



Thursday, December 6, 2018

Yesterday's Session Highlights

Intellectual Property Committee Update

The IPR committee hosted a distinguished panel of Intellectual Property Attachés from the U.S. Patent and Trademark Office (USPTO) to provide a global overview of IPR challenges and opportunities. USPTO attachés serve in 13 countries and provide regional expertise to U.S. companies on challenges such as counterfeiting and enforcement, PVP and patent applications, and unfavorable foreign regulatory or legislative environments. The attachés on the panel represented Europe, India, China, Mexico, Central America and Southeast Asia and they wish to work more closely with the seed industry. A new office will be opened in Kiev, Ukraine later this year. We encourage U.S. companies to engage with the attachés in these markets. Please email astruxness@betterseed.org if you'd like more information on this program or to be introduced to an IP attaché.

The IPR committee also heard an update from Paul Nelson on the ASTA molecular marker working group which is seeking to use molecular markers for plant variety protection. The current focus is on developing a distinctness threshold for soybeans.

Visionary Approach to Precision and Digital Agriculture

During this dynamic session, speakers including: Brian Lutz of the Climate Corporation; Chris Seifert of Granular; Mark Herrmann of Agreliant Genetics; and Scott Beck of Beck's Superior Hybrids discussed how technology is changing the way agriculture is doing business - from planning operations to the way in which seed is being sold to farmers. After presenting, the speakers participated in a panel discussion moderated by Mark Seem of LG Seeds/AgReliant Genetics where they tackled audience questions about how data is being used to affect research, rural connectivity issues, how technology affects purchasing decisions, and much more. Finally, the session wrapped with Kevin Rosenbohm of Rosenbohm Farms speaking from a personal perspective about how data has impacted his farm.

CoverCress: the Cash Crop that Covers

Yesterday, leaders of CoverCress, Inc. (formerly Arvegenix Inc.) held a press conference to discuss the development of a new crop, called CoverCress®, based on the native plant pennycress. CoverCress is "a cash crop that's a cover crop or a cover crop that's a cash crop," explained CoverCress CEO Jerry Steiner.

Produced through gene editing breeding methods, CoverCress is a new winter oilseed cash crop designed to provide winter and early spring soil cover between corn harvest and soybean planting, while producing an oilseed crop. CoverCress oil and protein meal are similar to that of canola.

Gene editing has allowed us to "take a plant that was a weed and turn it into a productive crop," said Dr. Tim Ulmasov, CoverCress CTO.

CoverCress Inc. is on track for a commercial launch in 2021, and is seeking partners including: farmers, employees, elevators and processors, and oil meal users. Learn more at: www.covercress.com



Seed Treatment Education Tour

Yesterday afternoon, nine groups of 10-16 people participated in the first-ever Seed Treatment Education Tour of the Seed Expo. Each group spent 10 minutes at one of the nine participating companies and rotated through each booth. Each of the companies involved handle cleaning, conditioning, treatment, drying, and/or testing and gave the participants the opportunity to see and experience the best practices available.

The participating companies were: Eurofins BioDiagnostics, Inc., Oliver Manufacturing, USC LLC, Corteva Agriscience, Syngenta, BASF, Bayer, Petkus North America, and KSi.

