

December 14, 2017

Dear Madam or Sir,

In recognition of the sector's important role, the seed industry has come together under the Seed Synergy banner to collectively envision what a next generation seed system in Canada could look like. Six Canadian seed industry partner organizations have agreed to work together to be more effective in advocating for a strong, vibrant Canadian seed sector that provides opportunities for seed industry stakeholders to continue to thrive on domestic and international markets.

These organizations are: the 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.

You are invited to take part in a regional workshop, hosted by the Seed Synergy Collaboration Project partners.

The workshop's objective is to obtain your input on proposals for a next generation seed system in Canada. These proposals (draft) are outlined in a green paper you can access here: <https://www.seedsynergy.net/get-informed/>.

Workshop participation is by invitation only and is intended to bring together a broad cross-section of knowledgeable individuals and organizations with an interest in this subject.

In order to ensure a balanced representation of all interests, while maintaining a manageable number of attendees, it may be necessary that groups or organizations with similar interests and opinions nominate representatives. Similarly, we may have to restrict the number of participants attending from various sectors.

Input gathered during workshops will inform the refinement of proposals for a next generation seed system in Canada and lead to the development of recommendations.

To participate in one of these workshops, please register for the workshop date/location of your choice. Please register early, places are limited.* To register visit: <https://www.seedsynergy.net/engage-in-person/>

Date	Location	Language
Tuesday January 30 th , 2018	Charlottetown, PEI	English
Tuesday February 6 th , 2018	Saskatoon, SK	English
Thursday February 8 th , 2018	Edmonton, AB	English
Thursday February 15 th , 2018	Drummondville, QC	French
Tuesday February 20 th , 2018	Winnipeg, MB	English
Thursday February 22 nd , 2018	Guelph, ON	English

* Note: registration will typically close 15 days before each event.

**Seed Synergy Collaboration – Workshop
A Next Generation Seed System in Canada**

Proposed agenda

- 9:00 Arrival / registration
- 9:30 Welcome / introduction
- 9:45 Overview of next generation seed system proposals
- 10:30 Discussion
- Research and Development
 - Market Entry and Commercialization
 - Production and Processing
 - Sales and Distribution
 - Value Creation
 - Sector Governance and Coordination
- 13:15 Key messages and advice in going forward
- 13:45 Closing remarks
- 14:00 Adjourn

Note: a light lunch will be served at ~noon.

In an effort to reach as many members of the value chain as possible, all six organizations participating in the Seed Synergy Collaboration initiative are reaching out to their networks. As a result, you may receive this invitation from several of us, we apologize for the inconvenience this may cause.

We invite you to register for one workshop of your choice. We hope you will take this opportunity to provide your input and share your perspectives on options for a next generation seed system.

Regards,

Glyn Chancey, Executive Director, Canadian Seed Growers' Association

Dave Carey, Executive Director, Canadian Seed Trade Association,

Roy Van Wyk, Executive Director, Canadian Seed Institute

Krista Erickson, Executive Director, Commercial Seed Analysts Association of Canada

Lorne Hadley, Executive Director, Canadian Plant Technology Agency

Pierre Petelle, President and CEO, CropLife Canada