

NEWS RELEASE

Mustard 21 joins coalition supporting Bill C-18, the Canadian Agricultural Growth Act

Ottawa, Tuesday, April 22, 2014 - *Partners in Innovation*, a coalition of farmer, industry and value chain organizations is pleased to welcome Mustard 21 to its membership, bringing the active partnership number to 14.

Steve McDonnell, Chair of Mustard 21 (M21), says they support the move to ratify UPOV91. "Plant Breeders' Rights legislation that conforms with UPOV 91 will provide the Canadian mustard industry increased ability to financially support innovative plant breeding. This will in turn continue to keep Canada on the map as the world's Number 1 supplier of high quality mustard, both for condiment and for industrial uses."

Partners in Innovation supports Bill C-18, *the Canadian Agricultural Growth Act* which is currently at Second Reading in the House of Commons. Canada is one of only two developed country members which have not ratified this convention, currently putting Canadian plant breeders and farmers at a competitive disadvantage.

An important part of a Canadian agriculture innovation agenda, the amendments within Bill C-18 will bring Canada's outdated legislation into compliance with an international agreement, the Union for the Protection of New Plant Varieties (UPOV 91), giving both public and private plant breeders the confidence and ability to invest in new improved seed varieties needed by farmers.

Expanded seed variety protection for plant breeders will promote further investment in seed research and innovation benefitting farmers, agriculture industry and the broader economy.

Mustard 21 (M21) is a not for profit organization that serves the research needs of Canadian mustard growers and processors. M21 develops, implements and supports strategic research and programs in pursuit of value-added opportunities in international condiment and industrial markets, in order to keep Canadian mustard growers and processors in a global leadership position.

Partners in Innovation is a group of leading Canadian farmer, industry and value chain agricultural organizations. Working together, the coalition supports updated seed variety protection for plant breeders, helping Canadian farmers and our agricultural industry become more competitive in the global market.

For more information on the Partners in Innovation please visit:

Web: www.partnersininnovation.ca

Twitter: @CdnAgInnovation

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Partners in Innovation:

New Member of Coalition: Mustard 21 

Atlantic Grains Council



Alberta Barley Commission



Barley Council of Canada



Canadian Horticulture Council



Canadian Ornamental Horticulture Alliance



Canadian Potato Council



Fédération des Producteurs de Cultures Commerciales du Québec



Canadian Seed Trade Assoc.



Grain Farmers of Ontario



Manitoba Pulse Growers Assoc.



The Prairie Oat Growers Assoc.



Western Canadian Wheat Growers



Grain Growers of Canada

