ISF – KEY STRATEGIC OBJECTIVES – 2026-2030

International Seed Federation

ISF VISION
A world where the best quality seed is accessible to all, supporting sustainable agriculture and food security.

ISF MISSION
To create the best environment for the global movement of seed and promote plant breeding and innovation in seed.

KSO 1

To promote the benefits of quality seed as the foundation of sustainable agriculture value chains, through:

- Elevating (Sustain) the engagement of the seed sector with international organizations, governments, NGOs, and philanthropy.
  - 1 Build additional support/signatories to the WTO precision agriculture biotechnology statement. Leverage this statement to gain additional buy-in at WTO ministerial level (PBI Lead); Develop communication assets to demonstrate trade flow of key PBI-based commodities including key messages on the consequences of implementation inconsistency and non-uniform criteria (MAT Lead)
- Increasing the visibility of the role that the seed sector and farmers play to ensure global food security, sustainable crop production, health and climate adaption, and their contribution to the achievement of the UN SDGs.
  - 2 Model the benefits of plant breeding innovation: socio-economic and environmental impacts such as climate change - build case experiences (PBI Lead); development and publication of concept paper / briefing paper on the "role of seed industry in agri-food systems, including the value added for all actors" (VC Lead) and on the "Climate engagement for the seed industry" (ESR lead); communication campaign showcasing innovative/ success stories and data-driven insights on the seed industry's societal impact
  - 3 Promoting Seed Certification in Africa Engaging with the OECD - G7 on key milestones identified for 2025 and 2026 / Actively reach out to potential donors for other countries

KSO 2

To accelerate (communicate) the delivery of innovation and enable seed to remain a contributor to solutions that address farmer and consumer needs, through:

- Promoting consistent, science and risk based policies to enhance seed potential.
  - 4 Organizing annual Government to Government and Government to Business strategically aligned roundtable discussions on future-proofing regulatory implementation based on priority geographies/countries identified in scoping analysis; Prioritized progress towards future proof policy and implementation alignment in key trading countries based on trade flow data for various crops
  - 5 Create content to support greater understanding on the fundamentals of treated seed / Promote content developed across relevant stakeholders
  - 6 Align on a definition for Biologicals and develop informative and supportive content/ Assess and address ongoing regulatory processes and challenges at international, regional and national levels
- Ensuring fair and efficient access to genetic resources for their conservation and sustainable use.
  - 7 Continue identifying allies and advocating together for the implementation of CBD/NP/MLM (including aspects of clearing house, transparency, legal certainty, resource mobilization) in a manner compatible with business realities / Appropriately integrate ISF position in broader international discussions on CBD/NP/MLM, such as within ICC systems
  - 8 Develop talking points for NSAs on ABS, CBD, Treaty, DSI & enable them (e.g., through webinars and trainings) to address these matters with all relevant stakeholders and to advocate for seed sector positions at national level/ Work with EG Communications to develop a good outreach and communications plan, including for members and companies/ Continue collecting and updating information on non-monetary benefit sharing activities done by the industry and communicate on those
  - 9 Respond to proposals for the enhancement package on the MLS in a timely manner and advocate for a business-workable elements/ Participate in formal and informal discussions as part of the enhancement process/ Inform company management about new SMTA and MLS proposals/
- Moving towards seed systems inclusiveness while Stimulating, where appropriate, cooperation between public and private research segments.
  - 10 Develop talking points on Farmer's Rights and communicate our position in discussions on Farmers' Rights through a balanced process in the ITPGRFA and UPOV
  - 11 Building engagement strategy with diversity of engaged stakeholders + development of Concept paper "inclusive" seed systems

KSO 3

To promote International Trade of quality seed in order to continue to deliver benefits through:

- Supporting the seed sector to maintain and strengthen quality management systems to enhance the movement of seed.
  - 18 Advocate for the development of a multilaterally accepted global pest list by NPPOs for industry led pilots aimed at implementation of systems approach for seeds. Encourage NPPO acceptance of existing industry practices as mitigation measures. Create a timeline to illustrate the progression of actions over the period covered by this KSO and share within the ISF membership and discuss with relevant NPPOs (SA EG). Promote implementation of systems approach for seeds by regulators (SA EG).
- Facilitating the movement of seed through engagement with stakeholders from the entire value chain.
  - 17 Develop an understanding of the effects of e-commerce from a phytosanitary perspective and advocate and create awareness to avoid negative impact on seed movement
- Driving the development of science based seed policies and standards and promoting consistent and effective implementation at national, regional and global levels.
  - 12 Promote the exchange of best practices among countries to harmonize phytosanitary regulations, fostering collaboration and alignment at national, regional, and global levels. Strengthen outreach on key initiatives and international standards by collaborating with international standard-setting bodies and engaging directly with regional and national stakeholders to drive implementation and alignment/ Forge strategic partnerships with key stakeholders to emphasize the practical impact of phytosanitary regulations on seed movement and the consequences of delayed sowing. Strengthen communication channels for early detection of emerging pests, enabling collaborative development of effective mitigation measures.
  - 13 Establish a clear interpretation of the 'Definitions' document on resistance levels, ensuring alignment between the seed sector and international bodies. Monitor and advocate for necessary updates to Differential sets, while developing internal projects or integrating external advancements for their validation.
  - 14 Advocate for harmonized approaches to international seed testing policies/ Explore synergies with international organizations on seed health testing issues/ Develop a comprehensive communication strategy to amplify the visibility of ISHI methods and RPLI protocols
  - 15 Develop an outreach strategy to create more awareness among public scientists and experts/researchers about the biological relevance of molecular tests
  - 16 Address challenges faced with international seed trade through: Industry statement on the vital role of global seed production and trade in enhancing agriculture and ensuring food security/ Provide input to create awareness on risks associated to localization of seed productions / Pilot project :AI intitiative dedicated to the Vegetable & Ornamental sector to ensure a comprehensive 360-degree compliance with trade agreements and regulatory policies/ Leveraging on AI capabilities to understand the global seed policy landscape;

KSO 4

To encourage policy environments that support fair and sustainable business models, through:

- Promoting socially and ethically responsible business practices.
  - 23 Increase the active use of ISF Trade and Arbitration system and finalise the creation of the ISF Arbitration Chamber + Appeal
  - 24 Develop Social Rights Guidelines + training kit for the seed industry Members based on good practices and international recommendations/ standards (fair wages, working conditions, child labor prevention, D&I, equality, health & safety...)
- Fostering engagement against illegal seed practices throughout the value chain.
  - 21 Gather and share data relevant to ISP alongside with practical information related to enforcement/ Farm Saved Seeds (soybean + wheat)
  - 22 Develop a set of talking points on ISP for members/ Develop a practical kit and share with members/ Develop, share and encourage the use of good practices in trading and contract production/ Establish contacts with farmers, growers, retail as well as with regulatory/police/customs etc authorities (such as Global GAP/WTO/Interpol/WCO)/ Raise awareness within enforcement authorities and other stakeholder groups (such as growers, retail etc.) about ISP and offer training (for prosecutors/customs/judges)
- Contributing to the implementation of the UPOV 91 Act at the national and regional levels.
  - 20 Continue engagement on UPOV topics on various levels (UPOV, national, regional etc.)/ Identify and collaborate with like-minded organizations (such as other breeders' organizations, producers, academia, legal professionals (like AIPPI which is now observer to UPOV)/ Enhance knowledge and awareness of NSAs/RSAs by developing communication tools/materials for members to educate and allow them to better engage on UPOV topics
- Advocating necessity and benefits of intellectual Property Rights for value creation and innovation.
  - 19 Identify key stakeholders (farmers, growers, actors in the food value chain, NGOs) and explain the value of IP for innovation and value creation (this could be at seminars or dedicated events)

KSO 5

Furthermore, ISF supports its members by providing services and to be the global platform for exchange and collaboration within the seed sector, through:

- Identifying and sharing insights towards major changes and future challenges that will impact the seed sector.
  - Review relevance of new markets and engagement
  - Building global seed trade data and seed statistics at farm-gate level
  - Implement women's mentorship program and youth engagement strategy to promote diversity and inclusion in the global seed sector
- Building capacity among its members on key strategic objectives.
  - Deepen engagement and partnership with RSAs to support targeted advocacy leveraging proof points of sustainable business practices from members, leveraging insights developed through ISF collaborations on key policy topics
  - Stucture follow Strategy - review of roles of AGs in the implementation of the objectives + actions 26-30/ review meeting setup Midterms + closed meetings Congress Strengthen the participation in the elaboration and implementation of the KSOs - How to build engagement and implementation efficiently at national level
- Upskilling and Capacity Building for Public Affairs success to enable coordinated outreach and advocacy.
  - Upskilling secretariat to build a clear public affairs process / Support and coordinate CG/AG/EG/NSA requests to create internal advocacy tools and strengthen outreach to stakeholders / Capacity building in NSAs (Pilot projects 2025)
- Enabling dialogue, business and partnership.
  - Organize the ISF World Seed Congress

- CG Plant Breeding Innovation
- CG Seed Related innovation
- CG Intellectual Property
- CG Genetic Ressources
- CG Phyto
- CG Seed Health
- CG Market Access
- CG Ttrade and Arbitration
- CG Value Chain
- CG Engagement against Illegal Seed Practices
- CG Environ. and Social Responsibility
- Board of Directors