

PROGRESS ??

IN PVP/UPOV/PPVFRA COUNTRIES

Family RUYS, 130 years in plants

1888. Grandfather B. Ruys started
MOERHEIM.

1923. Father Th. Ruys in business

1966. Theo Ruys in MOERHEIM.

Coop. with MEILLAND/France:

ROSES

- CUTFLOWER

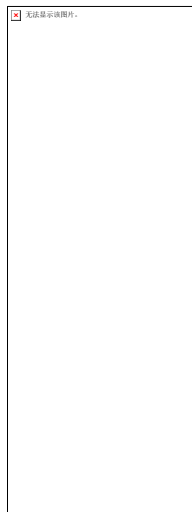
- GARDEN

- POT

- SHRUBS

Coop. with SUNTORY+KEISEI/Japan

- PERANNUALS



COMPANY ACTIVE in:

INTRODUCTION without PBR:

- BEAN's
- CONIFERS,
- RHODODENDRONS,
- PERANNUALS,
- Phlox, Delphinium, Helenium, Asters
- SHRUBS,



VARIETIES INTRODUCTION

(section)

price € 1,00

price € 0,75

price € 0,50

NEW VARIETIES INTRODUCTION

GRAND FATHER (no protection)

Year 1: Phlox sales price € 1,00

Year 2: Phlox sales price € 0,75

Year 3: Phlox sales price € 0,50

COMPANY ACTIVE in:



- With PBR:
- ROSES:
 - CUT FLOWER,
 - SHRUB/MEIDLAND
 - GARDEN,
 - POT,
- ANNUALS
 - PETUNIA/SURFINIA®
 - VERBENA/TAPIEN® & TEMARI®
 - MANDEVILLA/SUNDAVILLE®,
 - PRINCETTIA®

NEW VARIETIES INTRODUCTION



TODAY ROYALTY in (when protection) UPOV COUNTRIES:

Year 1: Rose € 0,80 - € 1,00

Year 2: Rose € 0,80 - € 1,00

Year 3: Rose € 0,80 - € 1,00

But Controll is needed.

COMPANY VENTURES

MOERHEIM CHINA

- REPRESENTING BREEDERS, TESTING + APPLYING for PVP
- SELLING THEIR PLANTS



MOERHEIM INDIA

- REPRESENTING BREEDERS, TESTING + APPLYING for PPVFRA.
- SELLING THEIR PLANTS



RETIRED, STOP CHINA, Still ACTIVE in INDIA:

- MOERHEIM ROSES & TRADING INDIA Pvt
- TESTING CUT FLOWER ROSES for:
 - - KORDES, Germany
 - - INTERPLANT, Netherlands
 - - DUMMEN, Netherlands
 - - DE RUITER, Netherlands
- GROWING Chrysanthemums of
 - - FLORITEC
 - - DELIFLOR



SUBJECTS

- **PROGRESS ?**
- **MARKET RESEARCH,**
- **QUALITY of NEW PRODUCT,**
- **PROTECTION /CONTROL,**
- **PBR ISSUES,**
- **NEW SUBJECTS.**



PROGRESS?



PROGRESS or NOT???

MARKET RESEARCH:

- PRODUCT PROTECTABLE?
- WHOM ARE THE BUYERS?
- WHOM ARE THE PRODUCERS?
- POTENTIAL ANNUAL PRODUCTION?
- POTENTIAL SALES PRICE?
- PROFIT?

QUALITY of NEW PRODUCT:

- **PROBLEM SOLVER** for **CUSTOMER** or **GROWER**,
- **VALUE FOR MONEY**,
- **POTENTIAL MARKET**,
- **NEW...**

APPLICATION ABROAD ?

- MARKET BIG?
 - PALET OF VARIETIES?
 - FIND PARTNER ABROAD
 - CHECK FYTHO REGULATIONS
 - MAKE TESTING AGREEMENT,
 - MAKE 10 YEAR PLAN,
 - SHIP PLANTS
 - IF TEST POSITIVE → APPLY
 - BUILD UP STOCK ,3-5 YEARS !
- SALES:
 - PRODUCT PRICE?
 - ROYALTY AMOUNT / PLANT?
 - 10.000 /YR AT € 0,50 or € 0,05
 - 100.000 /YR AT € 0,50 or € 0,05
 - 1.000.000/ YR AT € 0,05 = € 50.000

PROTECTION MEANS:

- **CREATION,**

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- **MARKETING of the VARIETY,**

PROTECTION MEANS:

- **CREATION,**
 - **PROTECTION,**
 - **MARKETING of the VARIETY,**
- But most important:**
- **CONTROL.**

ISSUES with PBR

- FARMERS PRIVILEGE (INDIA),
- NO PROTECTION OF ACTUAL GENE' S
- LIMITED nr of CROPS PROTECTABLE (INDIA + CHINA),
- LACK of COMPARING VARIETIES.
- LONG APPLICATION TIME,
- TESTING at 2 LOCATIONS(INDIA),
- LIMITED PERIOD OF PROTECTION,
- **EDV CONCEPT**
- DUS NOT ACCEPTED from OTHER COUNTRIES,
- DIFFERENT D.U.S. CRITERIAS,
- CHANGE of VAR.NAMES BY GROWERS,
- LACK of LEGAL KNOWLEDGE.
- **UPOV 1991, END-PRODUCT PROTECTION**

SOME DATA. CPVO APPLICATION in 2016

• NETHERLANDS:	1281	• USA	302
• FRANCE	466	• SWITZERLAND	168
• GERMANY	395	• ISRAEL	54
• DENMARK	100	• JAPAN	45
• UK	96	• CHINA	<u>???</u>
• ITALY	<u>81</u>	•	
TOTALY EU	2622	TOTAL NON EU	677
Based on DUS exchange....		Based on DUS exchange....	

NEW INFLUENCES?

• **A B C**

• **N P**

• **C C**

NEW INFLUENCES?

• **A B C**

• **N P**

• **C C**

• **AQUIRING
BREEDING
COMPANIES**

NEW INFLUENCES?

• **A B C**

• **N P**

• **C C**

• **AQUIRING
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• **NAGOYA
PROTOCOL**

NEW INFLUENCES?

• **A B C**

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• **AQUIRING
BREEDING
COMPANIES**

• **NAGOYA
PROTOCOL**

• **CRISPER CRASP**

REGULATIONS for:

→ LABELLING at:

- in GREENHOUSES
- at PRODUCT
- on BOXES
- on INVOICES



CONCLUSIONS for BREEDING

- CHALLENGING,
- LONGTERM BUSINESS,
- POSSIBEL WHEN PROTECTION + CONTROL
- WHEN GOOD LAWS/REGULATION EXIST

PROGRESS of INSPECTION
from: 1918 → 2018

- BY B. RUYS ON HORSE

- BY DRONES

PROGRESS of INSPECTION
from: 1918 → 2018



- BY B. RUYS ON HORSE

PROGRESS of INSPECTION

from: 1918 → 2018



• BY B. RUYS ON HORSE



• BY DRONES

HOPE USEFULL & CONSTRUCTIVE



Moerheim



Roses & Trading India

THANKS & QUESTIONS ??

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