



Geert Staring

After successfully having completed the HAS University of applied sciences (Bsc) in 1981, Geert, as a farmer's son from the Netherlands, started his career as farm manager and was responsible for 3 main seed potato multiplication farms in Saudi Arabia.

In 1983 Geert was appointed as international supervisor of the NAK (The Dutch General Inspection Service for Agricultural Seed and Seed Potatoes in the Netherlands). The NAK, has been appointed by the Minister of Economic Affairs, Agriculture and Innovation to perform the official seed inspection and seed certification in the Netherlands.

From 1995 until 2011, Geert has worked as key account manager for NAK AGRO, which services all sectors in the primary food and food related production chains and audits and certifies companies in agriculture farming. Geert developed and implemented for the processing industry a food safety scheme. NAK AGRO (nowadays called Vinçotte ISACert) became market leader in its sector in Western Europe.

From 2011 on, Geert is appointed as General director of Breeders Trust S.A. in Belgium. Breeders Trust is an organization of the nine most prominent seed potato breeding companies in Western Europe, active in developing new potato varieties. Breeders Trust started in 2008. In addition, the seven biggest West European grass seed companies have joined Breeders Trust in 2012. Breeders Trust supports the participating companies worldwide when it comes to the implementation and enforcement of their plant breeders' rights protection and the illegal trade in plant propagation material.

More background information Breeders Trust:

There is a clear vision. Breeders Trust will take care that license fees are paid for the multiplication of varieties and that trade takes place within the applicable legislation. This will happen by informing the growers and supply chains concerning the risks of using uncertified seeds and seed potatoes and informing them about the rules applicable under EU legislation and Plant Breeders Rights protection. Moreover also legal actions will be started up against growers and other players in the market which break the law on purpose. In this way, Breeders Trust contributes to the continuity in the development of new varieties and to a healthy sector in which production and trade takes place in an honest manner.