

CSGA 2.0 Business Plan 2021 Executive Summary

With the conclusion of the Seed Synergy Project, the creation of Seeds Canada, and the once in a generation Seed Regulatory Modernization project finally underway, it is a period of significant change for the seed sector stakeholders. CSGA sees this moment as an opportunity to renew the seed certification system for the next generation, and that's what the CSGA Business Plan is all about. We don't just grow seed, we deliver reliable plant breeding innovation to the farm, for the betterment of the entire Canadian agriculture sector. Certified seed in Canada has a bright future, with the potential to do things even more efficiently, offer new services, and drive even more value for all CSGA stakeholders, the seed sector, and Canadian agriculture. Our Business Plan is based on three big ideas:

CSGA Authority for the Seed Certification System

Delivering a comprehensive seed varietal certification program that reliably assures genetic identity, in partnership with the CFIA for the benefit of Canadian agriculture.

Digitalization

Transforming the business of pedigreed seed production, marketing, and sales through transparent, digitally enabled, enhanced traceability services that reduce administrative burden, provide additional data & add value.

Governance and Partnerships

An inclusive and service-oriented approach, ensuring that stakeholders are engaged in a next generation seed certification system that is professional, resilient, and meets the diverse needs of Canada's agri-food economy.

Guided by these ideas we have identified seven areas of focus for the next two years:

1. Seed Policy

A set of specific recommendations to renew the public-private partnership with government, and for greater CSGA leadership

2. Digital Business Model

Delivering a digital end-to-end seed certification system, and creating value-producing opportunities with digital technologies

3. Professional Development

Supporting the voluntary development of a diverse set of grower skills, and solidifying our reputation as knowledgeable, experienced seed professionals

4. Governance

Bringing more voices to the table, enabling more grassroots participation and a renewed focus on good governance, aligned with business needs

5. Partnerships and Government / Stakeholder Relations

Working even more closely with a wider range of government, seed sector, and value chain partners

6. National-Branch Coordination

Communication, joint work planning, and finding ways to share resources, and do things more efficiently

7. Promoting the Value of Certified Seed

Telling the story of the value Certified seed and the pedigreed seed system bring to Canada and driving interest in Certified seed

This Business Plan charts the course in each of these areas, defining the CSGA vision for where we want to go and what we want to achieve with our partners and stakeholders. Each priority area is at a different level of development; some are already the subject of intense work, and others are just now starting to take shape. For a more detailed look at each of our priorities, please see the full CSGA 2.0 Business Plan, and you can also expect to see further communication on specific issues as they are advanced.