



**April 2011**

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My name is Marcel Bruins. I am Secretary-General of the International Seed Federation and the International Seed Federation represents the plant breeding and seed industry at a global level.

We should realise that it takes roughly between seven and 15 years to come to a new variety and if we're speaking moneywise it takes between hundreds of thousands of dollars up to sometimes several millions of dollars to create a new commercial variety and of course a breeder would like to see some return on that investment. If for example the competition would be able to produce and sell that same variety as such the next year, of course the he loses all that return on investment. So it is absolutely crucial to keep that incentive for the innovation and for the plant breeding society to continue to make those innovative varieties.