

ISF Strategic Objectives: 2016-2020

SEED IS LIFE

Farmers need good quality seed from plant varieties that are adapted to their environments. Seed quality and plant breeding contribute to sustainable crop production by providing increased yields and yield stability, resistance to pests and diseases, and tolerance to environmental factors. The seed industry safeguards the supply of good quality seed to farmers by ensuring an efficient and responsible global seed trade.

ISF is the voice of the global seed industry. It has represented the interests of its members since 1924 and represents 96% of the international seed trade today. With a global reach extending to members around the world and official observer status in intergovernmental and international organizations, ISF is uniquely positioned to assist in the development of government policy and business strategy.

More seed than ever before is moving around the world. At every step of its journey, from research to the final market, there are growing concerns. In fact, our industry is facing a whole host of challenges – economic, regulatory, societal and political. The role of ISF is to turn these challenges into opportunities. Our vision, mission and values reflect the changing business environment in which we operate.

Input from our members helped us identify ISF's priorities for the next five years and shape the following strategic objectives which centre on plant breeding and seed trading. Our global objective as an industry is to achieve harmonization across countries with a balanced and science-based approach to regulation.

- **ISF Vision:**
"A world where the best quality seed is accessible to all, supporting sustainable agriculture and food security."
- **ISF Mission:**
"To create the best environment for the global movement of seed, and promote plant breeding and innovation in seed."
- **ISF Values:**
Integrity, Innovation, Collaboration, Sustainability

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Innovation

- To move towards more consistent policies for products developed through the latest plant breeding methods to enable their use and to ensure uninterrupted trade.

Movement of Seed

- To promote the harmonization of technically and scientifically justified frameworks for phytosanitary measures and to prevent them becoming non-tariff trade barriers.
- To promote the harmonization of regulations governing seed applied technologies at global and regional levels.
- To promote the use of seed certification schemes and seed quality assurance systems.

Intellectual Property Rights

- To facilitate cooperation between countries in order to simplify procedures for plant variety protection at an international level.
- To support members in implementing effective intellectual property rights in their countries.

Biodiversity

- To promote the International Treaty as the preferred tool to administer Plant Genetic Resources for Food and Agriculture (PGRFA), making the process more business-oriented and user-friendly.

Engagement

- To engage with our members to strengthen cooperation so that the seed industry speaks with one voice.
- To engage with all stakeholders in the value chain to foster cooperation.
- To raise awareness and build understanding of the seed industry and the benefits it brings to a global society.

