

CONFECTION SUNFLOWER HYBRID REQUEST FOR PROPOSAL

PROPOSAL SUBMISSION FORM **Year of proposal 2024**

Privacy Statement: Any personal information provided will be protected under the provisions of the *Privacy Act*.

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| **1. COMPANY PROFILE** |
| **For the hybrid (EX 359306)** |
| Company name | Business address |
| City | Province | Postal code | Telephone number | Fax number |
| Contact Person |
| Address (if different than stated above) |
| City | Province | Postal code | Telephone number | Fax number |
| Email | Signature, Company signing authority |
|  |
| Name and title |
| Company incorporated under the laws of (Province) |
| Company's registered office location (if different than stated above) |
| Certificate of Incorporation  Attached | Previously submitted |  |
| A copy of the company's certificate of incorporation is required with your proposal.In the case of a registered limited partnership: the proposal must show the general partner's name and address (no box numbers), phone, fax, and email address. |
| Are you willing to keep this proposal valid and open for acceptance or further negotiation for one year following the closing date? |  Yes | No |
| Proposed Initial Term of License  10 years  other (specify): |
| Renewal Period  two 5-year terms  other (specify): |
| Proposed Territory  Canada  United States  Canada and United States  other (specify): |
| \*MCA aims to ensure a competitive advantage for Manitoba growers and grain exporters which means that, where possible, MCA will license varieties in Canada for a minimum of three (3) years before licensing in other countries. Company must provide justification below if requesting immediate market access to the United States or countries outside of Canada. |

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| How does your Company dispose of unused seed stocks? |
| a) Hybrid Seed |
| b) Parent Seed |
| **2. MARKETING AND PRODUCTION STRATEGY** |
| Describe how the hybrid will be promoted to growers and producers and identify the advertising mediums to be used. |
| Please describe how this hybrid will fit into your current product portfolio. Be sure to list any competitive product lines and whether this hybrid will replace an existing product line. |
| Propose up to three names for the hybrid; |
| Identify any risks or challenges with producing and/or marketing this hybrid. |
| Briefly describe any other details that reveal a deliberate, diligent, and extensive marketing, sale, and distribution of the hybrid, in sufficient detail to allow MCA to assess the market strategy. |
| Will a winter nursery be utilized at the Company’s expense?  Yes  No |
| Please describe your plan for increasing the initial lot of parent seed. Provide specifics about your distribution of the hybrid to growers in your network (ex. number of growers involved, geographic distribution, timelines). |
| Please provide details about the timeline for the distribution of hybrid seed to producers. |

 **Please complete the following tables 1 to 2.**

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| **Table 1 - Estimated Area Planted by hybrid - specify units \_\_\_\_\_\_\_\_\_\_ (bags)** |
| **Year of Commercial Release** | **Hybrid** |
| **1st year (20** | **)** |  |
| **2nd year (20** | **)** |  |
| **3rd year (20** | **)** |  |
| **4th year (20** | **)** |  |

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| **Table 2 - Estimated Seed Volumes to be Offered for Sale by Hybrid - specify units\_\_\_\_\_\_\_\_(bags)** |
| **Year of Commercial Release** | **Hybrid** | **# of bags 100,000 seeds/bag** |
| **1st year (20** | **)** |  |  |
| **2nd year (20** | **)** |  |  |
| **3rd year (20** | **)** |  |  |
| **4th year (20** | **)** |  |  |

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| **3. FINANCIAL OFFER** |
| The Company offers an up-front payment of: |
| Please identify any conditions or particular schedules regarding payments listed above. |
| The Company offers a royalty\* payment of % | OR | Price/bag |  |  |
| \* Payment of royalty may be based on a flat rate, stepped or bonus basis calculated against the sale of hybrid seed on a per tonne basis or otherwise;an amount of any guaranteed, staggered, or minimum payments; or payment of any other amounts or structures that ensure a firm income stream to MCA, including a percentage of consideration received from sub-licensees. |
| Please describe how the base price of seed will be used for royalty calculation and identify any conditions or particular schedules regarding royalty payment. |
| **4. INVESTMENT** |
| Will you support replicated adaptation and performance trials? |  |  |  Yes | No |
| If yes, please describe your plans for this hybrid. |

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| Will you supply seed for Sunflower Hybrid Performance Trials and pay the entry fees? |  Yes | No |
| Do you plan to use demonstration sites? |  Yes | No |
| If yes, please describe your plans for this hybrid and your history of using demo sites, specifically the number of plots highlighting MCA varieties. |
| Describe any innovative ways your Company can increase the return to MCA, or the efforts your Company employs to reduce risk to MCA. |
| Please describe your Company's interest in co-funding future research to support sunflower research.  |