

CULTIVE BIOTEC



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Sep/22

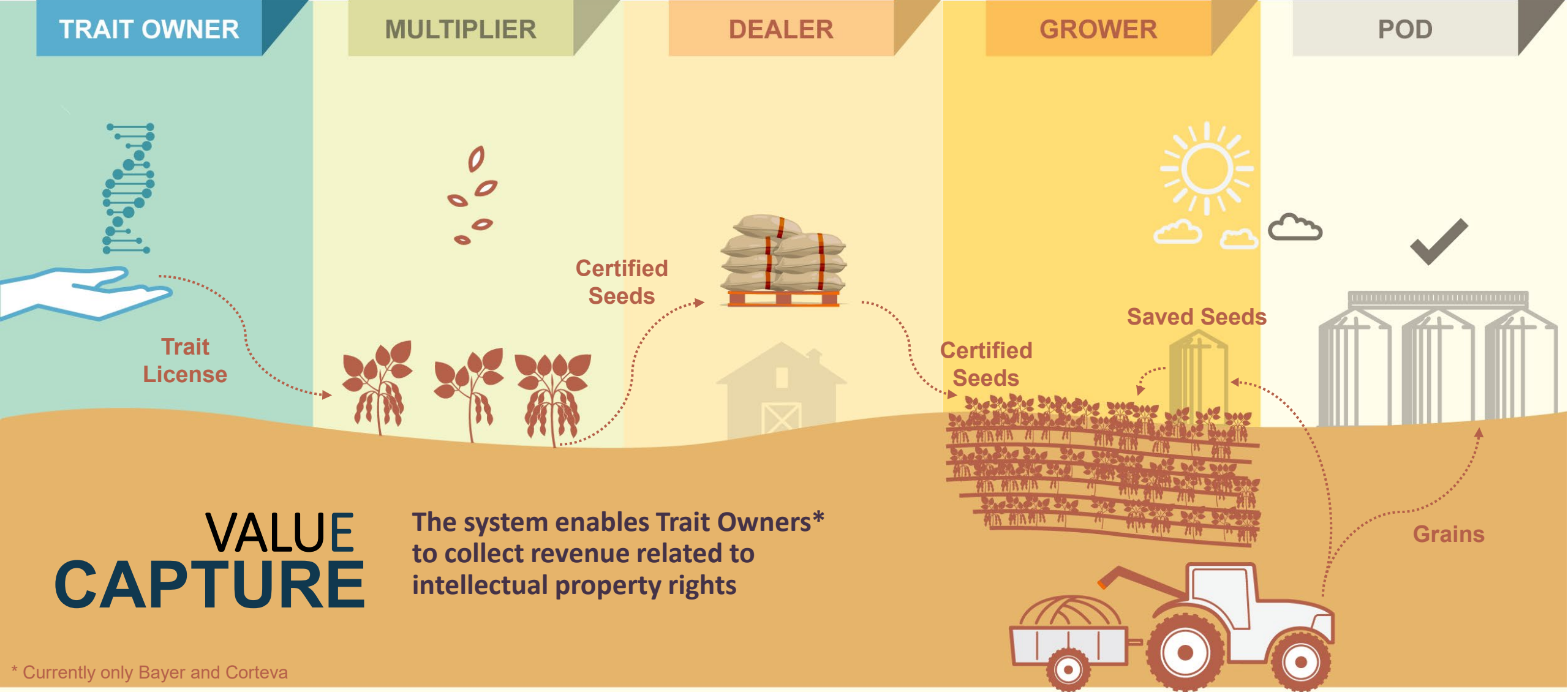
TRAIT OWNER

MULTIPLIER

DEALER

GROWER

POD



VALUE CAPTURE

The system enables Trait Owners* to collect revenue related to intellectual property rights

* Currently only Bayer and Corteva

Value Capture System Core Modules

Revenue over **Multiplication**

Revenue over Seed **Sales**

Revenue over **Legally Saved Seeds**

Revenue over **POD** (Illegally Saved Seeds)

CULTIVE BIOTEC

Who we are ?

Initiative aimed at promoting a collective management model for the recognition of intellectual property and open to any company that owns biotechnology protected by intellectual property rights and intends to commercialize its products in the Brazilian market

Purpose

Develop a collective industry solution and, with that, create structured environment for the recognition of intellectual property, which will allow the entry of new soy biotechnologies in the Brazilian market



BENEFITS



For the
grower

Entry of new technologies into the market guarantees **more choice options** for the growers

Simplification of bureaucratic procedures for the use of different technologies

By using a **collective management system**, trading partners avoid having to use different systems and adapt to different procedures and rules for each biotechnology



For
stakeholders



For the
industry

Incentives to **maintain investment** in innovation and the entry of new technologies into the market

By creating a safe environment, **it encourages innovation** that will be made available to the Brazilian market

HOW WILL IT WORK?



Multiplier

It will use the same channels and systems to report seed production and volume commercialized



Dealer

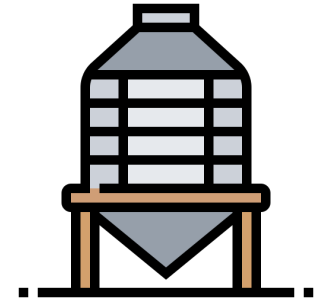
It will use the same channels and systems to report the seed commercialized to growers



Grower

They will receive industry volume on the purchase of certified seed and legally saved seed payment

They will use the same channels for opening requests



Point of delivery

It will carry out simultaneous tests for different technologies

It will use the same system to report the deliveries of grains with technology and consume the volume exemption from growers



What happens to growers who save seeds and do not pay for the use of biotechnology?

The grower

can save part of the seeds with biotechnology for planting the next crop. It is a totally legal practice that must be declared in accordance with the rules of the Ministry of Agriculture (MAPA). After this process, they must contact the biotechnology company to make payment for its use.



However,

part of the farmers who save seeds do not carry out the due process in MAPA and/or do not pay for the use of biotechnology, which constitutes a violation of the Seed Production Law and the intellectual property right of biotechnology companies.

The grower **must regularize their situation** to avoid charges at the time of grain commercialization and will be able to count on the support of the service channels that the industry will have (Conexão Biotec).

