



Sakata Seed honored for advancing sustainable genetic resource development through Global IP strategy

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Sakata Seed Corporation has been awarded the Export and International Bureau Director General's Award for Excellence in Utilizing the Intellectual Property Rights System in the Agriculture, Forestry, Fisheries, and Food Industries (FY2026) at the 2026 Intellectual Property Achievement Awards Ceremony held at Akasaka Intercity Conference.

The award recognizes organizations that have demonstrated outstanding achievement in enhancing business value through the strategic protection and effective utilization of intellectual property within the agriculture and food sectors. This year marks the second edition of the program since its establishment.

Sakata Seed Corporation, a research-driven global horticultural company specializing in the development of flower and vegetable varieties, was recognized for its pioneering approach to international genetic resource development. Through collaborative exploration and research with governmental and institutional partners in resource-providing countries, the Company has established a model of genetic resource utilization grounded in mutual benefit, transparency, and sustainability.

Central to its recognition is Sakata Seed's alignment with the principles of the Convention on Biological Diversity (CBD), under which it has fostered equitable partnerships that ensure fair and balanced sharing of benefits arising from the use of genetic resources. Rather than a unilateral extraction model, the Company has built a framework of cooperation in which technical expertise, research collaboration, and value creation are shared with partner countries.

The Company was also commended for its robust intellectual property protection system, which safeguards both plant varieties and brand integrity across global markets. By combining trademark rights, plant breeder's rights, patents, and design rights in a comprehensive "IP mix" strategy, Sakata Seed effectively prevents unauthorized propagation and counterfeit distribution while ensuring consistent global branding for its varieties.

Looking ahead, Sakata Seed Corporation remains committed to further strengthening its intellectual property governance and expanding its global genetic resource exploration activities. Through the continued application of its integrated IP strategy, the Company aims to accelerate the development of innovative plant varieties while reinforcing sustainable international collaboration.

"Our commitment to intellectual property and global collaboration is fundamental to our mission," the Company stated. "Guided by our philosophy that vegetables nourish the body and flowers nourish the soul, we will continue striving to contribute to the advancement of horticulture worldwide while delivering value, trust, and inspiration to our partners and customers."

A key example of the Company's genetic resource development model is its long-standing collaboration with Indonesia, where joint exploration and evaluation efforts have led to globally successful varieties such as SunPatens®. Developed through international cooperation, SunPatens® has achieved cumulative global sales exceeding 700 million plants and marks its 20th anniversary this year.

Through initiatives in Indonesia and Argentina, Sakata Seed continues to advance a continuously evolving cycle of genetic resource development—ensuring sustainable use in provider countries while fostering innovation in global horticulture.

To further strengthen organizational alignment, the Company has also established a group-wide intellectual property management framework, including the development of a multilingual "IP Global Booklet" to standardize knowledge-sharing, confidentiality practices, and IP governance across its global operations.