

# Private Plant Breeding in Canada

Dr Jodi Souter



The logo for J4 AGRI-SCIENCE features a stylized 'J4' in a dark teal color, with a green leaf-like shape integrated into the '4'. To the right of this, the words 'AGRI-SCIENCE' are written in a bold, dark teal, sans-serif font.

# J4 AGRI-SCIENCE

## Who are we?

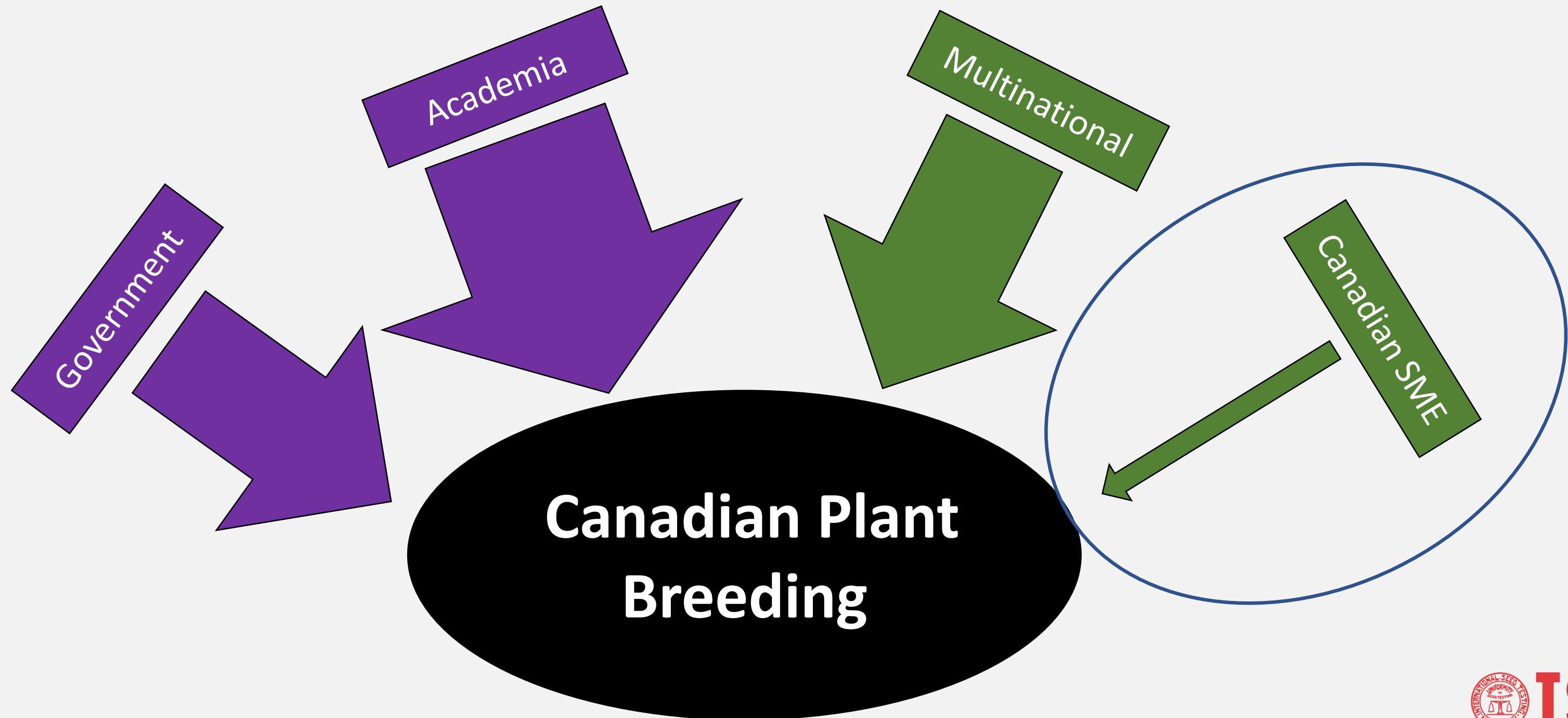
J4 is a pulses and specialty crop breeding company located in Saskatchewan.

Lead breeder and co-founder, Dr Jodi Souter, is a graduate of the University of Saskatchewan, is a CSGA-recognized plant breeder, and is an adjunct professor with the University of British Columbia.

J4 exists outside of government programs and academic institutions.

J4 focusses on objectives that will change the status quo. It also targets gaps left in the current crop development system.

# The 4th Lane



**From** **A**rgentina



**Nuffield**  **Canada**  
AGRICULTURAL SCHOLARSHIPS

**To** **Z**imbabwe



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**Opportunities and Obstacles for Private Plant Breeding in Canada**

**Jodi Souter, Nuffield Scholar 2020**

# Why is there no 4<sup>th</sup> Lane in Canada?



- Is it our biotechnology regulations?
- Is it our registration procedures?
- Is it our IP structure? Lack of industry wide royalty collection mechanism?
- Is it perception of private plant breeders?
- Is it funding?

It's everything...

But we've always known this

# The Canadian Seed Testing Example

Seed testing in Canada began to be privatized over 35 years ago.

In 2026, a strong relationship exists between the public and private labs, enabling the talent and technology found in both lanes.

*But we've always done it this way*

# Agriculture is a Chain



**Variety  
Development**

**Seed  
Testing**





Thank You!