

ISF TO HOST PANEL DISCUSSION ON THE FUTURE OF BREEDING AT FRUIT LOGISTICA



Unlocking the Future of Breeding

FEB 5 | 2 PM | HALL 27 AT FRUIT LOGISTICA

Meet our speakers

Dr Heather Hudson
Pairwise

Frédéric Rosseneu
Greenyard

Arjen van Buuren
Farmer and lecturer

Alexandra Brand
Syngenta

Vicente Navarro
BASF/Nunhems

Chris White (moderator)
FruitNet

On 5 February, the International Seed Federation will bring together a diverse panel of speakers to discuss the latest plant breeding innovations – and what the agricultural value chain and consumers can expect from them. This panel discussion will take place under the “Future Lab” sessions of Fruit Logistica in Berlin.

Experts from the value chain, academia, seed sector, and the farming community will talk about the impact of gene editing to plant breeding, the global regulatory picture vis-à-vis the European position, and addressing the information needs of the value chain and consumers. Speakers include:

- Dr. Heather Hudson, Head of Commercial, Pairwise
- Dr. Alexandra Brand, Chief Sustainability Officer, Syngenta Seeds
- Vicente Navarro, Senior Vice President Vegetable Seeds, BASF/Nunhems B.V.
- Frédéric Rosseneu, Corporate Business Development Manager, Greenyard
- Arjen van Buuren, Lecturer and farmer

The panel discussion will be moderated by international journalist Chris White of Fruitnet Media.

The 50-minute session will delve into how innovations in plant breeding offer one part of many solutions to the global challenge of building sustainable food systems in the face of climate change and meeting an ever-growing consumer demand for quality and healthy food. New plant varieties that can better stand pests and diseases with fewer inputs, plants that have stable yield despite climate pressure, and crops with higher productivity and more efficient use of water, land and nutrients can contribute to meet these goals.

ISF and its members continue to engage in dialogue around the evolving story of plant breeding and how it contributes to a safe, nutritious, sustainable, affordable and diverse food and feed supply. Gene editing is the latest tool in the plant breeder’s toolbox, a continuation of plant breeding development based on accumulated knowledge and experience over a millennia.

Event details:

“Unlocking the Future of Breeding I”

5 February 2020, 2:00 pm, Future Labs Hall 27, Fruit Logistica

<https://www.fruitlogistica.com/Events/ProgramOverview/index.jsp?eventDateld=587983&pageTitle=Unlocking+the+Future+of+Breding+I>

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About ISF

ISF is the voice of the global seed sector. It has represented the interests of its members since 1924, and represents 96% of the international seed trade today. With a global reach extending to members around the world and official observer status in intergovernmental and international organizations, ISF is uniquely positioned to assist in the development of government policy and business strategy.

www.worldseed.org

