

BREEDERS TRUST

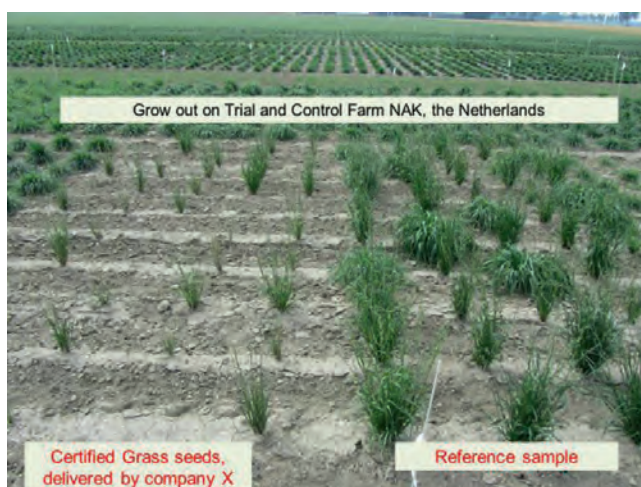
Fighting illegal practices in forage seeds

Geert Staring is the general manager of Breeders Trust. This organization, set up almost 10 years ago, fights illegal activities and infringement on behalf of its members¹, to protect the potato seed and grass seed sector.

“Illegal practices disrupt the market, says Geert Staring. Exchange of information, where to find and how to address illegal activities and infringement, while also analyzing information about sudden changes of seed flows around the world is of crucial importance. International platforms and working groups monitoring of ISF and ESA are very useful for exchanging this information and experience and are therefore of the utmost importance.”

“We not only bark: if necessary, we bite”

Specialized in potato seed since its creation in 2008, Breeders Trust started in grasses in 2012: while the biggest issue in potatoes is the use of Farm saved seed, illegal practices in grass seed are more diverse: un-registered varieties and mixtures illegally brought into in the EU and then relabeled, mixing of cheap uncertified



Results when the seeds in the package are not what is printed on the official label.

seed with certified varieties, misrepresentation on certificates, misuse of trade names... “We now know, hence, that we do indeed make a difference, says Geert Staring. The very fact of our existence and that we not only bark but, if neces-

sary, we bite, keeps illegal activities from going from bad to worse. We know our market and we have also noticed that thanks to our good relations with authorities and customs officials, illegal flows have diminished and/or moved to other countries.”

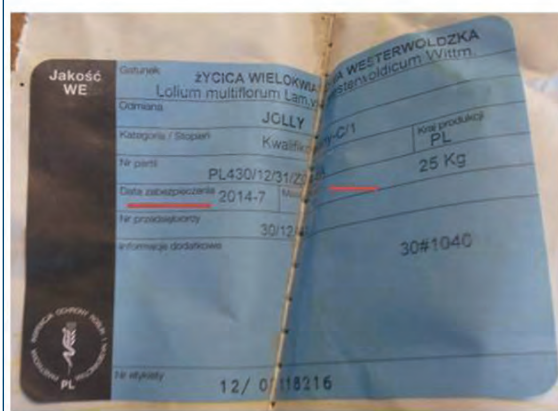
Severe damage

“We believe that the seed industry is responsible for protecting the end user, adds Bastiaan Barenbrug, Chairman of Barenbrug BV. Seeds not true to type can cause severe damage, lead to economic loss for the customer, and jeopardize supplier reliability.”

Nevertheless, the economic impact of these illegal practices on the market is hard to evaluate: Geert Staring quotes examples of uncerti-

“We believe that the seed industry is responsible for protecting the end user” - Bastiaan Barenbrug, Chairman of Barenbrug BV

BREEDERS TRUST Falsified Polish labels



Counterfeit Polish label: difficult to distinguish from a genuine label.

fied seed imported to Europe and recovered from mixtures. A single container of certified

seed can be worth 25,000 euros while the retail value of bird seed is only a few thousand euros."

Compliance

"The legal framework governing Plant Breeder's Rights is acceptable in most countries", says Bastiaan Barenbrug. However, local authorities do not always check compliance with these rules". Breeders Trust explains the legal intricacies and the need for National Designating Authorities (NDA) such as the Inspection Service, Food Safety authority and the Customs and Anti-Fraud Authority. Concrete examples are the

best way to get authorities on board, explains Geert Staring: "Last year Breeders Trust discovered that a consignment of grass seed with counterfeit Polish certificates was exported to Germany, France and Portugal. Thanks to our network, goods were removed from the shops within days after warning the authorities of those countries. Unfortunately, in this case we were unable to find where those labels were printed."

(1) Ten Seed potato breeding companies (Agrico, C. Meijer, Danespo, Europlant, Germicopa, HZPC, Interseed, Norika, Solana and Stet Holland) and six grass seed breeding companies (Barenbrug, DLF, DSV, Germinal, RAGT Semences, Saatzzucht Steinach)

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