

# Biotech Traits Commercialized 2010

## BACKGROUND

Commercial introduction, adoption and use of biotechnology traits continued to move ahead strongly in 2009. Around the world and within each crop and market segment, critical advancements continue at a rapid pace as introduction of new traits and second generation traits occurs. In addition, as more crops come to the market with new traits, a clear understanding of the science, the seed and the market is required as crops approach regulatory review and approval.

Since 1995, Context has tracked the significant advancements and introduction of biotechnology traits as they come to market. Updated annually, these significant seed industry findings are presented to subscribers in our multi-client report, **Plant Biotech Traits Commercialized 2010 (BTC)**.

**KEY DATA FOR TODAY & FUTURE IMPLICATIONS**  
**Plant Biotechnology Traits Commercialized** helps businesses track and forecast

industry changes. Industry leaders and analysts use the study to measure success, anticipate key business and technology trends, and identify growth opportunities. Both current and future traits are carefully explored.

BTC 2010 is a powerful source of information, capturing the early history of the plant biotechnology industry, as well as current trait commercialization and beyond to what may be the future trait technologies. The impact of these technologies on the agriculture industry, technology providers and growers is also explored.

## CRITICAL ANALYSIS OF KEY MARKETS

The 2010 edition of **Plant Biotech Traits Commercialized** is focused on the traits, crops and technologies that are likely to be introduced between now and 2020.

Coverage on currently commercialized crops is limited to the description of current and projected market developments and technology changes.

Highlights of **2010 Plant BTC Parts 1 & 2** include:

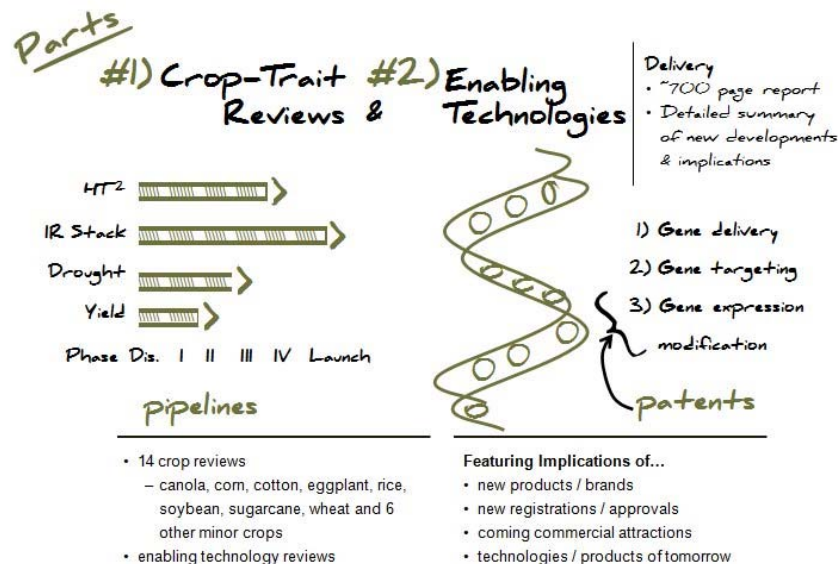
- **Crop Reviews** – Coverage of currently commercialized crops, focused on an analysis of current and projected market developments and technology changes. Any new developments in all traits currently covered by BTC, as well as traits expected to be commercialized by 2020, are addressed in this section. Each crop section is concluded with a set of implications relevant to the technologies being commercialized, developed or yet-to-be planned.

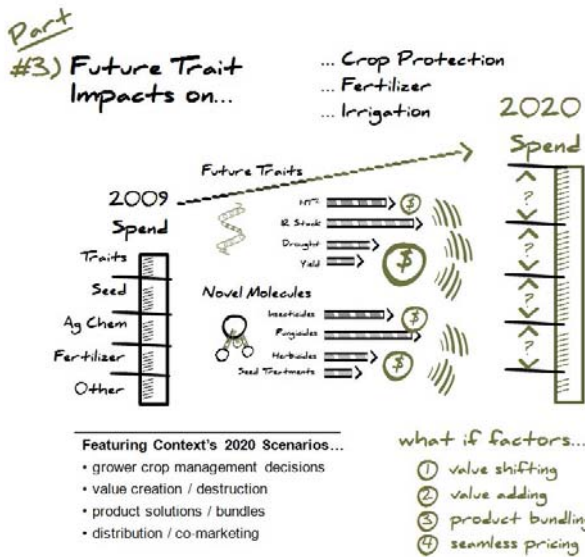
- **Enabling Technologies** – Describes the latest research in key enabling technologies, why they are important and who owns the key intellectual property.

Technologies are grouped as they relate to a process stage:

- Gene delivery
- Gene targeting
- Gene expression modification

Alison Morgan, Context Senior Technology Associate stated, “Enabling technologies play a key role in early product development and the owners of these technologies can influence the success of research and development programs. Owners of key patents often use them to delay and hinder competitors’ trait development programs, and companies have failed due to an inability to obtain licensing rights to key technologies. In addition, a great deal of research money is spent inventing around existing enabling technology patents, and searching for patent white space in which to invent and claim for use as a bargaining tool.”





discovery, development and commercialization of each crop biotechnology traits. It gives a full account of events in the industry from the early 1990's and how they have molded use and acceptance of crop biotechnology.

BTC 2010 identifies traits expected to be commercialized within the next 1-2 years. It also discusses traits that are in earlier stages of discovery and development and have expected dates of commercialization nearer to 2020. Included are descriptions of technologies and patents underpinning new trait commercialization.

For each of the crops discussed, Context provides its view regarding the interplay of various business collaborations, new traits and market competition on the industry.

### PART 3: FUTURE TRAIT IMPACT ON CROP MANAGEMENT

Context's BTC 2010 provides a comprehensive, trait-by-trait understanding of biotech traits commercialized and those approaching commercialization by 2020. Featured are prominent, impending developments in several areas, including...

- (i) A continuing increase in the number of **agronomic trait solutions** in the offer,
- (ii) A growing number of **proprietary alternatives** to 1<sup>st</sup> generation traits,
- (iii) A widening influence of biotech traits on grower **crop management decisions**

Over the next decade, a significant increase in the number and type of novel trait introductions is anticipated. Many of these technologies have the potential to further expand the revolution in crop production already seen with 1<sup>st</sup> generation traits in soybeans, canola, cotton and corn. **Part 3** of the **2010 edition** of **BTC** provides possible scenarios of the future, including critical "what if's" that will accompany the introduction of these new biotech traits.

#### ABOUT BTC 2010

Context's BTC 2010 delivers industry leading information and perspective on plant biotechnology trait technologies commercialized through 2009. BTC 2010 reports on the role played by technology providers, collaborators and consumers in the

### ORDER FORM

The purchase price of **Context's Plant Biotech Traits Commercialized 2010** is \$49,500 USD.

To subscribe to Context's Plant Biotech Traits Commercialized study, please read and agree to the following statement:

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