



All you need to know to market seeds: a guide for England and Wales

Step 1: Getting a licence for seed marketing (Before certifying your variety)

Introduction:

If you want to market the seeds of the main varieties of agricultural crops or vegetables in England and Wales, you must:

- **have a licence for your business to market seed**
- have successfully applied to **have your seeds certified** - this shows that they meet EU quality standards

You can also market seeds which another licensed person has had certified. You're considered to be marketing seeds if you're doing any of the following:

- holding or keeping them before sale
- offering them for sale, eg by advertising
- giving them to someone else

The National Institute of Agricultural Botany (NIAB) runs the seed certification scheme on behalf of the Animal and Plant Health Agency (APHA).

Steps:

1. Check a list of the [agricultural and vegetable seeds](#) you must have certified before you can market them

Getting a licence:

2. Apply for a licence - You won't be able to get seeds certified or market seeds if your business doesn't have a licence. You must be licensed from APHA if your business is involved in marketing seeds covered by the Regulations. These may include:

- marketing seed
- packing, sealing or labelling seed
- processing seed
- collection and preparation of preservation mixture

To apply for a licence, [complete an application form](#) and send it to APHA. (See a [list of licensed seed companies in England and Wales.](#))

3. Inspections after you're licensed - After you've got a licence to market seeds, APHA officials will visit your site at least once a year to check your records, inspect your premises and crops, and sample your seeds. APHA will usually contact you to arrange an inspection. If you're licensed solely to market seed, APHA will contact you every 3 years to check your business details.