Success Story Template

Calendar Year *(year activity is completed; if not completed, enter latest active year)*
2015
Cooperator
American Seed Trade Association
Non-cooperator organization *(if you are not a cooperator, but you use FAS programs like EMP, TASC, or GSM)*
Organization type: private or public *(public means government)*
Private
FAS program(s) used/funding sources *(e.g. MAP, MAP/GBI, EMP, etc)*
FMD
Commodity *(if applicable, include if product is fresh, dried, concentrate, etc, like Fresh Sweet Cherries)*
Planting Seeds
Country/region *(to which you are exporting)*
Asia and Pacific region
HQ State *(state where headquarters of cooperator or non-cooperator organization is located)*
Virginia
Producing/exporting state(s) *(attempt to determine exporting state; can enter "multi" if number of states is greater than 5)*
New Mexico, California, Maine, Oregon, New York, Arizona, Colorado
Export dollars/projected sales **(provide the dollar value/projected sales in the current program year and comparable data from previous program year)**
Congressional district(s) *(Example: CA-04;TX-11. Attempt to determine congressional districts of producing/exporting areas; enter n/a if unknown; can enter "multi" if number of districts is greater than 5.)*
Multi
Story type *(focus of story: trade show, small company, cooperator, FAS/post, program)*
Program
For branded, company name, if applicable

ASTA has been an active participant in the Asia and Pacific Seed Association (APSA) committee meetings. The APSA standing committees meet annually at the APSA annual seed congress. The working groups, under these committees, meet on an ad hoc basis to carryout targeted workshops. ASTA was invited to participate in APSA IPR workshop in May 2015. The purpose of this workshop was to finalize the APSA IPR position paper so it could be approved at the 2015 APSA congress.

How did FAS help achieve success? ASTA uses FAS funds every year to send a representative from the U.S. seed industry to encourage the adoption of a position statement that is in line with the ASTA position statement and the International Seed Federation's statement, which ASTA supports.

Specifically, how did U.S. agriculture benefit? Providing input on the APSA intellectual property rights position paper is critical to ensure that U.S. exporters can continue to do business in the Asia and Pacific regions. Having strong intellectual property rights is necessary in the growing markets of the Asia and Pacific region. Providing input during the drafting process is ASTA's best opportunity to ensure the position eventually adopted by APSA is in line with the U.S.'s position. ASTA suggested that APSA write a concise position paper that referenced the ISF position paper, was aligned with UPOV 1991, and created a framework for countries in the region to follow when adopting domestic legislation. All of these suggestions were accepted by the APSA members that attended the meeting. This will result in stronger and more consistent IP legislation across the region.

Highlight the USDA or FAS program that was used: ASTA used $10,400 of FMD funding in 2014 to send a representative to the APSA IPR workshop in Bangkok.

Market Access: Having strong and consistent intellectual property rights increases companies' willingness to export germplasm to export markets. Lack of intellectual property protection is the primary companies avoid markets. Many countries within the APSA region lack intellectual property rights protection. APSA's leadership on these topics will open new markets to U.S. exporters.

Budget impact and return on investment: In 2012 vegetable seed exports to the APSA region were valued at $72 million, since they have fallen to $63.5 million. These workshops will not only reverse the decreasing exports, but help U.S. exporters increase exports to the 2012 levels.

Timeframe: One year. The IPR position statement will be up for adoption in November 2015.