7th Seed Congress of the Americas

Promoting Seed Business in the Americas

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Buenos Aires, Argentina

Seed Treatment Working Group

Pablo Rugeroni

SAA
Seed Association of the Americas

Seed Treatment Working Group

Main Purposes of STWG

- Facilitate Treated Seed Trade across the Americas
- Promote use and safe use of Seed Applied Technology

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GOALS 2019

- Participation of all the National Association members in SAA STWG
- Creation of a STWG in each National Association
- Industry Chain key member engagements in each NSA STWG (Equipment Suppliers, Crop Protection, Seeds, Biologicals, Additives)
- Database of the registered Seed Treatments in each country

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Seed treatment market changes in the last 5 years

Political / regulatory pressure

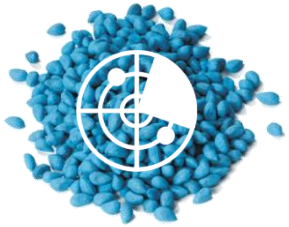
- Political engagement in industry shaping
- Regulatory complexity
- Active ingredients decrease in EU
- NGOs shaping perception

Technology evolution

- Product complexity
- Pest resistance building
- Equipment innovation

Tough economic conditions

- Low commodity prices
- Currency volatility
- Trade barriers



Competitive landscape

- Industry mergers
- Intense generic activity
- Adoption / Intensification

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Industry challenges on regulatory aspects in the Americas

- Treatment options in Europe for seed exported to the Americas, given the trend in Europe to decrease the number of actives
- Carbendazin, Fipronil, Thiram & Neonics, the main compounds of the recipes in the Americas
- Need to update and align the quarantine pest controls approved compounds between the Americas

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Industry regulatory challenges in the Americas

Regulatory complexity affects treated Seed Trade across the Americas.

- Different requirements between countries need regional alignment
- Time Gaps of product registrations between countries brings delay adoption of technologies between countries. (Eg. Argentina 1 year and Brazil 4-5 years to register a new Seed treatment)
- Technology Gaps in the future will be potential trade barriers (Eg. Brazil will register products that will be phased out in others countries as `old technology`)

THANKS!