

COALITION TO FIGHT SEED PIRACY in BRAZIL

SAA - 2025

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Seed Piracy in Brazil – the issue

- Illegal seeds is an old issue in Brazil that has been increasing in the past years.
- A recent study shows that around 11% of soybean seeds used in Brazil is illegal, and in some states like in Rio Grande do Sul, this percentage reaches 30% (Céleres 2023/24).
- This issue causes a huge economic impact for seed industries, farmers, and government (tax evasion).
- This economic impact of illegal seed in soybeans is estimated in US\$ 1.76 billion/year (Céleres 2023/24)

Seed Piracy in Brazil – the context

- **THE LEGAL CONTEXT:**
 - IP in seeds: PVP Law (to protect cultivars) and Patent Law (to protect biotech traits).
 - Patent Law allows enforcement // Current PVP Law lacks instruments for enforcement.
 - Sanctions for seed piracy are administrative and fines, as it is not considered a crime.
- **THE FARMER CONTEXT:**
 - Lower price
 - Lack of risk perception (germination rate; yield; disease vulnerability; criteria for insurance...)
 - Lack of knowledge on the quality attributes of certified seeds
 - Cultural

Our Roadmap to overcome the issue

A BROAD COALITION TO FIGHT SEED PIRACY :

Germplasm Companies, Seed Industries, Seed Multipliers, Biotech Companies are together



GOALS

- Unite efforts and resources
- Avoid rework
- Align on a clear Action Plan

OUR ACTION PLAN IS BASED ON 3 PILLARS:

ADVOCACY

ENFORCEMENT

COMMUNICATION

Focused Action Plan

- **ADVOCACY** – Generate awareness of the issue among govt authorities. Awareness on tax evasion due to seed piracy. Demand intensification of inspection initiatives from federal and state agencies. Create perception about the need to improve enforcement instruments in legislation.
- **ENFORCEMENT** - Intensify communication of our “CROPLIFE whistleblower channel”. Investigate and build court cases on whistleblower complaints. Engage with Enforcement/Inspection agencies (federal & state). Review criteria for more effectiveness in investigations & court cases.
- **COMMUNICATION** – Develop and align Key Messages across stakeholders, including putting some big numbers behind the economic impact of seed piracy. Generate awareness on the risk of planting pirated seeds. Intensify messages about the quality standards of certified seeds. Use media to amplify court sentences or fines against seed pirates (change perception of impunity).

ENFORCEMENT INCREASE IS A MUST !

- PVP Law review – There is a bill of law in Congress aiming to modernize PVP law , among other things it classifies seed piracy as a crime (similar to crime for patent infringement).

Some key Accomplishments in Enforcement

POLICE & INSPECTION ACTIONS IN 2025 - HIGHLIGHTS

MAY/2025 - Operation Safe Seed: Joint action (PC-RS and SEAPI-RS) in 8 municipalities, targeting illegal seed trade.
Seized 384 tons worth **R\$ 3 million (US\$ 550k)**

AUGUST/2025 - Operation Safe Seed II: Joint action (PC-RS, SEAPI-RS, MAPA/Vigifronteiras) in 14 municipalities, targeting illegal and counterfeit seeds and agrochemicals.
Seized 3,000 tons of illegal seeds, worth **R\$ 35 million (US\$6.4 millions)**

EXAMPLES OF COMMUNICATION EFFORTS: AMPLIFYING POLICE & INSPECTION CASES

71 Media articles

Ação no RS apreende 3 mil toneladas de sementes piratas

O volume apreendido é o dobro da apreensão realizada em outubro do ano passado a partir de uma ação da CropLife Brasil. Na ocasião, a operação havia resultado na apreensão de 1,4 mil toneladas de sementes irregulares no município de Santiago (RS) - a mercadoria foi avaliada à época em R\$ 19,7 milhões.

Operação no Rio Grande do Sul é a maior já registrada no País contra o mercado ilegal de sementes e insumos agrícolas

Tês mil toneladas de sementes piratas foram apreendidas no Rio Grande do Sul, em uma operação ocorrida entre os dias 20 e 29 de agosto. Ação foi realizada em conjunto pela Polícia Civil gaúcha e pelo Ministério da Agricultura e Pecuária (Mapa), e o montante confiscado foi avaliado em R\$ 35 milhões.

Na operação, produtores foram autuados por posse de defensivos ilegais ou em situação de armazenamento irregular. Esta é a maior operação já registrada no País contra o mercado ilegal de sementes e insumos agrícolas.

Apreensão
R\$ 35 milhões
é o valor estimado das sementes apreendidas

g1 RIO GRANDE DO SUL

Mais de 3 mil toneladas de sementes piratas são apreendidas em operação no RS

Estado lidera fabricação no Brasil. Ação foi realizada em 14 municípios e resultou em um prejuízo estimado de R\$ 35 milhões para os envolvidos.

Por Everson Dornelles, **Matheus Brito**, RBS TV e g1 RS
30/08/2025 09:00 - Atualizado há 2 semanas

CORREIO BRAZILIENSE Brasil

Operação apreende 3 mil toneladas de sementes piratas

Esta é a maior operação já registrada no País contra o mercado ilegal de sementes e insumos agrícolas

289 Radio Releases



"The sample includes a selection of articles placed by us (75.3% Tier 1), which does not exclude other coverage of the topic without mentioning us. For example: GZH and Globo Rural."

EXAMPLES OF COMMUNICATION EFFORTS: ECONOMIC IMPACT OF SEED PIRACY

Press Conference to amplify in media the Study on Economic Impact of Soybean Seed Piracy

- 35 Journalists
- 292 Articles published



OBRIGADA / GRACIAS / THANK YOU

<https://croplifebrasil.org/boas-praticas-agricolas/combate-a-ilegalidade/>

CANAL DE DENÚNCIAS:

