

Remember to check the label when you purchase seed for planting. Keep a copy of the label filed away along with your other planting information, such as planting dates and invoices.

If you have any questions about the labeling on the seed you purchase, contact your state Seed Control Official. A list is maintained on the Association of American Seed Control Officials' web site at:
<http://www.seedcontrol.org>

In Wisconsin, contact the Wisconsin Department of Agriculture, Seed Program, PO Box 8911, Madison WI 53708-8911, (608) 224-4596 or DATCPagriculture@wisconsin.gov.

This brochure was adapted from the Southern Seed Control Officials Association (SSCOA)
PO Box 1069
Little Rock, AR 72203



**Wisconsin Department of
Agriculture, Trade and
Consumer Protection**
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Madison WI 53718
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What's in a Name?



Varieties and Brands

Understanding the Seed Label

**Wisconsin Department of Agriculture,
Trade and Consumer Protection**

VARIETY

What's in a name?

A great deal - if you are talking about seed VARIETY names.

The term "variety" means a subdivision of a kind of seed that is distinct, uniform and stable, characterized by growth, yield, plant, maturity, disease resistance, or other characteristics by which it can be differentiated from other varieties of public knowledge. It is the type of information you need to determine if it would grow well on your farm or in your crop rotation. You need to know the variety to be sure you are "spreading your risk" from unknowns such as disease or insect pressure.

Variety names are unique to a species and cannot be changed.

Once a variety name is used for a specific kind of seed, that name cannot ever be used again by anyone for another introduction of the same kind of seed. Once assigned to a variety, the name remains exclusive forever, even though seed of that variety is never sold again.

Kind

"Kind" means one or more related species known by one common name, for example – soybeans, corn, wheat, oats or tall fescue.

Brand

The "Brand" identifies the source – the company that is marketing or selling this seed.

The brand name may be on the label as long as it's not misleading or confusing.

ABC 555 Brand

Kind: Soybeans	Pure Seed: 98.00%
Variety: 123B	Weed Seed: 0.05%
Lot #: B12	Other Crop: 0.10%
Origin: WI	Inert: 1.85%
Germination: 80%	Date Tested: 12/2010
Noxious Weeds: None	

ABC Seed Co., PO Box10, Anywhere, WI

Although some states allow use of the statement "Variety Not Stated" or "Variety Unknown", many of the newer varieties are protected by Plant Variety Protection (PVP) laws and are required to be sold by variety name.