

Request for Seed Marketing Proposals 2017

The Saskatchewan Pulse Growers (SPG) is inviting marketing proposals for exclusive rights to the marketing, distribution and sale of Pedigreed Seed for defined territories within Canada (excluding Saskatchewan) for the following varieties:

Crop Type	Market Class	Variety	PBR (UPOV'91)	Year Released	Breeder Seed sold outside SK (# growers)	Breeder Seed* (kg, % germ)
Pea	Green Pea	CDC Spruce	Yes	2016	No	500 kg, 93%
Pea	Green Pea	CDC Forest	Yes	2017	No	250 kg, 97%
Pea	Yellow Pea	CDC Inca	Yes	2015	AB: 2015 (9); MB: 2016 (1), 2017 (2)	250 kg, 97%
Pea	Yellow Pea	CDC Spectrum	Yes	2016	MB: 2016 (8), 2017 (1)	125 kg; 80%
Pea	Yellow Pea	CDC Athabasca	Yes	2016	MB: 2016 (1)	125 kg, 91%
Pea	Yellow Pea	CDC Canary	Yes	2017	No	500 kg, 95%
Pea	Forage Pea	CDC Jasper	Yes	2016	MB: 2016 (1), 2017 (1)	75 kg, 86%
Pea	Maple Pea	CDC Blazer	Yes	2015	AB: 2015 (1)	75 kg, 99%
Lentil	Small Green	CDC Kermit	Yes	2014	No	50 kg, 90%
Lentil	Extra Small Red	CDC Roxy	Yes	2014	No	100 kg, 96%
Lentil	Small Red	CDC Impulse CL	Yes	2014	AB: 2014 (2), 2015 (1)	75 kg, 98%
Lentil	Small Red	CDC Proclaim CL	Yes	2014	AB: 2014 (2)	100 kg, 97%
Lentil	Small Red	CDC Redmoon	Yes	2015	AB: 2015 (3)	250 kg, 97%
Lentil	Small Red	CDC 3674-15	Yes	2016	No	100 kg, 98%
Lentil	Small Red	CDC 4371-4	Yes	2016	No	250 kg, 98%
Chickpea	Kabuli	CDC Palmer	Yes	2014	AB: 2014 (1)	75 kg, 78%

*Select, Foundation, Registered and Certified seed may also be purchased from Saskatchewan seed growers
CL (Clearfield) is a Trademark of BASF Inc.

Proposals will be received until **5:00 p.m. CST, August 30, 2017**. Please send your proposals to:

Laurie Friesen, Seed Program Manager
Saskatchewan Pulse Growers
207-116 Research Drive
Saskatoon, SK S7N 3R3
lfriesen@saskpulse.com

Exclusive pedigreed seed marketing rights for each cultivar will be awarded on the basis of demonstrated expertise, realistic business plans for increasing, promoting, distributing and marketing of pedigreed seed, plans for the enforcement of plant breeders' rights, willingness to pay registration and regional trialing fees and proposed financial compensation. For Clearfield lentil varieties, proponents must be willing to accept the terms of an evergreen Clearfield Retail Stewardship Agreement to ensure implementation of Clearfield Stewardship. Proposals should include information for the following:

Company Profile

- Province of incorporation and copy of certificate of incorporation

- Evidence of the company's successful history of the following:
 - Arranging for pedigreed seed production;
 - Ability to arrange a suitable seed marketing system;
 - Up-front license fees and royalty amounts offered (royalty based on % of retail pedigreed seed price or equivalent value per Tonne),
 - Ability to collect royalties on behalf of SPG
- Description of methods used to protect against unlicensed sale and distribution
- A copy of the proponent's most recent annual report including financial information. If no annual report is available, a copy of the balance sheet for the most recent fiscal year will be accepted.
- Description of how your company disposes of unused seed stocks
- Number of seed growers utilized by the company and a specimen agreement between the company and seed grower

Marketing and Production Strategy

- Description of how your company would introduce a certified seed royalty strategy.
- Description of how your company would propose to collaborate with seed growers with existing stocks of pedigreed seed of previously released varieties including a plan to minimize the impact to these seed growers.
- Description of your plan to increase seed and an estimated timeline for the distribution of certified seed to producers.
- Description of how the variety(s) will be promoted to seed growers and producers. Identify the advertising mediums you will be using.
- Description of how the proposed variety(s) will fit into your current portfolio.
- Proposed Territory (must be within Canada; excluding Saskatchewan).
- Implementation of Clearfield Stewardship.

Proposal Terms and Financial Offer

- Proposed Term of License
- Indicate if your offer includes an upfront payment and/or annual research commitment fee. Provide amount(s)
- Offer of royalty payment as a proportion of the price of pedigreed seed or a fixed rate in dollars per Tonne

Investment

- Describe your approach to enter the variety(s) into Regional/Provincial variety trials. The proponent will be responsible to supply seed for Trialing purposes and to pay for entry fees.



- Indicate if you plan to use demo sites to promote varieties.

E-mailed proposals received by the deadline are acceptable. Each proposal must be marked as 'Protected – Business Information'. Proposals shall be kept confidential but the successful proponent(s) shall be disclosed to all proponents within one week of selecting the successful proponent. Applicants are encouraged to obtain performance data and information unique to each variety from the Saskatchewan Pulse Growers website: <http://saskpulse.com/growing/varieties/> as well as provincial seed guides for trial data.

The Saskatchewan Pulse Growers reserves the right to reject any or all proposals. Proponents of proposals accepted by SPG will be invited to discuss substantive licensing terms to be concluded within 30 days of the award; however, finalization of a license agreement is not assured.