



Growing Australia's seed industry together

Who we are

The Australian Seed Federation (ASF) is the peak industry body representing the entire Australian seed supply chain. From research and breeding through to production, distribution, export, and retail, our members are at the core of innovation, productivity, and sustainability across agriculture, environmental restoration, and home gardening sectors.

We advocate for an efficient, profitable, and internationally competitive seed industry — supporting all seed types, business sizes, and market segments.



Our role is clear:

Represent the collective voice of the seed sector

Influence policy, regulation, and national standards

Facilitate collaboration, innovation, and long-term resilience across the industry



Our mission and vision

VISION



A thriving seed industry that adds value to the world through high-quality seed for sowing.

MISSION



To improve the Australian seed industry and ensure ASF members can continue doing business throughout the seed supply chain.

VALUES



Sustainability
Integrity
Leadership
Collaboration

Our aims

ADVOCATE



Be the trusted and respected national voice on policies and issues that impact the Australian and global seed supply chain.

EDUCATE



Invest in education and training initiatives to ensure the long-term viability of the Australian seed industry.

OPERATE



Ensure the Australian seed supply chain can continue to operate to benefit all users of seed for sowing.

ENGAGE



Elevate the profile of the Australian Seed Federation, its **members**, and the broader seed industry.



What we do

ASF is active across five core areas of impact:

Policy & advocacy

We lead national engagement with government, regulators, and industry bodies on issues that matter to members — including regulation, innovation, market access, intellectual property, and environmental stewardship.

Industry representation

ASF represents the seed industry in cross-sector initiatives, standards development, and technical advisory groups — ensuring a balanced voice across all seed types and market positions.

Biosecurity & stewardship

We support proactive initiatives that promote high-quality seed and reduce the risk of pests and diseases. Our work in biosecurity and product stewardship helps safeguard industry integrity, protect market access, and maintain confidence across the supply chain.

Communication & insights

Our members receive exclusive updates, policy briefings, sector analysis, and industry alerts that keep them informed and connected.

Events & professional development

ASF delivers a range of programs and events designed to build capability, strengthen connections, and support knowledge sharing across the seed sector.

Seed Business Convention

ASF's annual conference brings together leaders from across the supply chain for strategic discussion, knowledge exchange, and sector-wide collaboration. It's the premier event for staying ahead of policy, technical, and market developments.

Seed Industry Professional Program

ASF's flagship training program, tailored to equip individuals with the skills and knowledge needed to thrive in the seed industry. It covers seed science, regulatory requirements, plant breeder's rights, seed movement, and more.

Member forums and webinars

Regular sessions providing targeted engagement on key issues throughout the year, with direct access to experts and decision-makers.

Women in Seed Network

ASF's dedicated platform connecting and supporting women across the seed supply chain. The network fosters peer mentoring, professional development, and leadership opportunities — reflecting ASF's commitment to an inclusive and future-focused industry.



asf.asn.au



Why Join ASF?



Be heard

Shape the policies and standards that directly impact your business and the broader industry.



Connect

Engage with decision-makers, collaborators, and peers across the full seed value chain.



Grow with us

Support a strong, united industry that champions quality, sustainability, and innovation.



Stay ahead

Access timely updates on regulatory changes, biosecurity, R&D, and emerging market trends.



Be recognised

Gain visibility as part of the leading voice for the Australian seed industry.

**Not sure
which membership
type applies to you?**

Get in touch –
we're happy to guide
you through the
options.

Membership categories

ASF offers membership options to suit the diversity of organisations and individuals involved in the seed industry and its allied sectors. Membership fees are tiered based on annual turnover or organisational type.

Ordinary Member

For companies, organisations, or individuals actively involved in one or more aspects of the seed industry – including breeding, production, processing, seed analysis, or sales. This is the primary category for commercial seed businesses operating in Australia.

Associate Member

For those not directly involved in seed production but working in allied sectors – such as service providers, research institutions, consultants, or industry associations.

Overseas Member

For individuals or organisations based outside Australia who are actively involved in the global seed industry and wish to stay connected to the Australian market.

Ready to become a member?

**Join the voice of
Australia's seed industry**

Contact us

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