

Request for Seed Marketing Proposals 2018

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 (exp. name)	PBR (UPOV'91)	Year Released	Breeder Seed sold outside SK	Breeder Seed* (kg)
Pea	Yellow Pea	CDC 4061-4	Applied	2018	No	125 kg
Lentil	Extra Small Red lentil (CL)	CDC IBC-978	Applied	2018	No	125 kg
Lentil	Large Green Lentil (CL)	CDC IBC-937	Applied	2018	No	125 kg
Faba bean	White flowered; zero tannin; small seeded	CDC 219-16	Granted Mar. 2017	2018	No	250 kg

*Minimum amount

Proposals will be received until **5:00 p.m. CST, February 28, 2018**. 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, achievable business plans for increasing, promoting, distributing, and marketing of pedigreed seed, plans for the enforcement of plant breeders' rights (PBR), willingness to pay registration, PBR 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 or bushel),
 - 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 your company's strategy to introduce a certified seed royalty.
- 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).
- Description of your plan for implementation of Clearfield Stewardship.

Proposal Terms and Financial Offer

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

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 in the provinces in which the lines will be marketed (excluding SK).
- Indicate if you plan to use demo sites to promote varieties.
- Indicate that you are willing to pay PBR and variety registration fees

E-mailed proposals received by the deadline will be accepted. Each proposal must be marked as 'Protected – Business Information'. Proposals shall be kept confidential. The successful proponent(s) shall be disclosed to all applicants within one week of SPG selection. 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.

A sample contract is available to interested parties and will represent the agreement the successful proponent(s) can expect to execute. Proponents must be willing to execute the License with minimum modifications within thirty (30) days of being notified of the acceptance of its proposal. Beyond 30 days, SPG is



entitled to terminate negotiations and commence new negotiations with the proponent which had the next best proposal.

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.