

## Background

Critical advancements of biotechnology traits continue at a rapid pace. Through 2011, commercial introduction, adoption and use of biotechnology traits underwent several important changes. Importantly, biotechnology traits expanded into more crops and were permitted in more countries. In addition, the number of groups contributing to advances in biotechnology trait development, including academic institutions, established businesses and new entrants in the field, continued to increase. In short, 2011 might be characterized as the year of more crops, more countries and more contributors.

## BTC 2012: Key Data for Today and for Future Implications

Plant Biotechnology Traits Commercialized 2012 (BTC) helps businesses track and forecast these important industry changes. Since 1995, the Context Network has tracked significant advances in the development and commercial introduction of biotechnology traits. For 2012, our multi-client report, **BTC** continues to provide subscribers with the most accurate, in depth and up-to-date plant biotechnology trait information available to the industry.

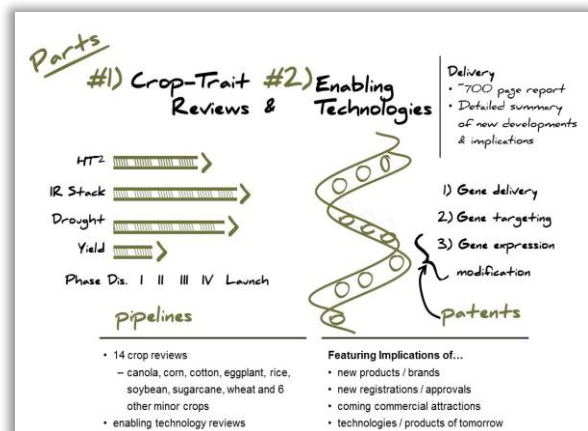
More than ever, success in the development and commercialization of new plant biotechnology traits requires, in addition to an understanding of current developments, a working knowledge of the history of past trait introductions. Analysts and industry leaders use the study to measure success, anticipate key business and technology trends, and identify growth opportunities. Both current and future traits are carefully explored. **BTC 2012** provides full coverage of the traits and technologies that make up over 90 percent of the commercial market.

This powerful information source captures the early history of the plant biotechnology industry as well as current trait commercialization activity. Beyond that, **BTC 2012** allows users to consider and evaluate what future trait technologies

may be, and to explore the impact of these technologies on the agriculture industry, technology providers and growers.

## Comprehensive Crop Trait Analysis

As appropriate, **BTC 2012** provides updates regarding key traits previously commercialized and identifies traits slated for commercialization within the next 1-2 years. It also discusses traits that are in earlier stages of discovery and development with commercialization nearer to 2020. Included are descriptions of any significant technologies and/or patents underpinning new trait commercialization.



**“BTC 2012 meticulously reports and reflects critical issues and developments important to the plant science industry.**

**Beyond trait specific information, BTC 2012 provides subscribers with analysis of the projected impact these technologies will have on the future of agriculture, technology providers and growers.”**

**Dr. Thomas Klevorn, Context Senior Associate**



## Critical Understanding, Perspectives

Uniquely, BTC 2012 combines critical historical understanding with the most pertinent current information to deliver

concise, detailed situation analyses for key traits in key crops in key countries. For each of the crops, the situation analysis includes Context's view regarding the interplay of various business collaborations, new traits and market competition on the industry.

In addition to serving as the industry's leading and preferred source for plant biotechnology trait information, every year BTC takes a closer look at emerging technical and commercial developments likely to influence the industry in the future. For 2012, BTC explores the Impact of **New Herbicide Tolerance Traits in Soybeans**, a key area with the potential to significantly influence industry trends and practices.

## Crop Reviews, Enabling Technologies and Future Trait Impacts

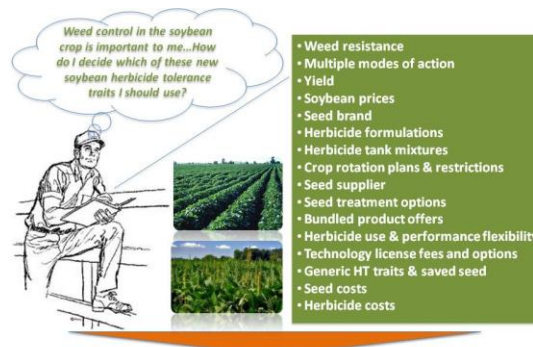
Highlights of BTC 2012 include:

• **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. Enabling technologies are categorized into important plant biotechnology process stages:

- + Gene Identification      + Gene Construction
- + Plant Transformation    + Plant Regeneration

• **Future Trait Impact and Generic Trait Development and Introduction Considerations** - 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.



Many elements to consider...What's the best solution?

**“Research & development investments indicate dramatic changes are forthcoming in the types of technologies delivered through seed. BTC helps subscribers to measure success, anticipate key business and technology trends, and identify growth opportunities.”**

**Context Senior Associate, Dr. Thomas Klevorn**

For more information on Plant Biotech Traits Commercialized 2012, GSMD 2012, or Context's Global Seed Sector Outlook 2025: Major Vegetable Crops contact Mark Nelson at: [mark.nelson@contextnet.com](mailto:mark.nelson@contextnet.com).

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