Seed certification information system

Snapshot

Industry partner: Seed Quality Management Authority

Project length: 2 years

Start date: November 2019

Estimated completion date: October 2021

Industry funding: $1,232,340

MPI funding: $753,160

The Seed Quality Management Authority is developing an up-to-date, efficient, accurate and robust seed certification system to protect and grow New Zealand's $400 million seed industry.

The opportunity

Over 80 percent of all seed supplied to the New Zealand pasture industry comes from New Zealand's certified seed. However, to export to international markets in the future, 95 percent of all grass, legumes, vegetable and cereal seed production will be required to be registered in a Seed Certification Information System database to meet international market traceability or isolation requirements. New Zealand needs to keep pace with industry requirements to remain competitive.

The solution

This project will develop a new fit-for-purpose industry-wide Seed Certification Information System that integrates with other systems and provides high quality data from varietal selection to the field (farmer and seed companies). This includes transport and seed processing, from seed testing and verification to the customer incorporating the whole value chain. The new database will enable the New Zealand seed industry

to revolutionise, protect, future-proof and enable growth. There is considerable international interest in the Seed Quality Management Authority project, with many other seed organisations around the world also having to meet the increasing requirement for traceability throughout the value chain.

The benefits

This project will benefit New Zealand by:

- safeguarding New Zealand's seed industry;
- allowing the seed industry to meet current and future regulatory and customer requirements;
- providing opportunity for future industry growth.