

# SeedService

PhillipsMcDougall

The **SeedService** was first published by Phillips McDougall in 2007, and is intended to provide subscribers with an information source detailing the leading companies in the global seed industry, accompanied by a review of the overall seed market.

The main features include:

- **Industry and Market Overview** – This section provides a detailed market overview of the commercial seed industry, together with an analysis of the key events that have impacted the sector at the company, product and market level. This section will be updated in April/May each year.
- **Company Section** – Profiles of the leading companies in the seed sector, currently comprising :

Monsanto	DuPont (Pioneer)	Syngenta
Vilmorin (Limagrain)	KWS	Bayer
Delta & Pine Land	Takii	DLF - Trifolium
Sakata	Dow	AgReliant Genetics

Each profile describes the history of the company in the seed sector, company organisation, R&D projects and a financial analysis of the company. Profiles of the leading seed companies are updated each year.

- **GM Traits** – This section focuses on the currently available crop traits together with those in the developmental pipeline. Traits are categorised according to their mode of action and their crop coverage. The section also includes details of individual company involvement in trait research & development, production and commercialisation.
- **Crop Section** – This section describes the global seed market, both GM and conventional varieties, by crop sector. The crops currently profiled are Maize, Soybean, Cotton, Rapeseed and Sugarbeet. Within each profile, the situation within each major country market is described.

**This new report has been designed to provide a reliable reference source for individual company involvement in the seed and trait sector. The report is supplied in electronic format on CD.**

**If you would like more information on this new report please contact us for further details at: [john@phillipsmcdougall.com](mailto:john@phillipsmcdougall.com)**