



MEDIA RELEASE

Australia to lead International Seed Federation

22 June 2020 Canberra - Australian seedsman and business leader Donald Coles has been elected President of the International Seed Federation (ISF), the 10th person to hold the position. He will serve a term of two years.

“The role of agriculture in the steady supply of quality, healthy food has been greatly highlighted during the COVID-19 crisis. Today seed is widely recognized as an essential good and a key element in food production,” said Mr Coles.

“This gives us further determination to ensure the efficient movement of quality seed to continue to deliver benefits to the entire value chain.

“In addition, it is very important to ensure continued innovation. New plant breeding methods can continue to contribute solutions to the global challenge of building sustainable food systems in the face of climate change as well as meeting an ever-growing consumer demand for quality, healthy food. Seed creates food in a matter of weeks” Mr Coles concluded.

Osman Mewett, General Manager of the Australian Seed Federation (ASF), said “we are pleased to announce that ASF member and past ASF President Donald Coles, from Valley Seeds in Victoria, has been elected as the 10th President of the International Seed Federation.

“The ASF congratulates Mr Coles on his appointment and welcomes the opportunity it provides for the Australian seed industry to be recognised on the global stage.”

Donald Coles is Managing Director of Valley Seeds Pty Ltd. and is a past Director of the Australian Seed Authority. In 2012, he was elected President of the Australian Seed Federation. He has held national positions within Australian Government agencies and affiliated bodies such as the Gene Technology Regulator.

His career of over 40 years spans supply chain management, quality assurance systems, retailing and retail supply. During this time, he has been directly involved in breeding new plant varieties, specifically the development, maintenance, and auditing of trial protocols for forage, turf seed and cereals.

Contact: - For interviews with Donald Coles please contact Osman Mewett, General Manager, Australian Seed Federation – omewett@asf.asn.au, 0406 995 326

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Mr Donald Coles, President – International Seed Federation (Image courtesy of Donald Coles)

About Australian Seed Federation

The Australian Seed Federation (ASF) is the peak industry body for the Australian seed industry at the local, state, national and international level. The ASF also represents its members internationally, as a member of the International Seed Federation (ISF) and the Asia Pacific Seed Association (APSA).

The ASF strives to deliver *Sustainability, Leadership, Integrity and Collaboration* on key issues including climate change adaptation, world food security, technological developments, trade, and the growth in productivity of Australian and international agriculture, through the delivery and supply of new and improved commodities and services to the market.