Seed Central & Food Central

BRAINSTORMING SESSION

Practical ways in which a close linkage between UC Davis/Seed Central/Food Central and Wageningen UR/Seed Valley/Food Valley can benefit the seed and food industry

February 14, 2013
Members of the California Seed Association
Tomato processors
California producers (Top 25)
California & The Netherlands

The contours of The Netherlands overlaid over California
The mission of the cooperation within Seed Valley is the reinforcement of the economic position and anchoring of the cluster in North Holland.

Seed Valley hopes to achieve this by:
• investing in its image,
• the influx of skilled workers,
• innovation, and
• the sharing of expertise.
The area between Enkhuizen and Warmenhuizen.

Home to dozens of companies specializing in the breeding, production and sale of high-quality seeds and basic plant material.

This cluster also includes suppliers of services and machines specific to the seed sector.
California & The Netherlands

Contours of The Netherlands overlaid over California

Seed Valley
Seed Valley members

Bakker Brothers
Bejo Zaden
De Groot en Slot Dekker
Chrysanten
East-West Seed
Enza Zaden
Ergon International
Germaines Seed Technology
Incotec
Iribov
Kees Broersen Zaden
Kieft-Pro-Seeds
Krishidhan
Monsanto
Nickerson-Zwaan
PanAmerican Seed
Peerdeman Orchideeën
Plantenkwekerij Gitzels
Pop Vriend Seeds
Proeftuin Zwaagdijk
Seed Processing Holland
Syngenta Seeds

www.seedvalley.nl
Four main objectives:

• giving substance to the concept of an international food community within Food Valley
• reinforcing contacts within the food community
• creating international ambassadors for Food Valley and its partners, and
• through the members of the food community, also reinforcing the international network for Food Valley and these partners
• Finding science & technology
• Connecting with scientists
• Sponsoring research on campus
• Finding industry partners for
  - sponsored research consortia
  - commercial ventures
• Finding customers
• Working with local governments
• Finding science & technology

Current tools: [http://www.seedcentral.org/resourcesformembers.htm](http://www.seedcentral.org/resourcesformembers.htm)

UC Davis available technologies can be found at:
Search by keyword or category area.

All these technologies are also posted on the:
**UCOP website**, along with technologies from the other UC’s -
[http://techtransfer.universityofcalifornia.edu/](http://techtransfer.universityofcalifornia.edu/)

**AUTM website**, along with technologies from many other universities across the nation - [http://www.autm.net](http://www.autm.net)

This website also has a newsfeed that is free to subscribe.
Published work can be found on:
UC Davis researchers can be specifically identified using the Pivot website.
Pivot creates faculty profiles automatically by mining the internet for publications.

**Web of Knowledge** lets you search published work in all fields, including by a specific principle investigator.

Seed Central advocates the development of a tool, or set of tools, code-named the **ScienceFinder**, which will let industry researchers find UC Davis science and scientists with ease and speed.
EXPECTATIONS

• Connecting with scientists

Contact UC Davis
Office of Corporation Relations

Dr. Mona Ellerbrock
mlellerbrock@ad3.ucdavis.edu

Dr. Jamie Shattuck
jkshattuck@ad3.ucdavis.edu
• Sponsoring research on campus

Contact Seed Central:

Dr. Cecilia Chi-Ham  clchiham@ucdavis.edu
• Finding industry partners for sponsored research consortia

Contact Seed Central:

Dr. Allen van Deynze  avandeynze@ucdavis.edu
Dr. Cecilia Chi-Ham  clchiham@ucdavis.edu
• Finding industry partners for commercial ventures

Contact Seed Central:

François Korn  fkorn@seedcentral.org
• **Finding customers**

  • Attend trade associations’ conventions
  • Attend Seed Central / Food Central networking events
  • Advertise in the trade media
  • Hire a local representative
  • etc.
• Working with local governments

Economic development specialists

• SACTO Sacramento Area Commerce & Trade Organization

➢ Shari Little slittle@sacto.org

www.sacto.org
Thank you
Next brainstorming session
May 9th

• The Initiative to Standardize Identification of Plant Pathogen Strains and Races using Differential Hosts

An APS/ISF project