

Keynote address 2:

Benefit of the UPOV Systems to Farmers and Growers

Peter Button,
Vice Secretary-General, UPOV

Jun Koide,
Technical/Regional Officer, UPOV

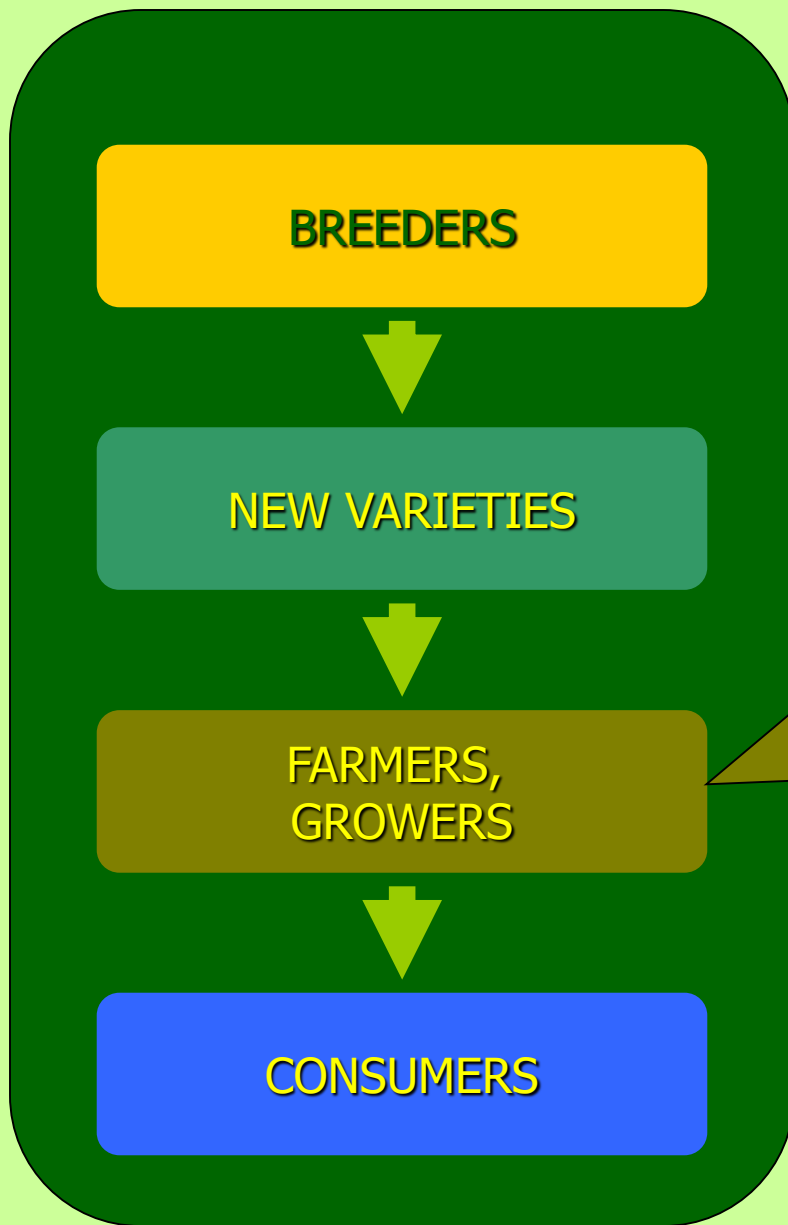
Vientiane, August 8, 2014



UPOV MISSION STATEMENT

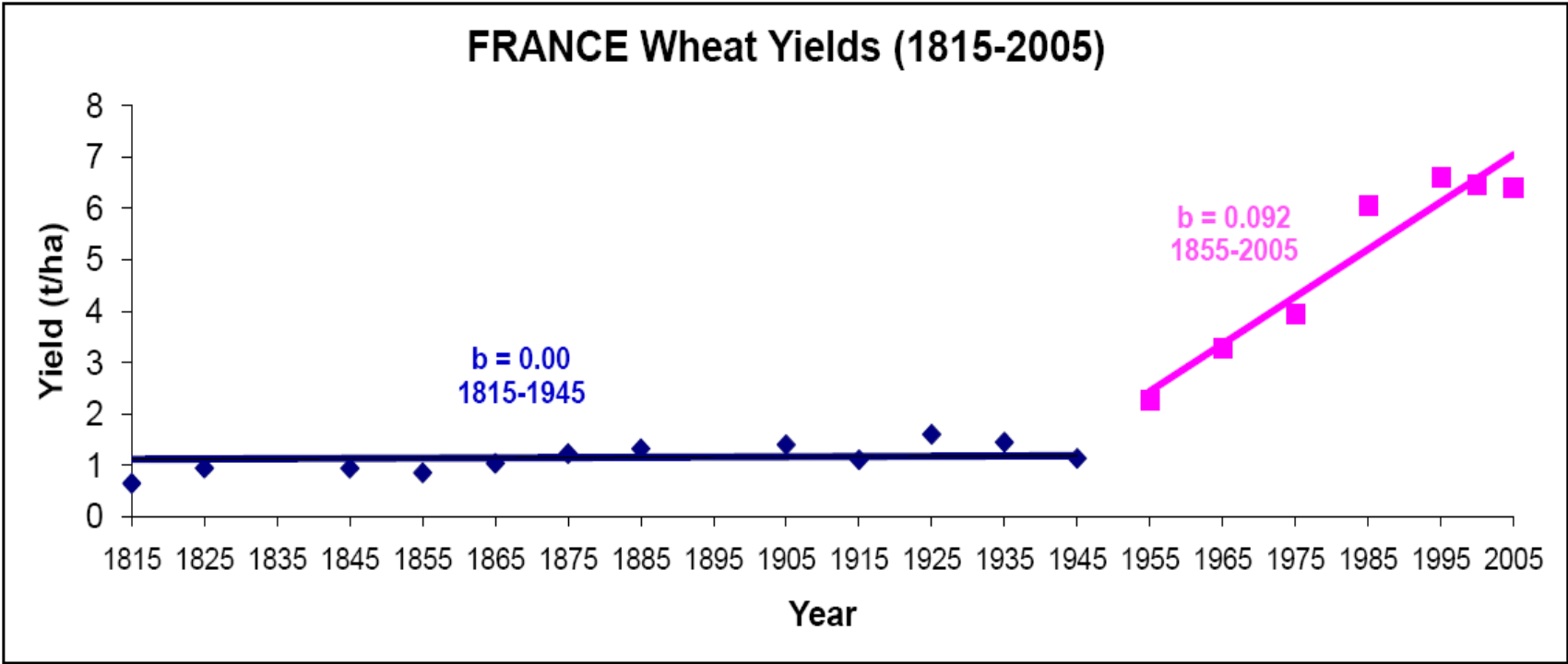
“To provide and promote an effective system of plant variety protection, with the aim of encouraging the development of new varieties of plants, for the benefit of society”

Plant Variety Protection: Improving Income for Farmers and Growers



- Yield
- Profitability
- Resistance to pests and diseases
- Stress tolerance
- Harvestability
- Crop quality
- Input efficiency
- Variety diversity
- New markets ...etc.

Evolution of Wheat yield in France



Glucosinolate content

from 100 μ moles ('Jetneuf') to 12 μ moles ('Samourai')

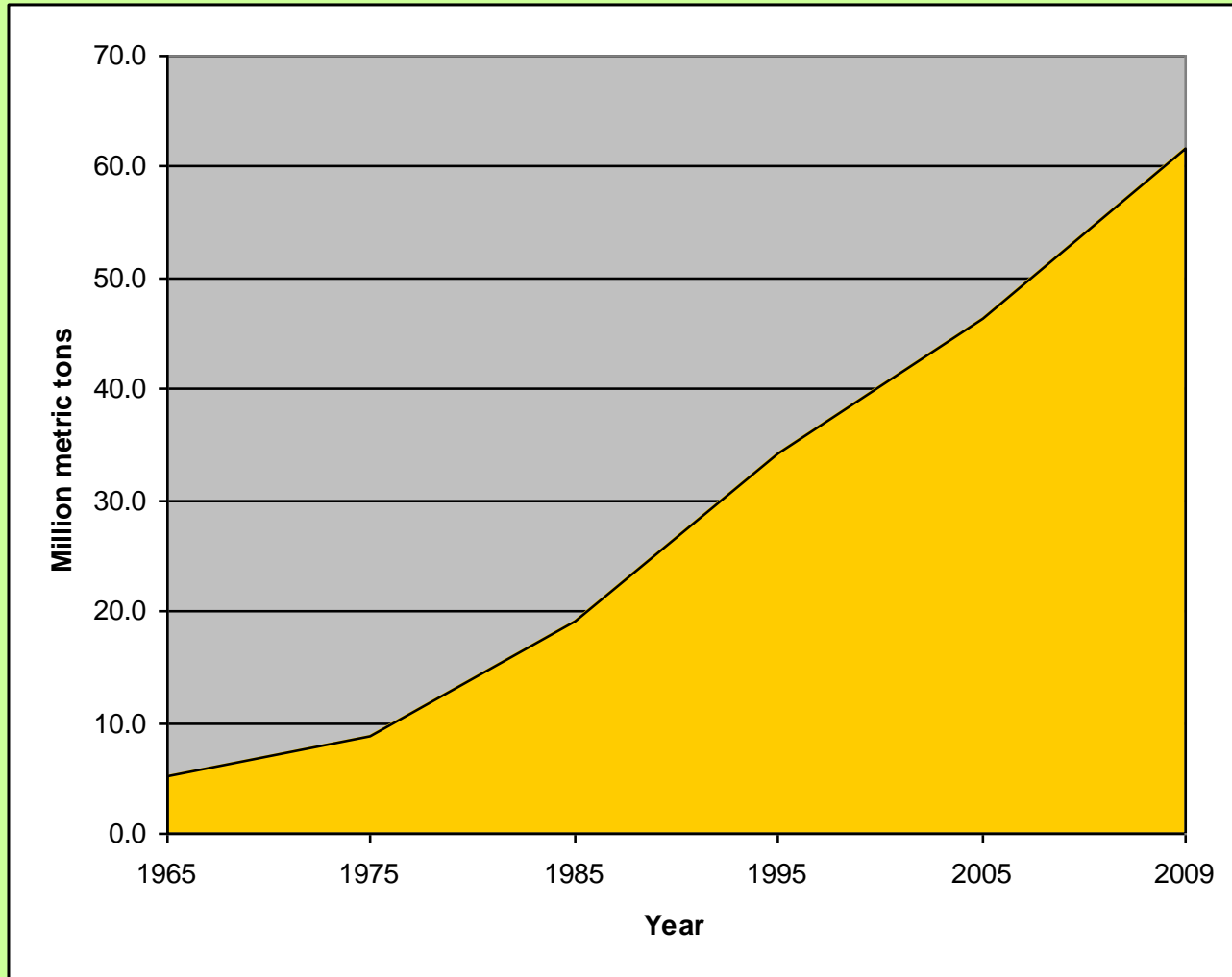
LEAR: Low Erucic Acid



HOLLI: High Oleic and Low Linolenic



World Total Rapeseed Production



Plant Variety Protection: Improving Income for Farmers and Growers

variety **CHOICE**
+ **INFORMATION** on performance
+ **DELIVERY** of good quality planting material
= Opportunities for
ADDED VALUE

- Plant breeding is long and expensive

BUT

- Plant varieties can be easily and quickly reproduced

→ Breeders need protection to recover investment



UPOV MISSION STATEMENT

“To provide and promote an **effective system of plant variety protection (PVP), [...]**”



Plant Breeder's Right (PBR)



**BREEDERS' RIGHTS
=
FARMERS' BENEFITS**



Foreign New Varieties

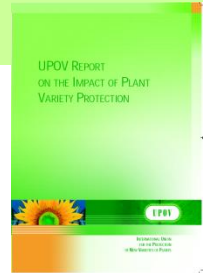
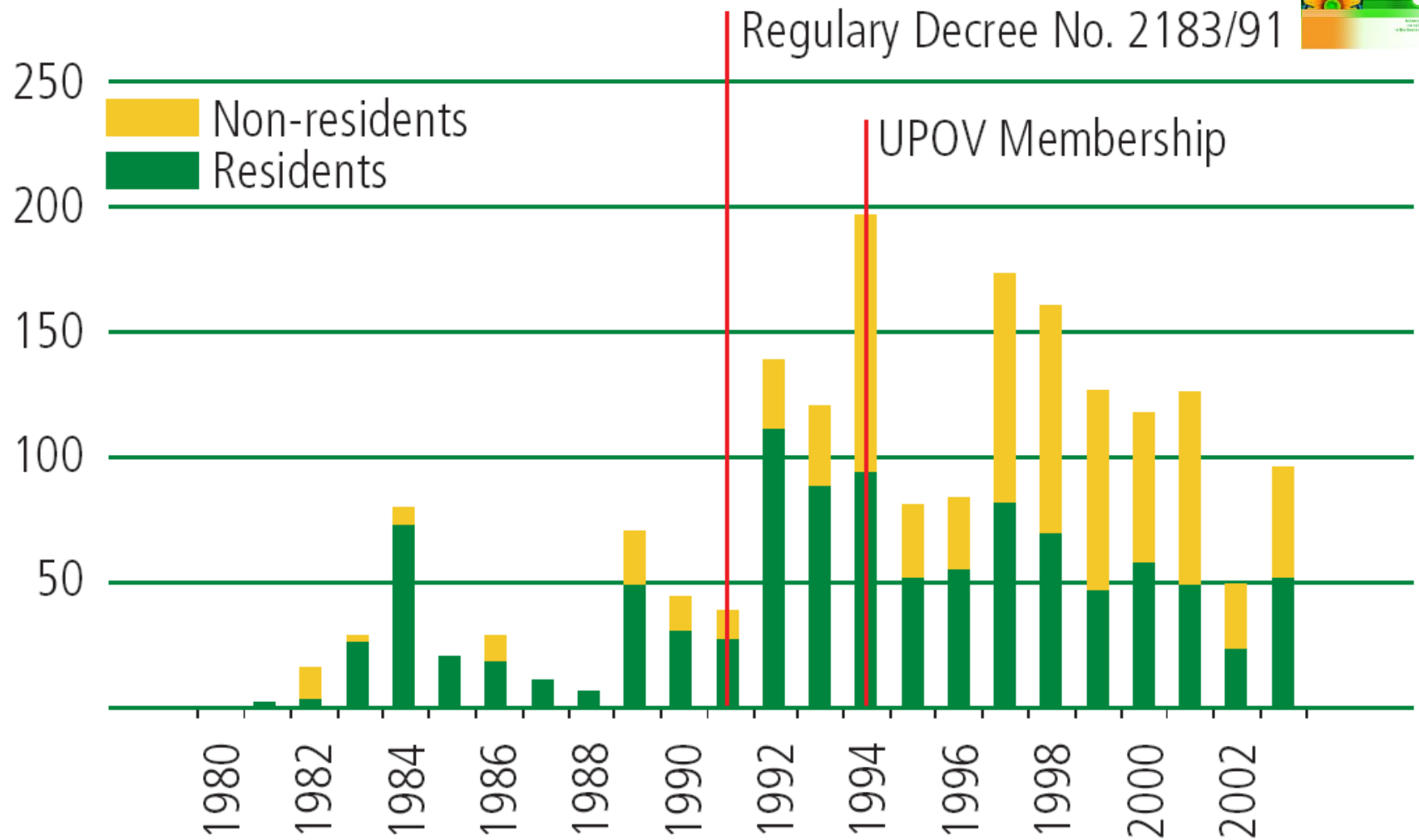
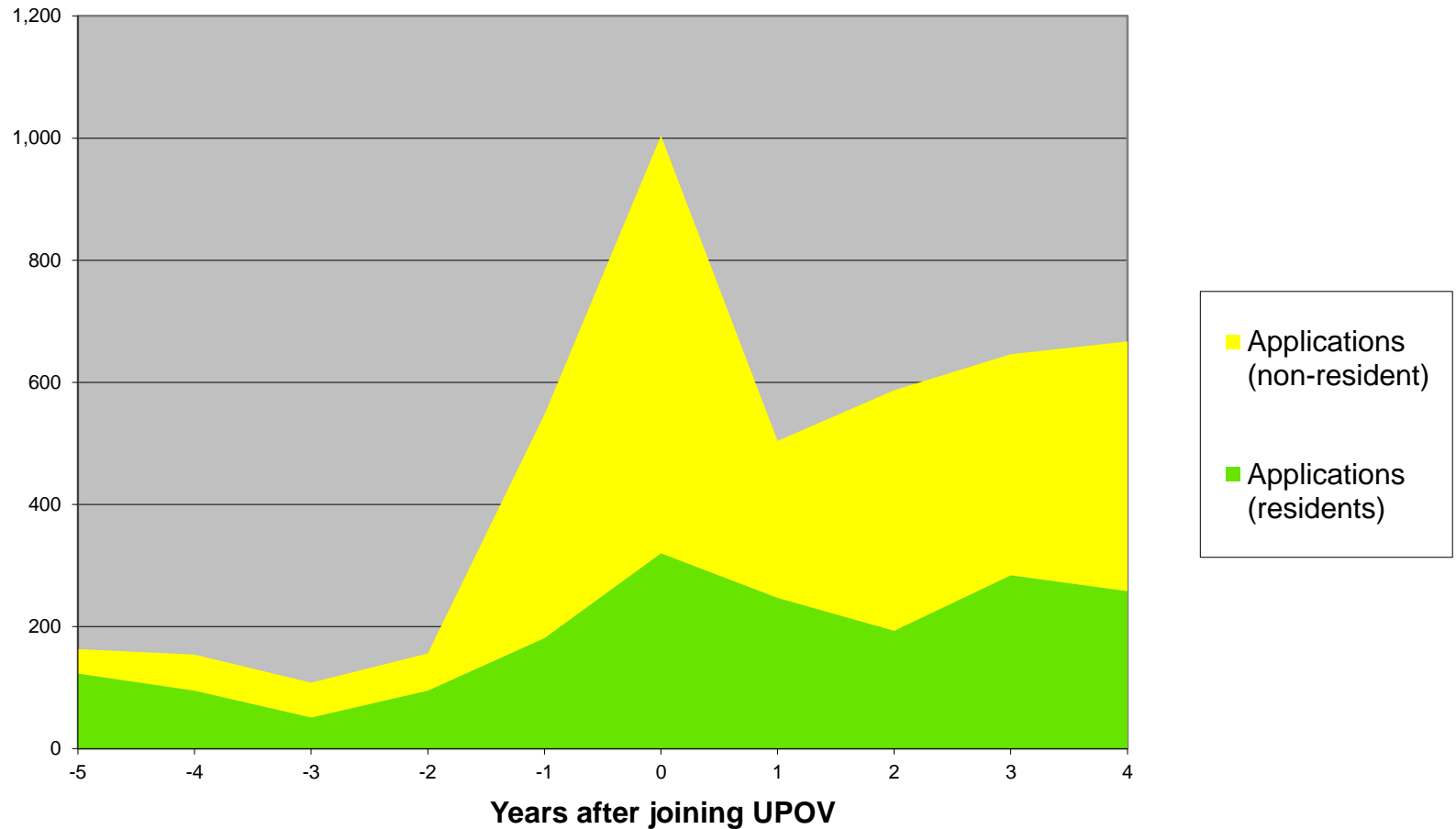
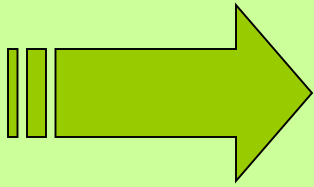


Figure 13. Argentina: Number of Titles Granted



Latin America Countries acceding to UPOV between 1994 & 2000





Impact of Plant Variety Protection and UPOV membership



Canadian Food Inspection Agency / Agence canadienne d'inspection des aliments

Canadian Food Inspection Agency



Our vision:
To excel as a science-based regulator, trusted and respected by Canadians and the international community.

Our mission:
Dedicated to safeguarding food, animals and plants, which enhances the health and well-being of Canada's people, environment and economy.

The Impact of Plant Breeders' Rights in Canada

Regional Seminar on Plant Variety Protection under the UPOV Convention
Port of Spain, Trinidad & Tobago, July 1, 2013

Sandy Marshall, Canada



Impact on Agricultural Industry

- More varieties available to farmers
- General increase in disease resistance, drought tolerance
- Increased yields – varieties adapted to range of conditions

Number of varieties registered for sale in Canada			
<i>Year</i>	<i>Canola</i>	<i>Pea</i>	<i>Soybean</i>
1990	36	20	104
2000	231	88	343
2013	596	115	937

Impact on Agricultural Industry

- Increases in yields = better varieties

- Wheat 21%
- Canola 24%
- Peas 32%

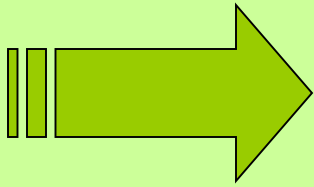
- Increases in area under cultivation

- Canola 72%
- Soybeans 94%
- Peas 578%

- Increases in Investment

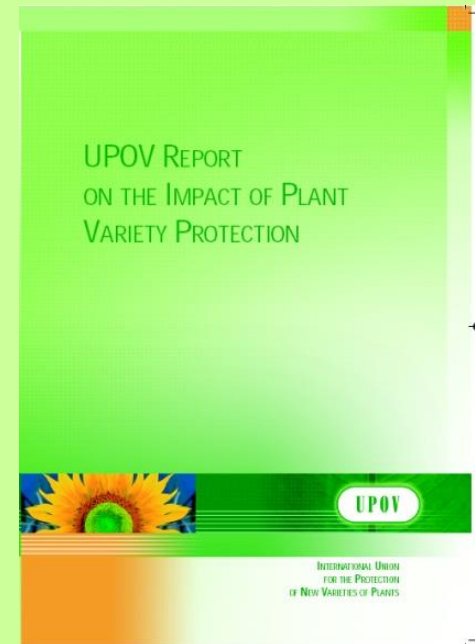
- Canola 216%
- Corn 107%
- Soybeans 162%
- Pulse crops 130%





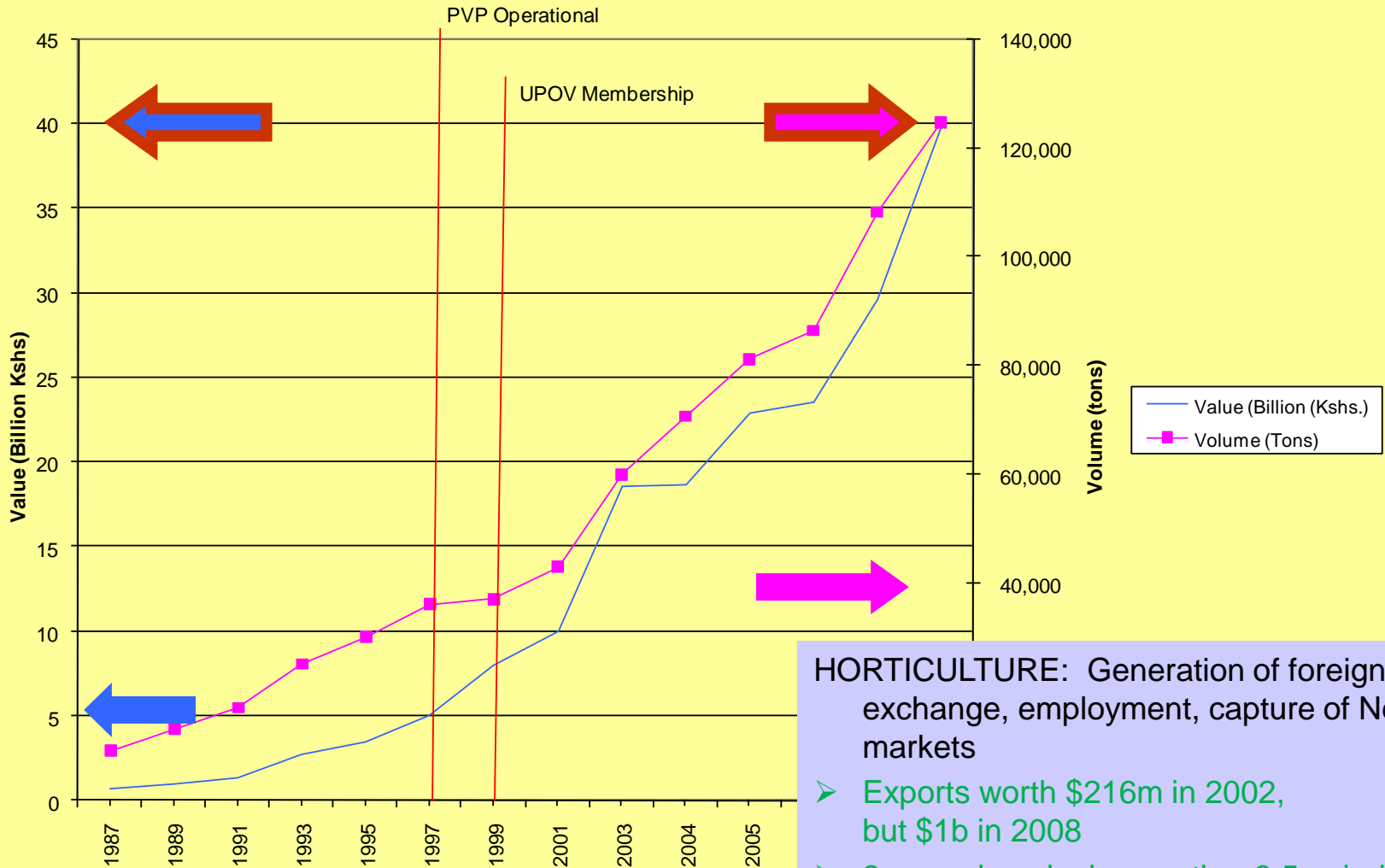
Impact of Plant Variety Protection and UPOV membership

**Reports on Studies Conducted
in Individual Countries:
Argentina, China, Kenya, Poland
and the Republic of Korea**



International Market Development

Export of Kenyan Cut Flowers



Evans Sikinyi, Second World Seed Conference

HORTICULTURE: Generation of foreign exchange, employment, capture of New markets

- Exports worth \$216m in 2002, but \$1b in 2008
- 2m employed, plus another 3.5 m indirectly
- Close to 45% Export EU market Cut-flowers
- Exports 4% of total production

Benefits for small-scale farmers in Kenya



Mr. Stephen Mbithi Mwikya, Chief Executive Officer, Fresh Produce Exporters Association of Kenya (Kenya)



Michael D. Carriere, Ph.D.
*Business Development and
Intellectual Property Manager*


UC Davis InnovationAccess

mdcarriere@ucdavis.edu



UC Davis - international agriculture - UPOV PBR - strawberry variety licensing

- » UPOV PBR-protected UC Davis strawberry varieties are foundational for master licensees
- » Master licensees are conduit of horticultural know-how and newest varieties from UC Davis
- » Horticultural know-how leads to improved production, higher value, and improved rural economics
- » In the context of strawberry horticulture, UPOV PBR is foundational to UC Davis' ability to improve agriculture internationally



UC Davis - international agriculture - UPOV PBR - strawberry variety licensing - value added examples

- » California industry value - \$2.5 B (70% UC Davis)
- » Spanish industry from zero to \$1B in 25 years – UC Davis strawberry varieties and know-how
- » Other examples;
 - Chile, Mexico, Morocco, South Africa, Turkey

The World

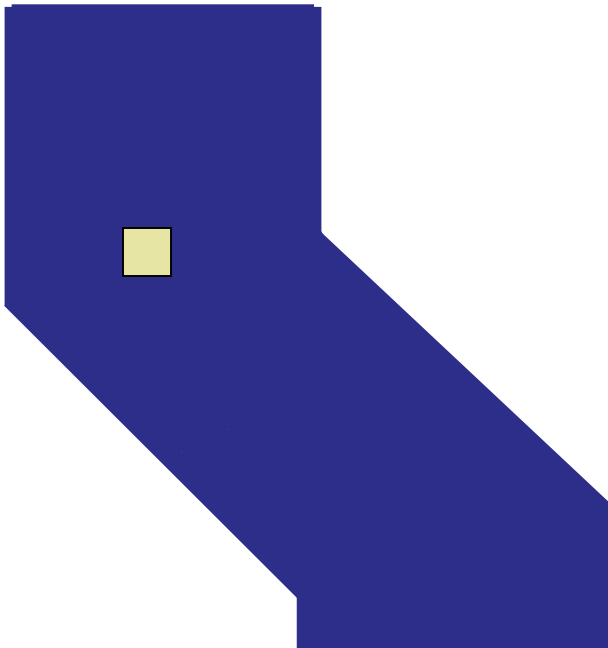
\$16.50/1000 plants royalty¹

United States

\$9.00/1000 plants royalty

California

\$8.00/1000 plants royalty



¹royalty shared between UC and master licensees



ARC • LNR

Excellence in Research and Development

The role of the Agricultural Research Council in delivering high performance varieties to subsistence or smallholder farmers

Moephuli, SR & Phehane, VN

**A presentation to a UPOV Workshop
Geneva, Switzerland
2 November 2012**



Vuyisile Phehane



Delivering high performance varieties to subsistence/smallholder farmers

- Local licensing agreement with a South African company
 - for the commercialization of some of the ARC's citrus varieties.
 - A condition of the license: ensure the participation of smallholder citrus producers in the commercialization value-chain.
- Facilitated partnership with the Citrus Growers' Association to access ARC

Opportunities for Added Value

Philippe Toulemonde

President of Star Fruits (France)



The use of plant variety protection to add value for fruit growers



star fruits®

REMINDER OF THE ADDED VALUE FOR PROTECTION OF VEGETAL BREEDINGS

- BREEDING creates the INNOVATION source of capital gain for PRODUCERS
 - Differentiation with competitors
 - Improvement with fruit quality
 - Improvement on cultural practices

- VIRTUOUS CIRCLE: capital gain generated by producers allows a return to BREEDER. It allows him, in his turn, to continue to invest in his variety creation program.

- Quality approach by organizing the distribution

- Fight against the imitation/infringement, synonym of capital loss



star fruits®

Projects

⊕ Initiator, directly or indirectly, of development projects,

- Global industry approaches, breeders and breeders rights management companies

Pink Lady®



Ariane

Nectavigne®
The tradition and flavour of a great vintage



fruit.select

AC Fruit
TERROIR ET INNOVATION-FRUITIÈRE

Opportunities for Added Value

Eduardo Baamonde

*Director General, Cooperativas Agroalimentarias
(Spain)*



Adding value for grower cooperatives

Opportunities for Added Value

...for many years now, cooperatives have been demonstrating the importance of backing and committing to new plant varieties: Limagrain, Lantmännen, Maïsadour, etc. Those groups opted to develop varieties for their members and are now world-famous in this field, **offering not just new and improved varieties but also a high level of added value to their growers.**



Opportunities for Added Value

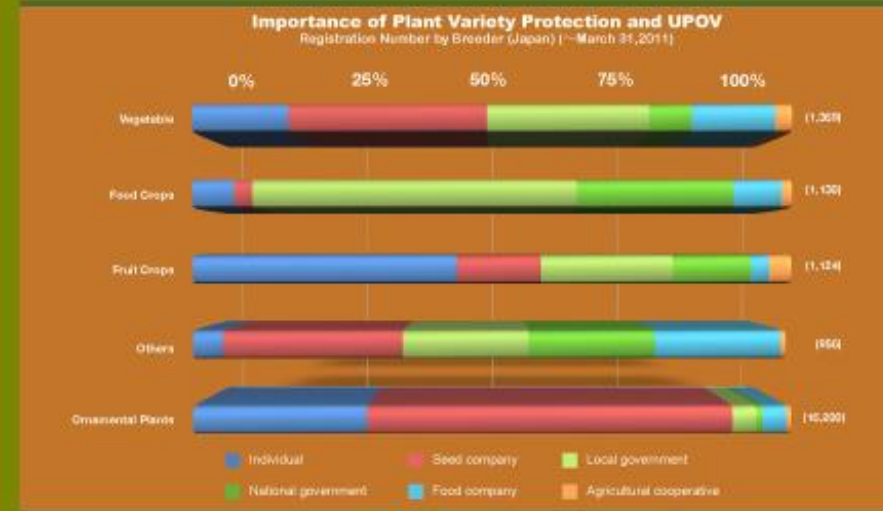
Working from Spain, we are trying to create synergies between grower cooperatives and breeders... As to supporting domestic programmes, we have initiatives such as Agrovegetal, which, after barely more than 10 years developing varieties of durum wheat, has now become a reference point for farmers.



Farmer breeders

Who can protect a plant variety?

There are no restrictions on who can be considered to be a breeder under the UPOV system: a breeder might be an individual, a farmer, a researcher, a public institute, a private company etc.



Japan Registration Case Study

(click to see full view)



UPOV

**SYMPOSIUM ON THE BENEFITS
OF PLANT VARIETY PROTECTION
FOR FARMERS AND GROWERS**

November 2, 2012 (Geneva, Switzerland)



Symposium on the Benefits of Plant Variety Protection for Farmers and Growers

Plant Variety Protection and Individual Breeder in Korea

Young-Hae Kim/Farmer Breeder
The Republic of Korea
November 2, 2012



Farmer breeders

INTRODUCTION

✦ Derk Gesink 37 years old

For farmer-breeders of potato

By Derk Gesink
(Netherlands)



Vitalization of a Rural Area by the Development of Gentian (Rhindo) Flowers

Yoshiteru Kudo

Managing Director of
Hachimantai Flower
Production Group

Hachimantai, Iwate, Japan

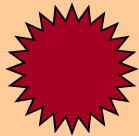


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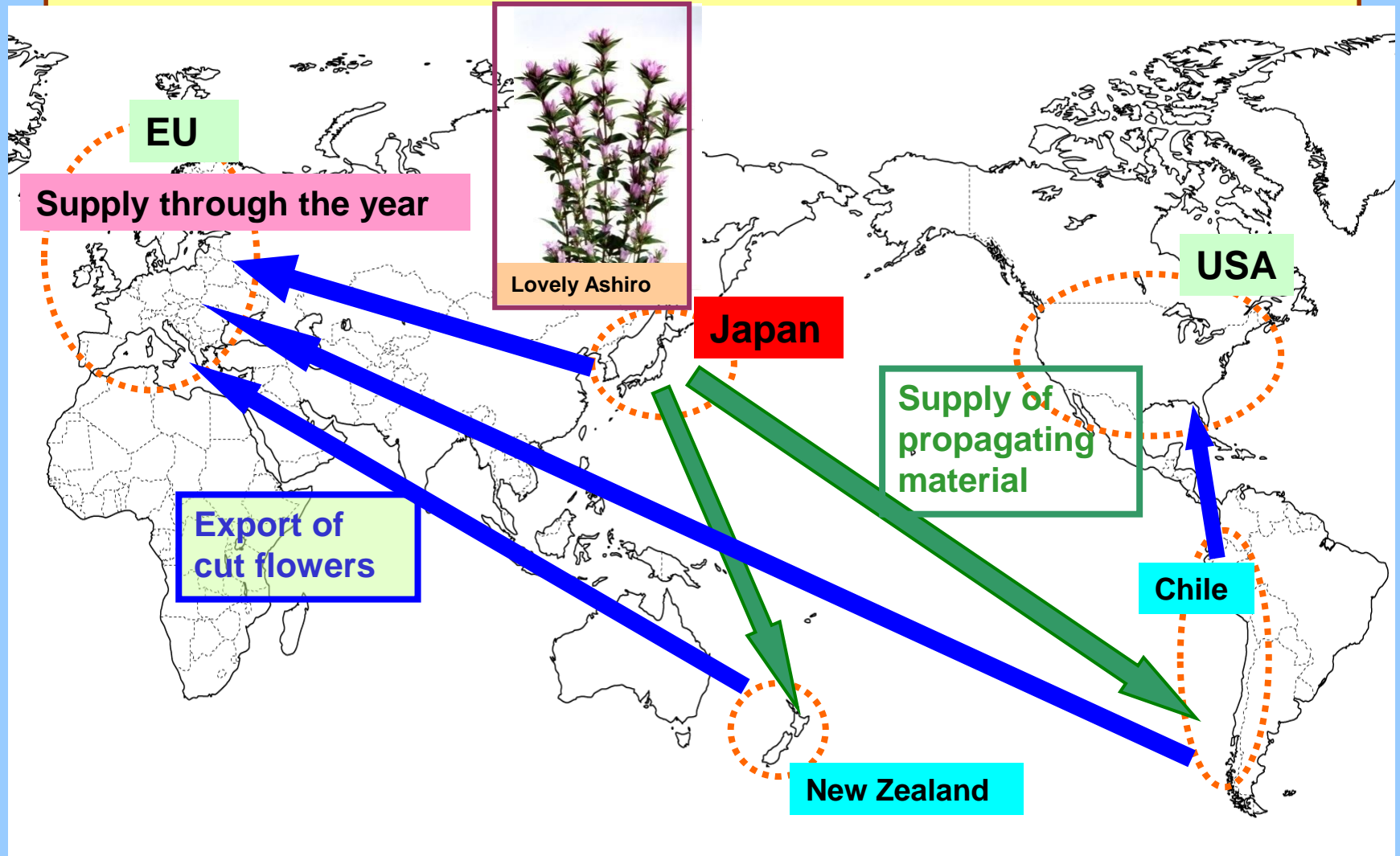
Derk Gesink (Netherlands) (Farmer and “hobby” potato breeder)



Ashiro Rindo story



World Branding Strategy of "Ashiro" based on PBR



Yasunori Ebihara, International Symposium (Seoul, August 2009)

Ashiro Rindo story (2)

