

National and International Variety Development – Past & Future

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Key points on the national and international variety development include:

- MCIA is an independent, not for profit, organization housed on the St. Paul campus. It was founded 104 years ago to promote technology and delivery of technology to their members.
- MCIA conducted the first seed certification program in the world. and was a pioneer that other states have followed.
- The trend that began in the early 1900s was for varieties to be developed exclusively for commodity cropping systems. In recent years the trend has been to more value added/identity preserved crops and trait specific programs.
- The number of certified seed acres in Minnesota has fallen dramatically in the last 25 years. MCIA is now heavily involved in trait specific certification programs and organic certification.
- Increased globalization and increased demand for identity preserved crops will drive the future. Increased competition is coming from China, Canada, Argentina and Brazil.
- Non-exclusive, general released varieties often don't fit well in newer markets because of the demand for traceability, the role of variety marketing and intellectual property protection factors.