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ISF and IFPA Unite to Champion Innovation and Sustainability Across the Agri-Food System ahead of COP30

Anaheim, California – The International Seed Federation (ISF) and the International Fresh Produce Association (IFPA) today announced a joint engagement at the *IFPA Global Produce & Floral Show* and ahead of the UN Climate Conference *COP30*, reinforcing their shared commitment to building resilient, regenerative, climate resilient, and inclusive agri-food systems.

As the world prepares for critical climate negotiations in Belém, Brazil, ISF and IFPA are standing together to highlight how innovation—from seed to shelf—can drive meaningful climate action. Their collaboration showcases the power of linking science, technology, and sustainable business practices to deliver both environmental and social impact.

Innovation and Collaboration Across the Agri-Food Value Chain

Seeds are the foundation of resilient, climate-smart agriculture, enabling farmers to produce more with fewer resources, while fresh produce and floral distributors and retailers drive sustainability through regenerative practices, reduced food loss and waste, responsible packaging, and stronger connections with consumers.

“Quality seeds are an essential driver and starting point for sustainable food systems. The seed sector is [continuously engaged](#) to enable farmers with improved varieties to produce more with fewer resources, adapt to changing climates, and enhance biodiversity. The private sector focuses on ensuring innovations in plant breeding reach farmers of all sizes. ISF is engaged to support enabling policies, international cooperation to increase seed choice,” said Michael Keller, Secretary General of ISF.

From Farm to Market: IFPA’s Sustainability Leadership

At the same time, IFPA’s *Global Produce & Floral Sustainability Framework* emphasizes regenerative agriculture, reduced food loss and waste, sustainable packaging, and social responsibility across the supply chain. Through collaboration with growers, distributors, and retailers, IFPA champions measurable sustainability goals and transparent reporting to accelerate progress.

“By linking innovation at the seed level with sustainable practices from farm to market, ISF and IFPA emphasize the need for enabling policies and public-private partnerships that accelerate access to regenerative, climate-resilient solutions, empower farmers of all sizes, and deliver healthy, affordable food to consumers worldwide,” said Tamara Muruetagoiena, Vice President of Sustainability at IFPA.

A Shared Call to Action Ahead of COP30

This engagement comes ahead of the global gathering in Belém, where ISF and IFPA are joining forces to highlight how innovation in seeds and sustainable practices across food distribution and retail can work hand in hand to build resilient agri-food systems.

We call on governments to strengthen enabling policies and partnerships that empower farmers, reduce food loss and waste, and deliver sustainable, affordable food to consumers—ensuring climate action benefits all, from seed to shelf.

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About ISF: ISF is the voice of the global seed industry, working towards a world where quality seed is accessible to all, supporting food security and sustainable agriculture. 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. Website: worldseed.org

About IFPA: The International Fresh Produce Association (IFPA) trade association that serves the entire fresh produce and floral supply chain worldwide. Its mission is to grow the prosperity of businesses in the industry and create a vibrant future for all, which it accomplishes by leading global advocacy efforts, connecting individuals and organizations through networking and events, and guiding the industry with expertise, research, and policy recommendations on key issues like food safety, sustainability, and labor. Website: freshproduce.com