

10th February, 2017

Dear Member:

Canada's seed system, and the environment in which it operates, has changed significantly over the last few decades. To ensure that the system operates in a cost-effective and efficient manner, and that it enables innovation and brings greater value to producers and the industry, there may need to be changes made in the coming years.

The Seed Synergy Collaboration Project, which is made up of six seed sector organizations, is currently developing a proposal for an industry-led and government enabled "Next Generation Seed System" in which competition encourages choice for producers and supports seed quality, while maintaining the commitment to safety that has always been inherent to the seed system in Canada.

To ensure the project's success it will be important to obtain feedback from all of you. We, are therefore seeking **your input on the Seed Synergy Collaboration draft vision for the future of the seed system via a short survey***. It should take only 10-15 minutes of your time to complete at this link:

<http://fluidsurveys.com/surveys/intersol-survey/seed2017/>.

We encourage more than one response per member, where there is more than one individual associated with an account. Your feedback on this draft of the "Next Generation Seed System" vision will be central to the development of a proposal on its substantive elements on over the course of the next few months.

Please respond as soon as possible, as the **survey will close on February 28, 2017**. Your responses will be viewed by CSGA staff and contractors assigned to this project only and shared with others only as part of an aggregate analysis of all responses. We will provide you with an analysis of what we heard and an outline of next steps later in the spring.

All the information you need to participate in the consultation is provided in this invitation. Reference documents include: [Canada's Seed System – a Summary Description](#) and [A Vision for a Next Generation Seed System](#).

If you have any questions about this survey, or are having technical issues, please contact Julie Fillion, Consultant, Intersol Group, at 613-230-6424 ext. 213 or at jfillion@intersol.ca. More information about the Seed Synergy Collaboration project can be found below. If you would like further information about the Seed Synergy Collaboration can contact Caroline Lafontaine at, 613-236-0497 ext. 225 or clafontaine@seedgrowers.ca or Glyn Chancey, at 613-236-0497 or gchancey@seedgrowers.ca.

Thank you for your participation and ideas.

Sincerely,

Canadian Seed Growers' Association, as part of the Seed Synergy Collaboration

** Note: if you are a member of more than one of the six organizations involved in the Seed Synergy Collaboration, you will receive the survey invitation more than once. It is the same survey and you only need to fill it in once.*

About the Seed Synergy Collaboration

The Seed Synergy Collaboration is six organizations working together to develop a proposal for a next generation Canadian seed system. Together, these organizations are thinking about the regulatory framework and the roles and responsibilities across the complete seed system: how seed is developed, brought to market, produced, processed, distributed and sold.

These organizations that make up Seed Synergy are:

- Canadian Seed Growers' Association (CSGA);
- Canadian Seed Trade Association (CSTA);
- Canadian Seed Institute (CSI);
- Commercial Seed Analysts Association of Canada (CSAAC);
- Canadian Plant Technology Agency (CPTA); and
- CropLife Canada.

Why now?

- Canada's seed system, and the environment in which it operates, has changed significantly over the last few decades. To ensure that the system operates in a cost-effective and efficient manner, and that it enables innovation and brings greater value to producers and the industry, the Seed Synergy Collaboration group believe that there's a need to establish a next generation seed system.

What is the Seed Synergy Collaboration Project about?

- The Seed Synergy Collaboration is six organizations working together to develop a proposal for a next generation Canadian seed system. Together, these organizations are thinking about the regulatory framework and the roles and responsibilities across the complete seed system: how seed is developed, brought to market, produced, processed, distributed and sold.
- The Seed Synergy Collaboration is working on designing a proposal for an industry-led and government enabled system that encourages choice for producers and supports seed quality, while maintaining the commitment to safety that has always been inherent to the seed system in Canada.

What are the steps and timelines for the project?

- The Seed Synergy Collaboration will be consulting with the broader industry at various stages in the development of options for a next generation seed system. As a first step, members of all six participating organizations are being asked to provide feedback on a collective vision and next steps through an online survey (winter 2017).
- Future steps will include developing options for a next generation seed system in Canada (summer 2017), and consultations with industry and other stakeholders to obtain feedback on potential options (fall 2017). This will eventually lead to the development of recommendations (anticipated for 2018).