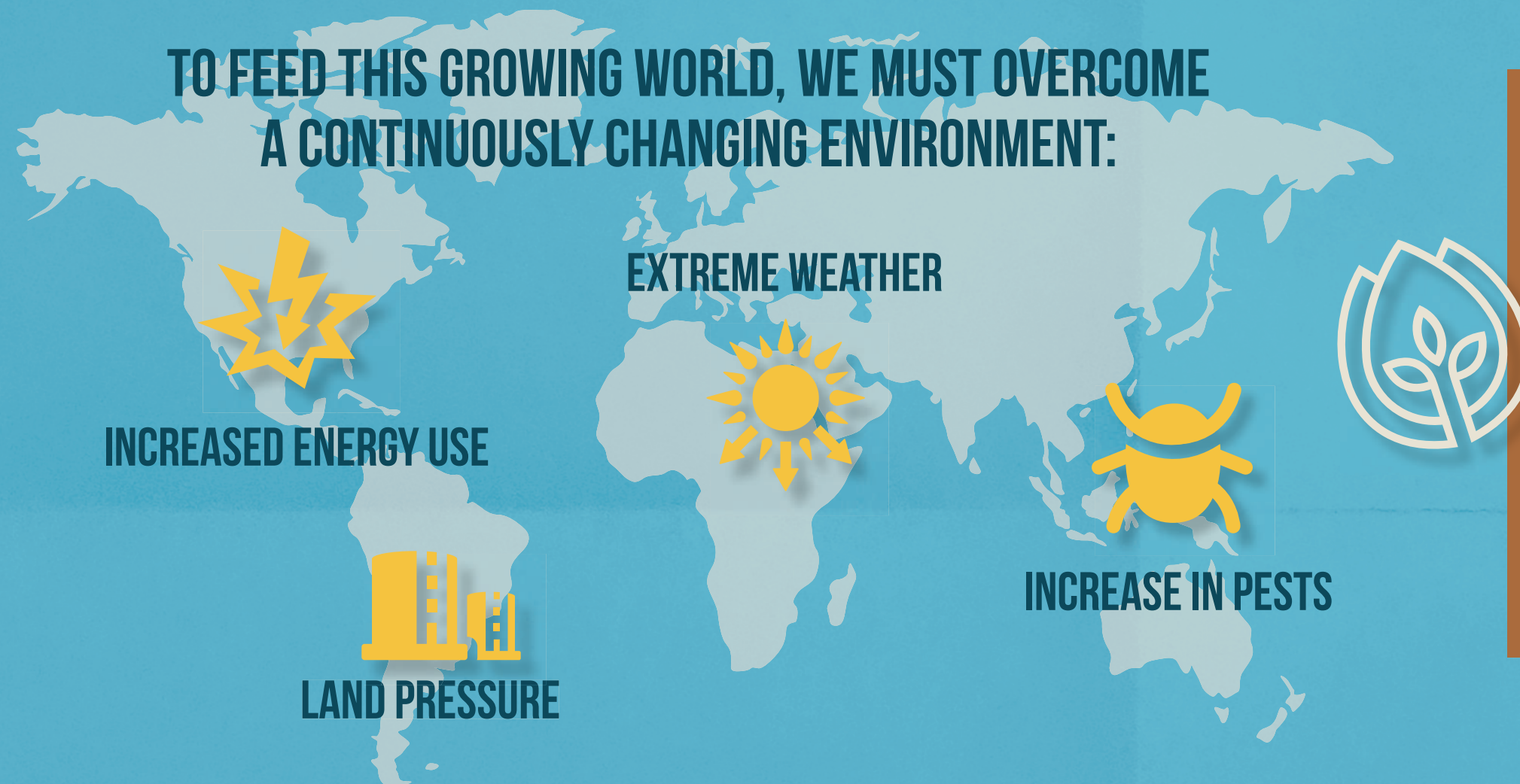


PLANT BREEDING INNOVATION

Meeting the challenges of global agriculture

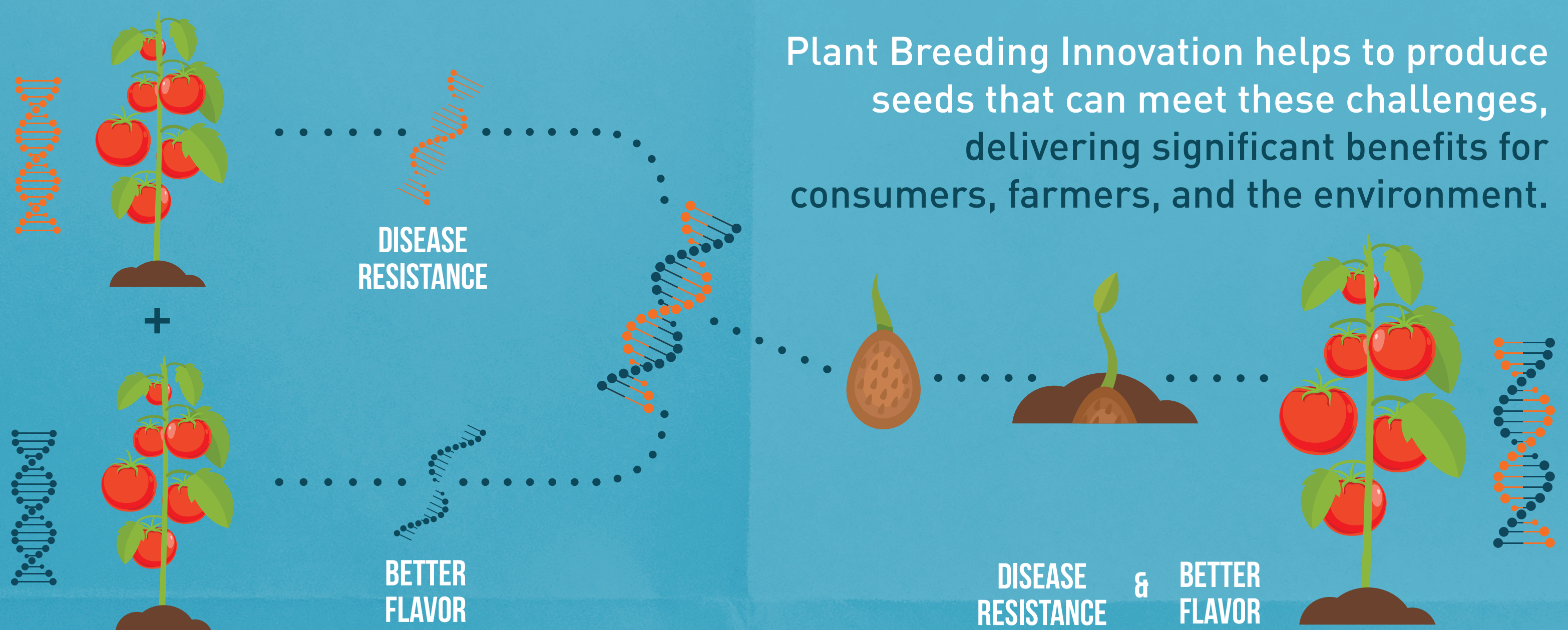
TO FEED THIS GROWING WORLD, WE MUST OVERCOME
A CONTINUOUSLY CHANGING ENVIRONMENT:



PLANT BREEDING INNOVATION DEFINED

Plant breeding innovation is the term to describe the constantly evolving ideas and practices which enhance the field of plant breeding. Plant breeding innovation is based on the same seed improvement principles that farmers and plant scientists have used for thousands of years. Breeding tools are continually evolving due to our increased understanding of plant physiology, molecular biology, and genetics.

Plant Breeding Innovation helps to produce seeds that can meet these challenges, delivering significant benefits for consumers, farmers, and the environment.



Innovation in Plant Breeding Brings Benefits

FARMER

- More abundant and reliable harvests
- Profitability, stable income, and enhanced quality of life
- Quicker and continuous access to improved seed

CONSUMER

- Food security
- Diverse and balanced diet
- Foods with enhanced taste and nutrition

THE ENVIRONMENT

- More food from same land
- Decreased greenhouse gas emissions
- Preservation of natural habitats
- Reduced soil erosion

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