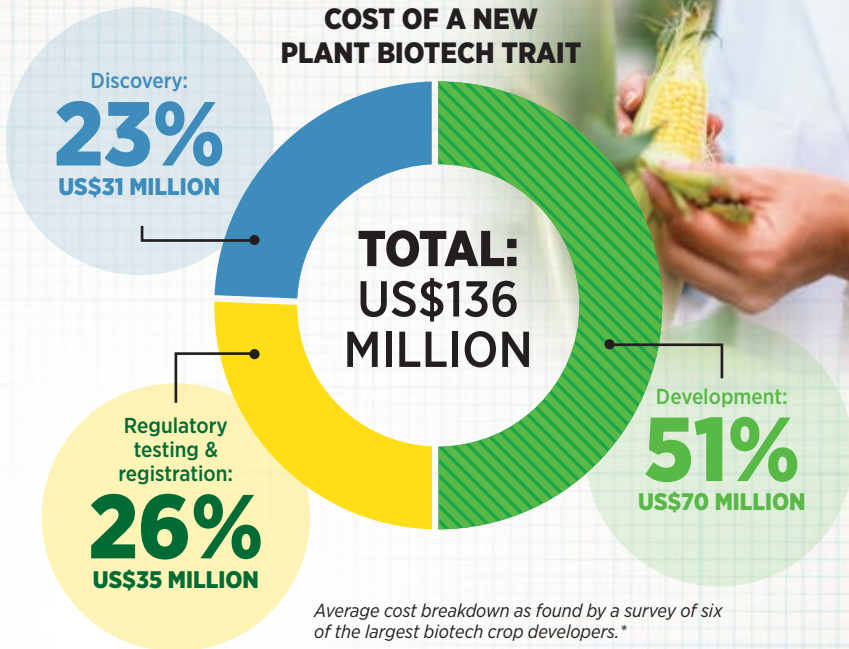
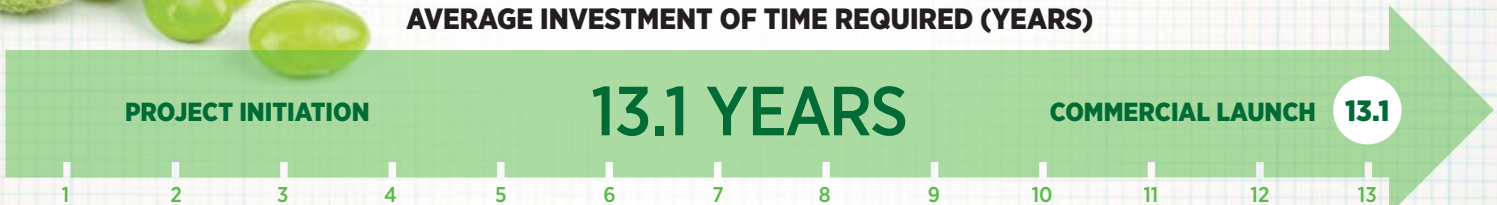


# GETTING BIOTECH CROPS TO MARKET

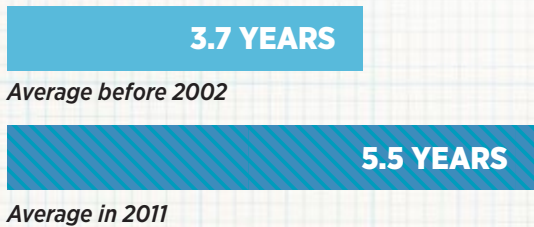
**EACH YEAR**, millions of farmers around the world benefit from biotech crops for higher yields, improved crop quality and more sustainable farming. But getting innovative new traits from lab to field requires a tremendous investment – one that is only growing more costly and time-consuming.



### AVERAGE INVESTMENT OF TIME REQUIRED (YEARS)



### REGULATORY TESTING AND REGISTRATION TAKING MORE TIME



### MORE POTENTIAL TRAITS BEING EVALUATED



**COMPANIES ARE EVALUATING 1,500+ POTENTIAL NEW CROPS EACH YEAR.** Given the scope of investment, IP protection is absolutely critical to ensure the future of biotech crop innovations.

\* Source: Phillips McDougall, September 2011.  
 Access the full survey at [croplife.org/plant-biotechnology/regulatory-2/cost-of-bringing-a-biotech-crop-to-market/](http://croplife.org/plant-biotechnology/regulatory-2/cost-of-bringing-a-biotech-crop-to-market/)