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)*
Global
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)*
California, Arizona, Indiana, Missouri, Illinois, Oregon, Iowa
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.)*
Mutli
Story type *(focus of story: trade show, small company, cooperator, FAS/post, program)*
Program
For branded, company name, if applicable

The IPPC is a multilateral treaty for international cooperation in plant protection administered under FAO's Plant Protection Service. It protects cultivated and wild plants by preventing the introduction and spread of pests and provides an international framework for plant protection that includes developing International Standards for Phytosanitary Measures (ISPMs). With ASTA's encouragement the IPPC started developing a seed ISPM in July 2013. During the comment period several major concerns were

raised by other nations. ASTA met with the standards committee and national plant protection offices to address these concerns. The standard is still on track to be enacted in 2016.

How did FAS help achieve success? ASTA uses FAS funds every year to send the Senior Director of Seed Trade and Health to the annual IPPC meeting in Rome. At this meeting members of 177 contracting parties meet to discuss actions the IPPC should undertake. During sidebar meetings with the NPPOs ASTA is able to influence policy in a ways that benefit the US seed industry.

Specifically, how did U.S. agriculture benefit? The new ISPM focuses on harmonizing the movement of seed throughout the world. This will reduce the costs and risk associated with moving seed, thus enabling more research and greater seed sales for US companies. Re-exporting seed is a common practice in the seed industry. However, lack of harmonized labeling requirements causes seed shipments to be held up or rejected. This ISPM aims to solve seed specific issues including standardizing phytosanitary certificate language and unifying regulations for imports of small lots of research seed.

The goal is an overall improvement in seed re-exports, particularly for seed moved between the EU, the US, and South America. Seed re-export is a major business practice as seed is routinely moved among many countries in both pre-commercial and commercial stages. The US alone exports over $1 billion worth of seed annually, but also imports (re-exports) a similar amount. Cost savings are difficult to estimate, but are likely in the many millions due to fewer shipment rejections/destructions, fewer demurrage charges for held shipments, and fewer lost markets.

Highlight the USDA or FAS program that was used: ASTA used less than $5,000 of FMD funding to send ASTA staff to the IPPC annual meeting. Moving forward ASTA will work with APHIS and the NPPOs of other countries to approve the ISPM and have it approved in its current state. FAS translated comments to Portuguese to encourage Brazil to adopt regulations compliant with the seed standard.

Market Access: Having more transparent, predictable, and science-based regulations that are supported by the US opens new markets up to US exporters. It also increases the ease and speed in which US companies can bring new products to market by reducing the regulations on research seed. One market that it could have a major impact is Brazil. Brazil's proposed regulatory rules are not aligned with the new ISPM and will restrict the movement of US seeds to Brazil. ASTA and other organizations are lobbying Brazil to hold off on implementing these new rules until after the ISPM is approved. Since the IPPC is moving at record speeds and Brazil has delayed the comment period this is coming more and more possible. If Brazil's law is in alignment with the IPPC it will increase US exports of seed to Brazil.

Budget impact and return on investment: US vegetable seed imports to Brazil peaked in 2011, before Normative 36 was introduced. Since then US exports have declined by $2 million to $12.4 million. Part of this decline is uncertainty regarding the import requirements and the potential costs associated with meeting these requirements. ASTA has worked to keep the market open to US exporters. *If Normative 36 is compliant with the IPPC seed standard the industry will increase exports by more than $1 million per year.* This does not take into account benefits in other regions of the world.

Timeframe: One year. The IPPC decide to develop this ISBM in April 2013 and the draft seed standard came out in July 2014. Revisions are currently being reviewed and we hope the final standard will be published in 2016.