



MEDIA RELEASE

SIPP X Seed Academy | Industry recognised learning accreditation for Asia Pacific seed sector

11 November 2025 – The Australian Seed Federation's industry training program has gone global with the launch of the Seed Industry Professional Program (SIPP) x Seed Academy ushering in a new chapter of professional growth and learning for the seed sector.

Seed Industry Professional Program (SIPP) x Seed Academy has been developed in partnership between the Asia and Pacific Seed Association (APSA) and the Australian Seed Federation (ASF). Joining with APSA's Seed Academy, the new program expands the online learning platform with more seed industry learning material. The program is built to elevate seed industry professionals with flexible, interactive training and provides an industry recognised accreditation.

ASF and APSA both have a strong focus on collaboration, to build capacity in the seed industry locally and globally. Katherine Delbridge, CEO of the Australian Seed Federation, noted that "national and regional seed associations often work with limited resources, which is why partnerships like this are so valuable – they enable us to do more for our members."

Adding to this, Fergus Brown, ASF's Head of Policy and Programs, highlighted the program's long-term industry benefits: "The SIPP x Seed Academy program enables companies to upskill and support their teams, strengthening the seed industry through knowledge sharing."

"Access to industry knowledge for professional growth is something our members value highly," said APSA Executive Director Francine Sayoc. "Rather than reinvent the wheel, we partnered with ASF to build on their proven e-learning framework and enhance our Seed Academy program. SIPP x Seed Academy brings industry-recognized certification, progress tracking, and a structured learning pathway – exactly what our members asked for."



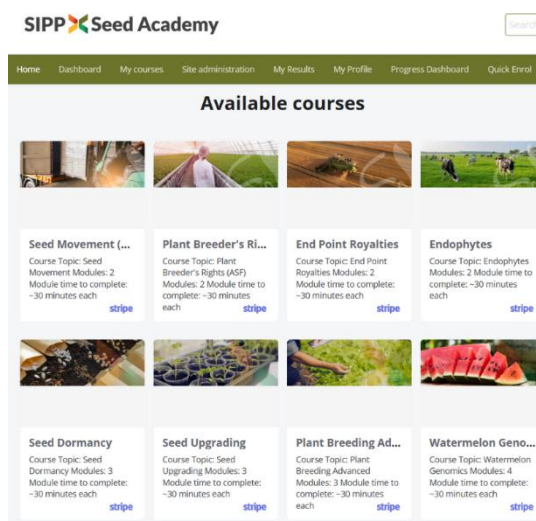
What is SIPP x Seed Academy

The SIPP program was developed by the Australian Seed Federation and launched in 2022. With a strong need for recognised learning and training for those new to the seed industry, the program provided that essential entry level education. Since then, the program has expanded to include in-person training days, advanced courses and expanded content across a range of subjects.

In July this year, APSA joined forces with the ASF to launch a newly expanded, vastly improved e-learning platform designed specifically for up-and-coming seed professionals across the Asia-Pacific region.

The program is focused around an elearning platform hosting a wealth of seed industry education content. With foundation courses including: Seed 101, Seed Certification, Seed Import/Export, Plant breeding, Plant Breeder's Rights, Seed molecular testing, Seed processing, Seed production. On completion of these courses users earn the 'Seed Industry Professional Accreditation', recognising their learning and commitment.

Once users have a good understanding of the basics, they can then move onto advanced topics with either a seed science focus including: Plant breeding (advanced), Seed dormancy, Seed upgrading, Watermelon genomics, Field Crops Breeding, Seed Coating, and Endophytes. Or topics with a seed business focus including: Seed movement, Plant Breeder's Rights (advanced), End point royalties, Seed Inspection and Biosecurity. To recognise this advanced learning a second level accreditation is available.



Left: SIPP X Seed Academy elearning platform | **Right:** Biosecurity, Seed Inspection short course

Milestones and support from members

The SIPP x Seed Academy program has seen significant milestones in 2025 including over 300 enrolments from ASF members and over 140 from APSA members, and almost 100 accredited seed industry professionals. Growth in program support from ASF members, partnership with APSA, and collaborations with the Department of Agriculture on a seed inspection and biosecurity video shows the value and credibility of the program.

Here's what a couple of the South Pacific Seeds team members had to say about recently completing the training:

"I have been in the seed industry for 14 years and found the course content very informative. The overall structure was well put together with the slides, quizzes and additional webinars making the learning interactive and fun. I would like to thank SPS and the Australian Seed Federation for providing me with this opportunity for further development." - *Daryl Schaefer, South Pacific Seeds*

"It was a great pleasure to attend the Seed Industry Professional Program. I really enjoyed the program; it was very well organised. I appreciate ASF's commitment to improving the industry." - *Buddhika Ekanayake, South Pacific Seeds*

The growing adoption numbers show the appetite for structured, credible, and industry-relevant e-learning in the Asia-Pacific seed sector. ASF and APSA are encouraging all members to take advantage of the platform, whether to brush up on fundamentals or explore advanced topics.



Left & Centre: SIPP Awards presentation at ASF Seed Business Conference | **Right:** SIPP Awards to RAGT team at RAGT conference

Together, ASF and APSA are cultivating knowledge, nurturing growth, and empowering the next generation of seed professionals across the Asia-Pacific.

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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.