on Plant Varieties

Search for plant varieties

What is PLUTO Search?

The PLUTO database contains information on plant varieties from UPOV members and the Organisation for Economic Co-operation and Development (OECD).

Under the UPOV Convention, variety denominations must differ from existing varieties of the same or closely related plant species. The PLUTO database offers a similarity search tool for a preliminary check to determine whether a proposed denomination is too similar to existing varieties within the same Variety Denomination Class.

[Go to PLUTO Search](#)

Variety Naming and Prefix, Suffix and Registered Trademarks

- CDC Durango
- AB Advantage
- KWS Kellie
- ORe BOOST
- Alotta
- Young R2X
- AAC Oakman VB
- WPB Banff VB
- CDC Jimini CL[®]

Variety Registration

- Basic requirements
(for crops requiring registration)
 - Permanent resident of Canada
 - Acceptable name
 - Description of pedigree/breeding
 - Description of Variety (DoV)
 - Declaration of PNT
 - Support for registration
 - Legal reference sample (Breeder seed)
 - Region of registration



Procedures for the registration of crop varieties in Canada

February 1, 2024

This updated document will provide information on recent policy and procedural changes required after the ability to apply for variety registration was introduced into the My CFIA digital platform.

As this is an interpretive document to the *Seeds Regulations* part III, the wording in this document may not be identical to the wording of the regulations. Please refer to the *Seeds Regulations* part III if you require information on the actual wording.

On this page

- [Section A - General information](#)
 - [1. Legislation](#)
 - [2. False or misleading statements](#)
 - [3. Registration](#)
 - [4. Restricted registrations](#)
 - [5. Eligibility requirements for registration](#)
 - [6. Cancellation \(deregistration\) of registration](#)
 - [7. Reinstatement of registration](#)

Plant Breeders' Rights

- Key for return on investment
- Apply within 1 year of domestic sales (4 years of international)



Variety Use Agreement

- Farm saved royalty collection
- 6th year
- Administered by Seeds Canada
- 29 varieties, 7 distributors
- Platform continually improving
- Customer feedback positive

- Seeds Canada Meeting
March 5 at 1:00 pm

VARIETY USE AGREEMENT
VUJATM
BREEDING INNOVATION



Seed Distribution – SeCan Example Timeline***

Year 1: Variety Acquired (assuming Breeder seed available), Variety named, registered and PBR applied for. Contract production to increase volume with 1-2 select growers, (enter RVT's & demo trials that summer), by fall members informed of new release.

Year 2: Based on demand Breeder, Select and Foundation allocated to membership, members produce one generation of pedigreed seed (RVT, demos and field signing continue)

Year 3: Members sell stock seed to other members, increase second round of pedigreed seed, Certified seed eligible for sale in fall of year 3. Marketing of variety starts.

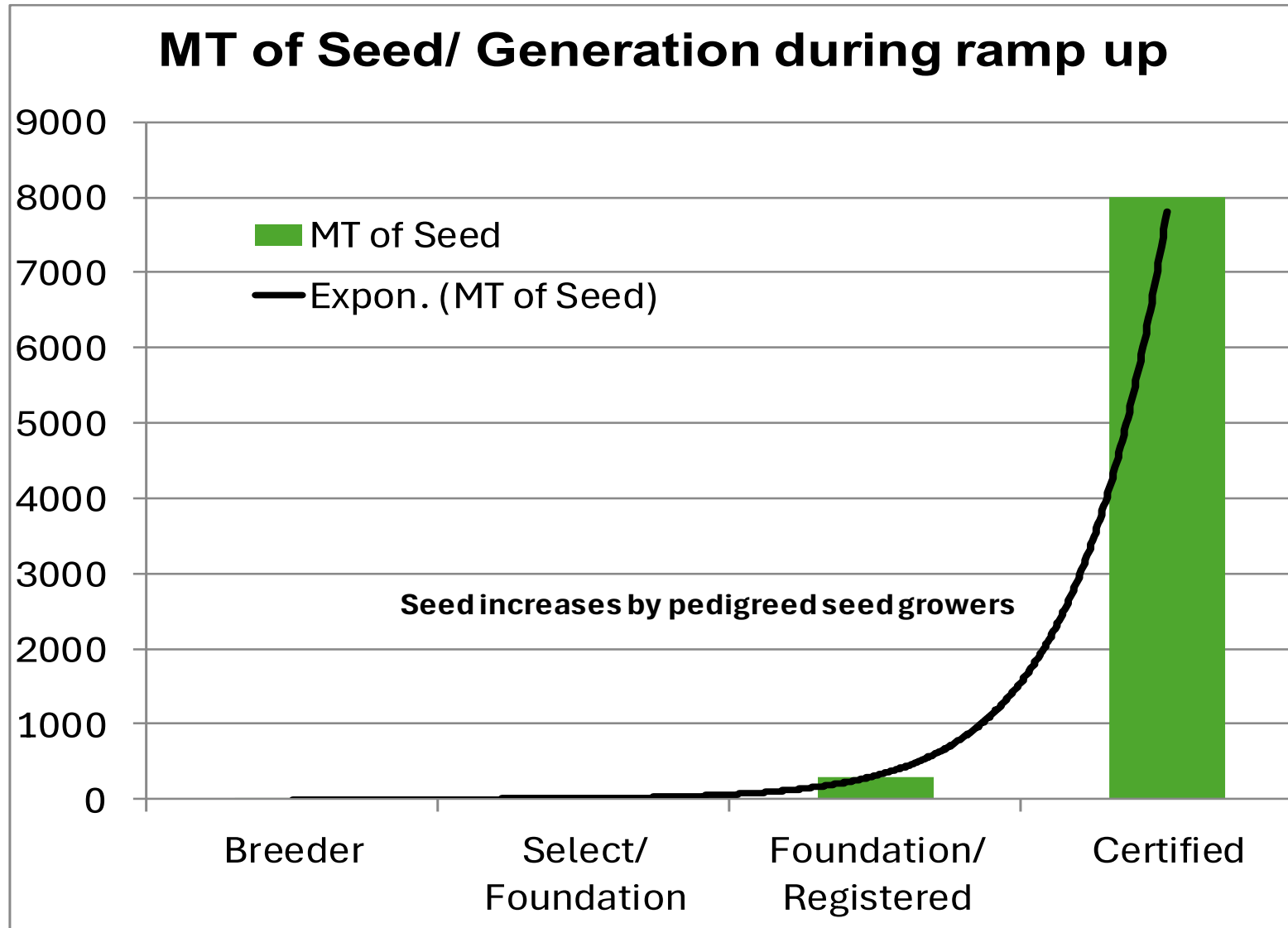
Year 4: First year of Certified sales to farm customers



Testing is expensive but launching an inferior product is much more expensive!!

- Cost of running a breeding program - \$2-5 million a year???
- Cost of a “dud” variety?
 - Depends on how big a pile you have!!
- Individual family-owned seed grower/retailers invest as much or more in their own seed business than some breeding entities (multiply that by hundreds of seed growers)

Seed Multiplication 200kg to 200,000 acres

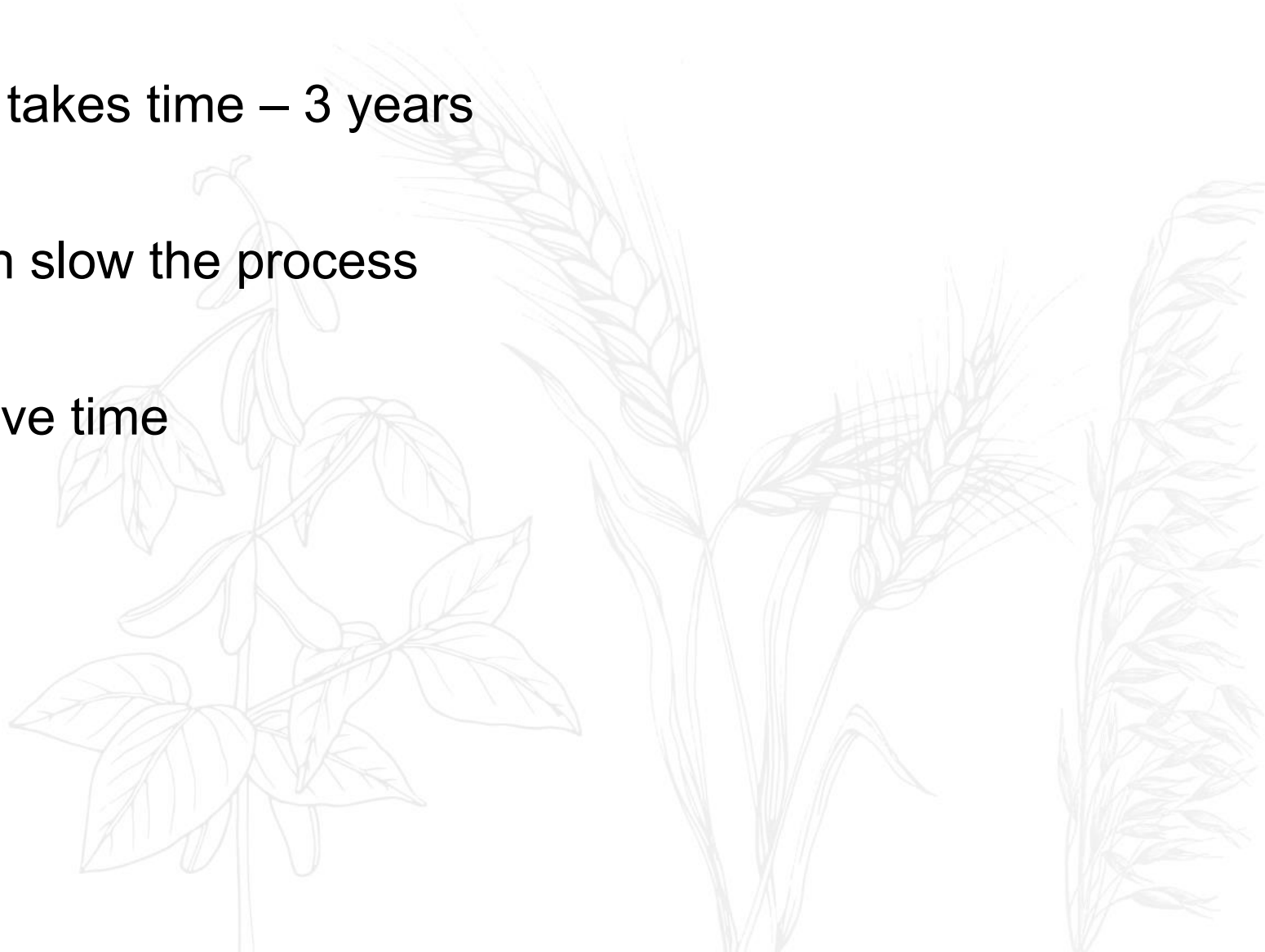


8000 MT of seed produces approx. 200,000 acres (12 million bu of grain)



Breeding takes time... Seed increase also takes time

- Seed multiplication also takes time – 3 years
- Market development can slow the process
- Winter increases can save time



Winter Nursery / Contra-season?



Market Development

- Wheat, Peas, Flax, Peas, Lentils, Feed Oat or Barley – easy!
 - multiply based on confidence in the product (**robust PGDC data and official ratings key to rapid market uptake**)
- Malting Barley, Milling Oat (others requiring identity preserved end-use delivery) – much more complicated!
 - multiply based on market acceptance (this includes new products or market classes)
 - Pilot milling or malting of early generation production (ie Select and Foundation seed)
 - Slower increase to mesh end-use demand with seed supply
- Other considerations – Warburton's

Market Development (other)

- Varietal ID (labs, CGC) sharing samples
- Midge Tolerant Wheat
 - Refuge selection
 - Lab test development, control, and approval
 - Form 400 – Additional Certification Requirements

Breeder Seed

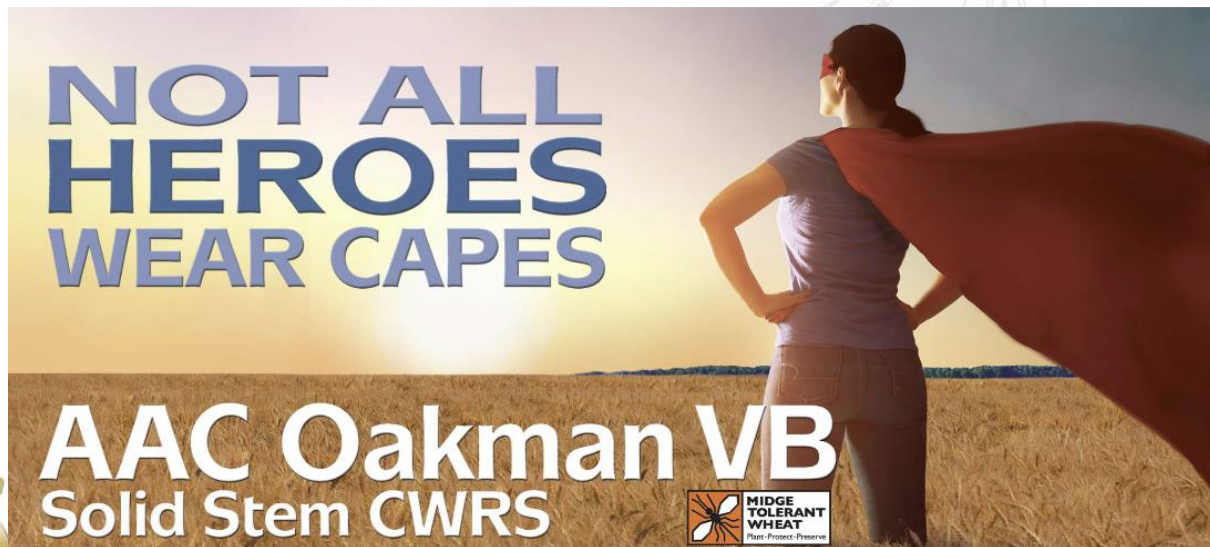
- Timing
- Quality is key
- Variety description including acceptable variants
- Breeder and program reputation at stake
- Expensive, so make it perfect
- Costs to fix a mistake can be massive (or set you back years)
- Rogue rows or plots vs fields!!!
- Remember a few kg turns into 000's of MT



Marketing and Advertising

- Print
- Radio
- Technical bulletins
- Social media
- Field signs
- Demonstration sites
- Website content
- Co-promo
- Promotional items









SeCan ✓ @SeCan · Jul 13



Two days 'til AIM – We've got the seeds; we've got the site!

- 60 Varieties
- 5 launches
- CDC on site July 15 & 16
- Passionate SeCan staff

Bonus: giveaway contest!

What more reason do you need? Site 378

See you there!

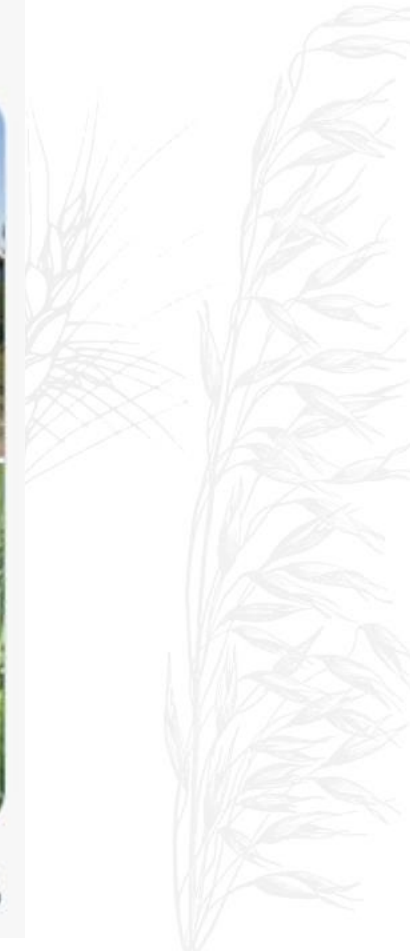
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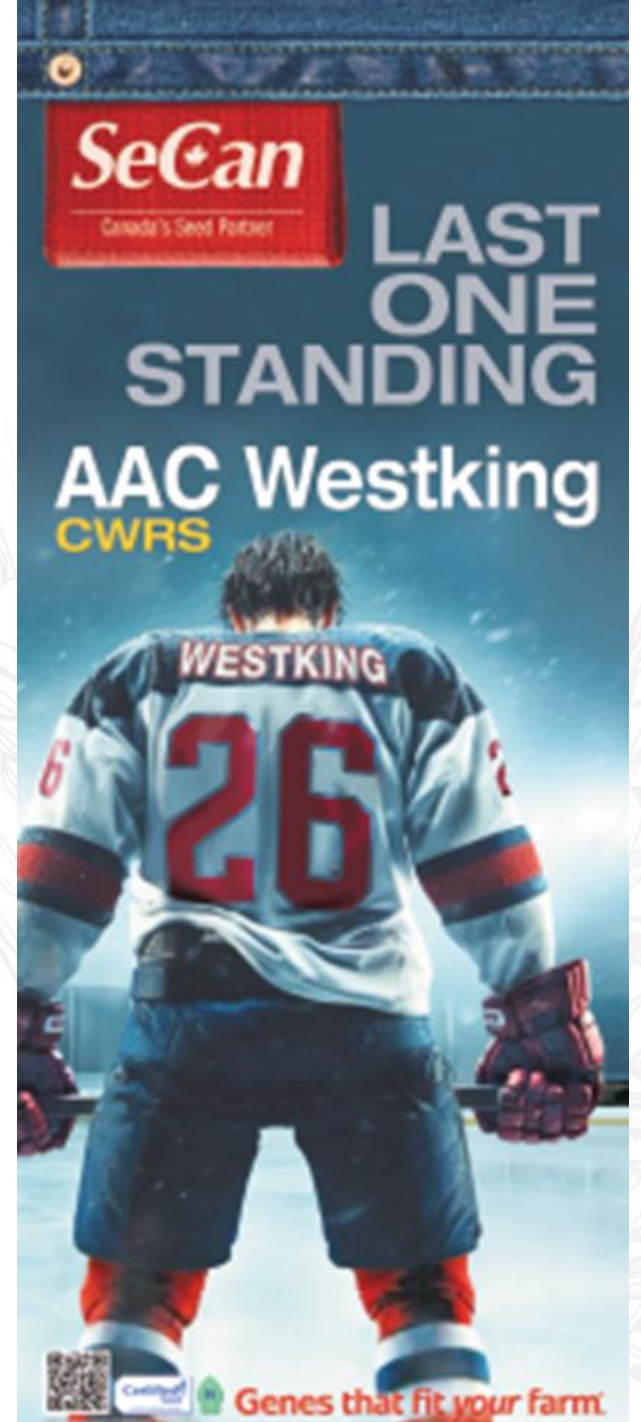
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9
99
87
97

Katepwa
AC Barrie
AAC Brandon
AAC Westking #1 Draft Pick

SeCan
Canada's Seed Partner



- Consistency
- Meet expectations
 - Data
 - Marketing
- No unpleasant surprises
- Timing!!
 - Weather
 - Market

SUCCESS



FAILURE

