**Manitoba Crop Alliance**

**Confection Sunflower Hybrid Request for Proposal**

**2024 Submission Form**

**HYBRID NAME (1 per application):** Click or tap here to enter text.

**COMPANY PROFILE:**

**Applicant Name:** Click or tap here to enter text.

**Company:** Click or tap here to enter text.

**Address:**  Click or tap here to enter text.

**Email Address:**  Click or tap here to enter text.

**Phone Number:**  Click or tap here to enter text.

**Signature, Company signing authority:**

[ ]  *Include a certificate of incorporation with your application.*

**LICENSE DETAILS:**

* 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 (3 – 10 years)

Click or tap here to enter text.

\***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.**

* Do you propose licensing outside of Canada?[ ]  *No* [ ]  *Yes, after 3 years (please provide details)*

[ ]  *Yes, before 3 years (please explain):*

 Click or tap here to enter text.

* If your company, as the Licensee, obtains MCA’s permission after three years, to take the variety to the United States, do you agree to cover all PVP fees?[ ]  *Yes* [ ]  *No (If no, please explain)*

Click or tap here to enter text.

**MARKETING AND PRODUCTION STRATEGY**

* Do you have experience in promoting, distributing, and marketing pedigreed seed?

Click or tap here to enter text.

* Describe how the variety will be promoted to producers and identify the advertising mediums to be used.

Click or tap here to enter text.

* Is your proposal based on a closed loop marketing system?[ ]  *Yes (if yes, please explain)* [ ]  *No*

Click or tap here to enter text.

* Describe how this variety will fit into your current production portfolio. If you already market varieties in this crop type, how would you position this variety to differentiate from similar products? Describe details that reveal deliberate, diligent, and extensive marketing, sale and distribution of the hybrid.

Click or tap here to enter text.

* Identify any risks or challenges with producing and/or marketing this variety.

Click or tap here to enter text.

* Will a winter nursery be utilized at the Company’s expense?

Click or tap here to enter text.

* Plant Breeder Rights will be applied to the parents of each Hybrid registered. Do you agree to cover fees associated to protecting the parental lines of the Hybrid with Plant Breeder Rights?

[ ]  *Yes* [ ]  *No (If no, please explain)*

* Are you proposing to offer an up-front license fee? If so, please indicate the amount.

Click or tap here to enter text.

* What is your proposed royalty structure ($/bag or %) and amount offered? Describe how the base price of seed will be used for royalty calculation and identify any conditions or schedules regarding royalty payment.

Click or tap here to enter text.

* MCA intends on providing parent seed each year at a cost to remain revenue neutral. How much breeder seed will be needed in each production year to meet the proposed seed multiplication targets?

Click or tap here to enter text.

* Provide details about the timeline for the distribution of Hybrid seed to producers.

Click or tap here to enter text.

**Please complete the following tables.**

**Table 1: Estimate area planted, specify units**

|  |  |  |
| --- | --- | --- |
| **Year of commercial release (specify year)** | **Estimate parent seed requested each year to meet production targets****(specify unit)** | **Estimate hybrid seed to be offered for sale each year (bags)** |
|  **1st year** Click or tap here to enter text. |  |  |
| **2nd year** Click or tap here to enter text. |  |  |
| **3rd year** Click or tap here to enter text. |  |  |
| **4th year** Click or tap here to enter text. |  |  |

**INVESTMENT**

* Are you willing to pay registration and regional trialing fees associated with the Variety?

[ ]  *Yes* [ ]  *No (If no, please explain)*

 Click or tap here to enter text.

* Will you support replicated adaptation and performance trials?

[ ]  *Yes (please describe your plans)* [ ]  *No (If no, please explain)*

Click or tap here to enter text.

* 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*
* Describe innovative ways your company can increase return to MCA, or the efforts your Company employs to reduce risk to MCA.

Click or tap here to enter text.

* Please describe your Company’s interest in co-funding future research to support sunflower research.

Click or tap here to enter text.

**\* Important information before you submit\***

Exclusive pedigreed seed marketing rights for each Hybrid will be awarded based on demonstrated expertise, realistic business plans for increasing, promoting, distributing, and marketing of seed, willingness to pay registration and regional trialing fees, benefit to Manitoba and returns to MCA.

\*\*\*MCA reserves the right to reject any or all proposals. Proponents of proposals accepted by MCA will be invited to discuss substantive licensing terms to be concluded within 90 days of the award; however, finalization of a license agreement is not assured. \*\*\*