

Variety Sub-Licensing:

Production & Marketing Plan Criteria

A Production and Marketing Plan must be submitted along with [WCI's Seed Variety Sub-License Application](#) form for a licensing proposal to be considered. The criteria for the Production and Marketing Plan are as follows:

1. A plan for Pedigree seed multiplication of the Variety, including:
 - i. The number and location of growers increasing the initial Breeder seed
 - ii. Expected market entry date and volume of Certified seed
 - iii. Projected acres, volume, and sales of seed production in the first 5 years
2. A plan for marketing and development of the Variety, including:
 - i. Strategy to promote and advertise the Variety to seed growers and producers
 - ii. Intended market and detailed target distribution area, including regional, provincial, national, and international sales points
 - iii. Fit within Applicant portfolio
 - iv. Investment in further research
3. A summary of the Applicant's experience and resources, including:
 - i. Demonstrated Pedigreed seed production and marketing, previous licenses with WCI (formerly the Field Crop Development Centre), or marketing of similar varieties
 - ii. Previous successful promotion campaigns for Pedigreed seed sale in Canada and elsewhere
 - iii. Ability to protect against unlicensed sale and distribution of the Variety
 - iv. Most recent annual report, or if unavailable, balance sheet for the most recent fiscal year.

Please be prepared to submit your proposed plan in .pdf or .docx format (PDF is preferred).



Additional Information

Deadline

Applications and supporting materials will be considered if received no later than **4:30 p.m. (MST) on Friday, March 21, 2025**. Late applications will not be accepted.

The Production and Marketing Plan should be submitted either:

1. By file upload, integrated into the [WCI Seed Variety Sub-License Application](#) form.
2. By email, sent to info@westerncropinnovations.com with the subject line: *Variety Sub-Licensing Submission for [Company Name]*.

Application Review and Sub-License Process (for successful applicants)

After the Application deadline identified above, WCI will review completed Applications and supporting materials and advise the successful Applicant.

The information in this Application and submitted Production and Marketing Plan will be considered, and WCI will not necessarily choose the Application with the highest projected financial return. WCI reserves the right to reject any or all proposals.

The successful Applicant will be offered the opportunity to enter into a Seed Variety Sub-license for the Variety, to be developed by WCI and the Applicant based upon the information in this Application and supporting Production and Marketing Plan. The Sub-license is expected to substantially be in the form of WCI's standard Seed Variety Sub-license. A successful application result does not mean all terms as set out in the application will form part of any resulting Sub-license. WCI reserves the right to require modification of certain terms without any requirement to notify or offer the same terms to any Applicant that was not successful. A successful application does not guarantee that a resulting Seed Variety Sub-license will be entered into. The Sub-license is subject to satisfactory negotiation and agreement between the parties in a timely manner.

Successful Applicants/Licensees will incur the following costs in addition to the royalty and payment structure outlined in the sub-licensing agreement:

1. Costs covered by WCI:
 - i. Variety Registration Fees



2. Costs covered by the successful applicant under any resulting sub-license:
 - i. Plant Breeders' Rights Application Fees, Inspection Fees, Certificate Issue, and annual maintenance fee
 - ii. Costs associated with Plant Variety Protection if granted
 - iii. Provincial variety performance trials, including the first year of testing
 - iv. Breed seed purchase at \$28.00/kg plus shipping

