

A method of introducing an exogenous non-transcribable polynucleotide trigger, for example dsRNA, molecule into a seed is provided. The method comprising contacting the seed with the exogenous non-transcribable polynucleotide trigger, for example dsRNA, molecule under conditions which allow penetration of the exogenous non-transcribable polynucleotide trigger, for example dsRNA, molecule into the seed, thereby introducing the exogenous non-transcribable polynucleotide trigger, for example dsRNA, molecule into the seed.