

## Variety Tendering Proposal Guidelines

The Crop Development Centre (CDC) at the University of Saskatchewan invites proposals from qualified parties interested in obtaining exclusive marketing rights for newly developed CDC varieties. These proposals are evaluated competitively, based on the proponent's demonstrated capacity to maximize variety market share, collect and remit royalties, support pedigreed seed production, distribution, and marketing, and the overall benefit to the agriculture sector in Western Canada.

These guidelines are intended to assist proponents in preparing and submitting a complete comprehensive and competitive proposal package. Incomplete submissions may not be considered. For organizations without an established proposal format, a standardized fillable form is available to ensure consistent capture of required information.

### 1. Eligibility

Organizations or individuals with a proven track record of variety marketing and distribution, seed multiplication, and royalty remittance are encouraged to submit proposals. Preference will be given to proponents with:

- Proven experience in promoting, distributing, and marketing pedigreed seed.
- Ability to collect and remit royalties on behalf of the University of Saskatchewan.
- Committed to intellectual property protection.
- A sound business model, including strong marketing plans and financial health.

### 2. Proposal Submission Requirements

One proposal is required for each variety being tendered.

Each proposal must include, at minimum, the following:

A. Full Proposal Document will include the following:

- Company profile
  - History
  - Company structure (membership of seed growers, distribution network, etc.);
  - Experience with seed marketing, promoting, distributing seed, particularly with CDC varieties.

- Strategies and/or commitment for protection of intellectual property rights.
- Commercialization, Marketing and Production Strategy
  - A business plan detailing how the proponent will increase, promote, and distribute the variety, including if a closed-loop production system<sup>1</sup> will be pursued.
  - Demonstration of capacity to manage seed production and marketing, including any plans for sublicensing<sup>2</sup>;
  - Description of where the variety will be positioned in the proponent's current variety portfolio.
  - If the variety is in a niche market, description of the market class and current uses, geographies, etc.
  - Description of desired territory(ies) for marketing
  - Intellectual Property protection experience and strategies within and outside of Canada (if application is for international commercialization rights)
  - Estimated amount of breeder seed required to meet proposed seed multiplication targets (Please note, CDC has a minimum amount of seed required to purchase – see [cdc.usask.ca](http://cdc.usask.ca), under Partner With Us and [Request Breeder Seed](#)).
- Financial Offer
  - Indication of willingness to pay registration and IP protection fees (i.e.: Plant Breeders' Rights, Plant Variety Protection, etc.) as well as regional trialing fees.
  - Proposed up-front license fee, if applicable to the application.
  - Proposed Variety Use Agreement fee, if applicable to the application.
  - 5-year projected seed sales and proposed royalty collection strategy (certified seed, grain, farm saved seed), royalty rate (% or \$) and royalty projections in Canadian dollars over the life of the variety. Year 1 is defined as the first year of Pedigreed Seed<sup>3</sup> Production.
  - 10-year projected fees in Canadian dollars from Variety Use Agreement structure, if proposed.
- Post-Tendering Variety Trialing
  - Outline plans to support adaptation and performance trials beyond initial registration.
  - Indicate willingness to provide seed for provincial variety testing and pay entry fees.
  - Describe any plans for demonstration sites and experience using them to promote adoption.

- Highlight additional benefits to CDC if the proposal is selected (e.g., marketing initiatives, research collaborations, or other value-added contributions).
- Company financials (either an annual report or a recent balance sheet)
- Company certificate of incorporation, if available.
- List of affiliated seed growers

### 3. Intellectual Property & Legal Considerations

- Plant Breeder's Rights (PBR) will be pursued in Canada for all registered CDC varieties. Proponents must confirm their willingness to cover PBR application and maintenance fees.
- If proposing to market the variety in the United States (or other territories outside of Canada), the Licensee must also agree to obtain and cover all fees related to PVP (Plant Variety Protection) or equivalent protection.

### 4. Terms & Process

- The CDC may invite selected proponents to negotiate licensing terms. However, submission of a proposal does not guarantee award of a license.
- Licensing discussions must be concluded within 90 days of the award notification.
- CDC reserves the right to accept or reject any or all proposals at its sole discretion.
- CDC reserves the right to include the variety in the following year's RFP call if a signed variety license agreement has not been finalized.

### 5. Evaluation Criteria

Proposals will be evaluated by an expert committee based on the following criteria:

- **Experience:** Demonstrated ability in seed production and marketing.
- **Financial Terms:** Competitive license fee and royalty offerings.
- **Marketing Plan:** Realistic and well-supported promotion strategies.
- **Geographic Benefit:** Realistic projections of market penetration of the new variety in the context of existing variety portfolio.
- **Financial Health:** Satisfactory financial documentation.
- **Administrative Capability:** Capacity to manage royalties and intellectual property protection applications (PBR/PVP).

### 6. Submission Instructions

Submit your completed proposal package by email to: [cdc@usask.ca](mailto:cdc@usask.ca)

Ensure your package includes:

- ✓ Full proposal (company package or CDC fillable form) with required supporting documents:
  - Company financials (either an annual report or a recent balance sheet)
  - Company certificate of incorporation
  - List of affiliated seed growers
  - 5 year royalty projection
  - 10 year Variety Use Agreement fees projection (if applicable)

For questions or clarification, please contact us at [cdc@usask.ca](mailto:cdc@usask.ca).

<sup>1</sup> **"Closed-loop"** when used with respect to Seed production shall mean the system by which all the Seed and Grain of the Variety produced for the Licensee shall be returned to the Licensee for further processing and marketing to end-users.

<sup>2</sup> **"Sublicense"** means any grant by the Licensee to a third party, including to an affiliate, of a right to exercise any right or license in or to the Seeds.

**"Sublicensee"** means any third party recipient of a Sublicense, including an affiliate of the Licensee.

<sup>3</sup> **"Pedigreed", "Breeder", "Select", "Foundation", "Registered" and "Certified"** when used with respect to seed shall have the same meaning as ascribed thereto in the Regulations and Procedures for Pedigreed Seed Crop Production, being Circular No. 6 of the Canadian Seed Growers' Association and grade standards for all classes shall be as set forth in Glossary of Terms section of the regulations made pursuant to the Seeds Act (Canada).