

## 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. For an Application to be considered, the Production and Marketing Plan must contain the following information:

1. Expected performance of the Variety, including:
  - a. Projected acreage, volume, and sales of seed production in the first five years:
  - b. Estimated royalty/financial returns to WCI over the lifetime of the Variety
  
2. A plan for developing and marketing the Variety, including:
  - a. Strategy to promote and advertise the Variety to seed growers and producers
  - b. Intended market fit, including potential challenges
  - c. Detailed target distribution area, including regional, provincial, national, and international sales points
  - d. Fit within portfolio
  - e. Investment in further research to aid adoption of the Variety
  
3. A summary of the Applicant's experience and resources, including:
  - a. Demonstrated Pedigreed seed production
  - b. Previous successful promotion campaigns for Pedigreed seed sales in Canada and elsewhere. Please provide examples.
  - c. Previous licenses with WCI (formerly the Field Crop Development Centre), or marketing of similar varieties
  - d. Ability to protect against unlicensed sale and distribution of the Variety
  - e. 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 Wednesday, March 25, 2026**. Late applications will not be accepted.

The Production and Marketing Plan should be submitted either:

1. By file upload, integrated into the [WCI's Seed Variety Sub-License Application](#) form.
2. By email, sent to [info@westerncropinnovations.com](mailto: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 Deadline identified above, WCI will review completed Applications and submitted Production and Marketing Plans, then will advise the successful Applicant. 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 the 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.

