

Benefits of PVP System for farmers

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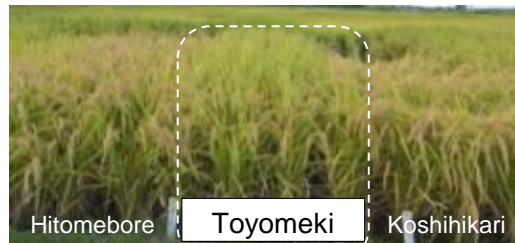


Japan's Agriculture Supported by Superior New Plant Varieties

- **New plant variety** is one of important factor supporting the **development of agriculture in Japan**.
- **Both farmers and consumers enjoy a lot of benefits** from **the development of new plant varieties** that meet environmental and consumers' preferences, such as, improved productivity, better taste etc.

[Super high-yield rice]

Super high-yield paddy rice “TOYOMEKI”, of which yield is 800 kg/10a or more, 1.5 times more than other varieties



[Chestnuts easy to peel]

Japan chestnut “Porotan”, which can be very easily peeled and cooked.



[Pears resistant to disease and pests]

Pears "Gold Twentieth Century", resistant to black spot disease which is the weaknesses of conventional varieties

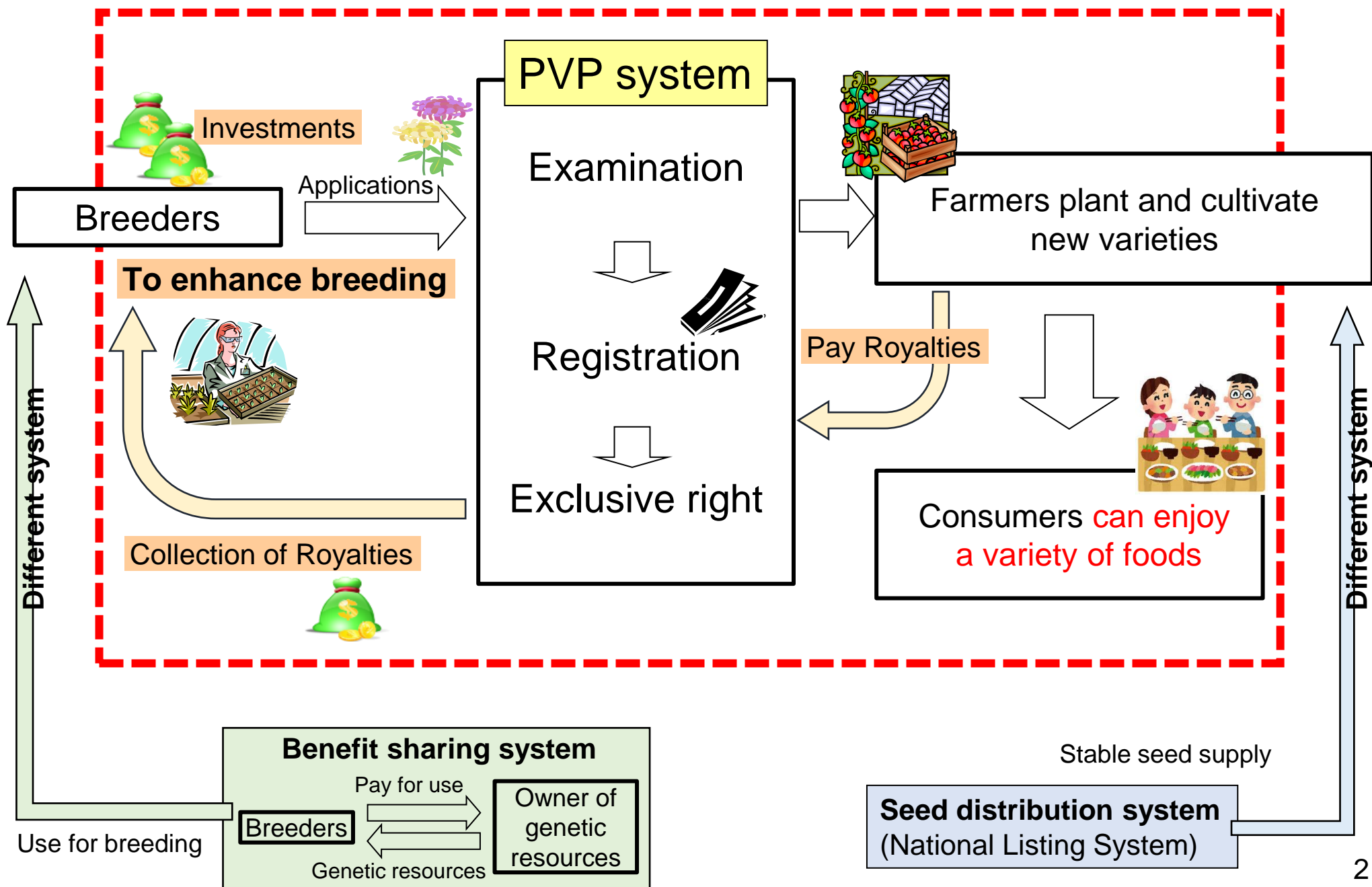


[Cold-resistant and delicious rice]

Paddy rice “Kirara 397” has achieved unprecedented excellent taste in addition to cold resistance. This variety led to the later strategy of brand-name rice.

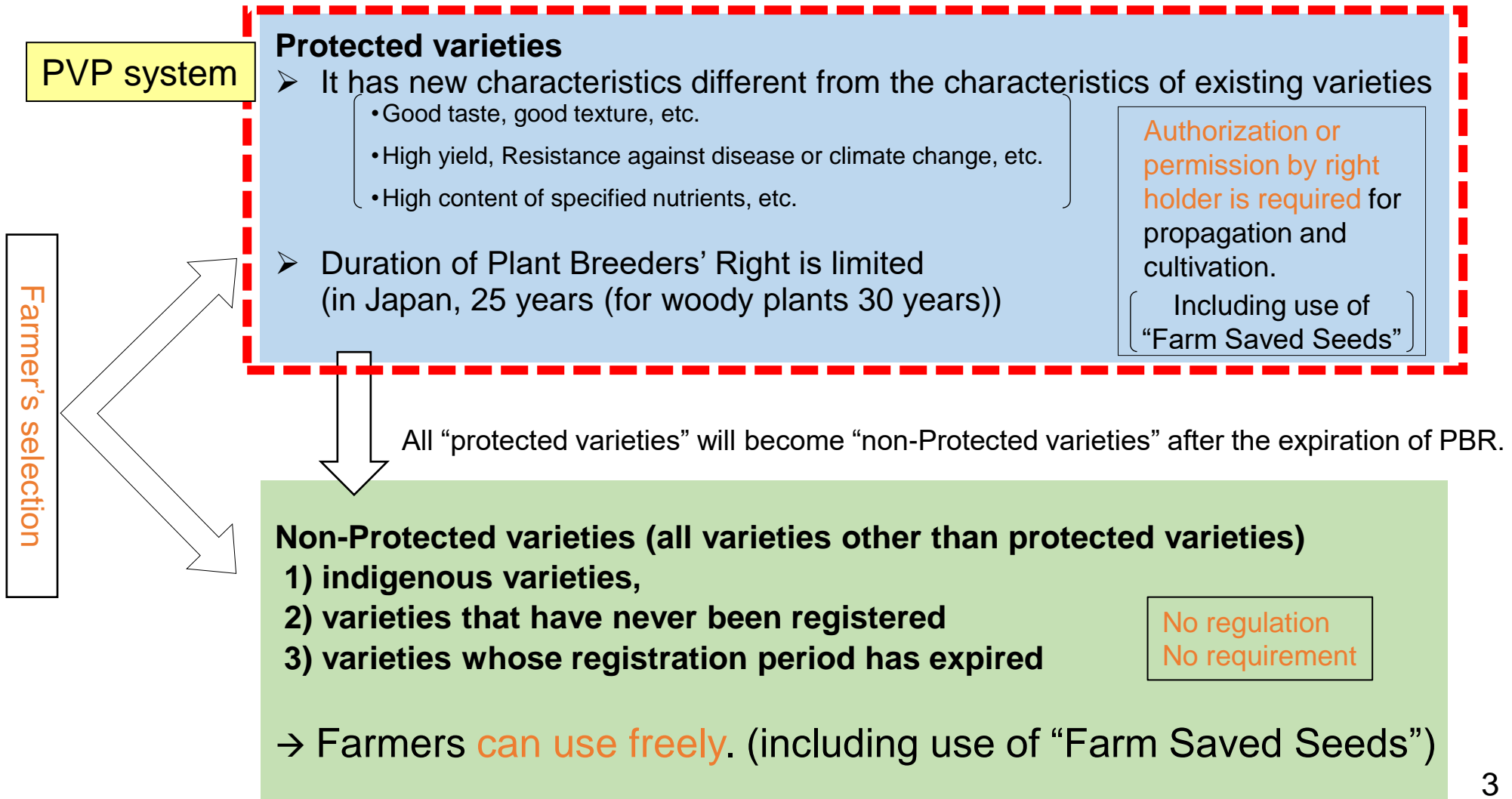


Why Plant Variety Protection (PVP) System



PVP System covers only new bred varieties (protected varieties)

- PVP system prevents unauthorized propagation or cultivation of “protected varieties”.
- It does never force farmers to choose a specified protected variety.
- Farmers can select varieties freely to be planted, including non-protected varieties that are widely and freely available.



UPOV member countries and non-member countries

- If the country is UPOV member country, breeders (i.e., private seed companies) intend to introduce their varieties and invest for breeding.
- However, if not, **breeders do not intend to introduce and invest, because they consider as a country where varieties are not protected.**

Non-Member Countries

no UPOV common rule

- Be considered as a country where varieties are not protected properly
- Impossible to stop illegal outflow of the varieties

due to the risk of infringement



- ✓ Introduce new varieties
- ✓ Invest for breeding

Breeders

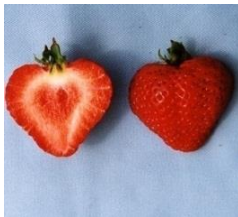
Private seed companies



- ✓ Introduce new varieties
- ✓ Invest for breeding

Member Countries

to be protected properly

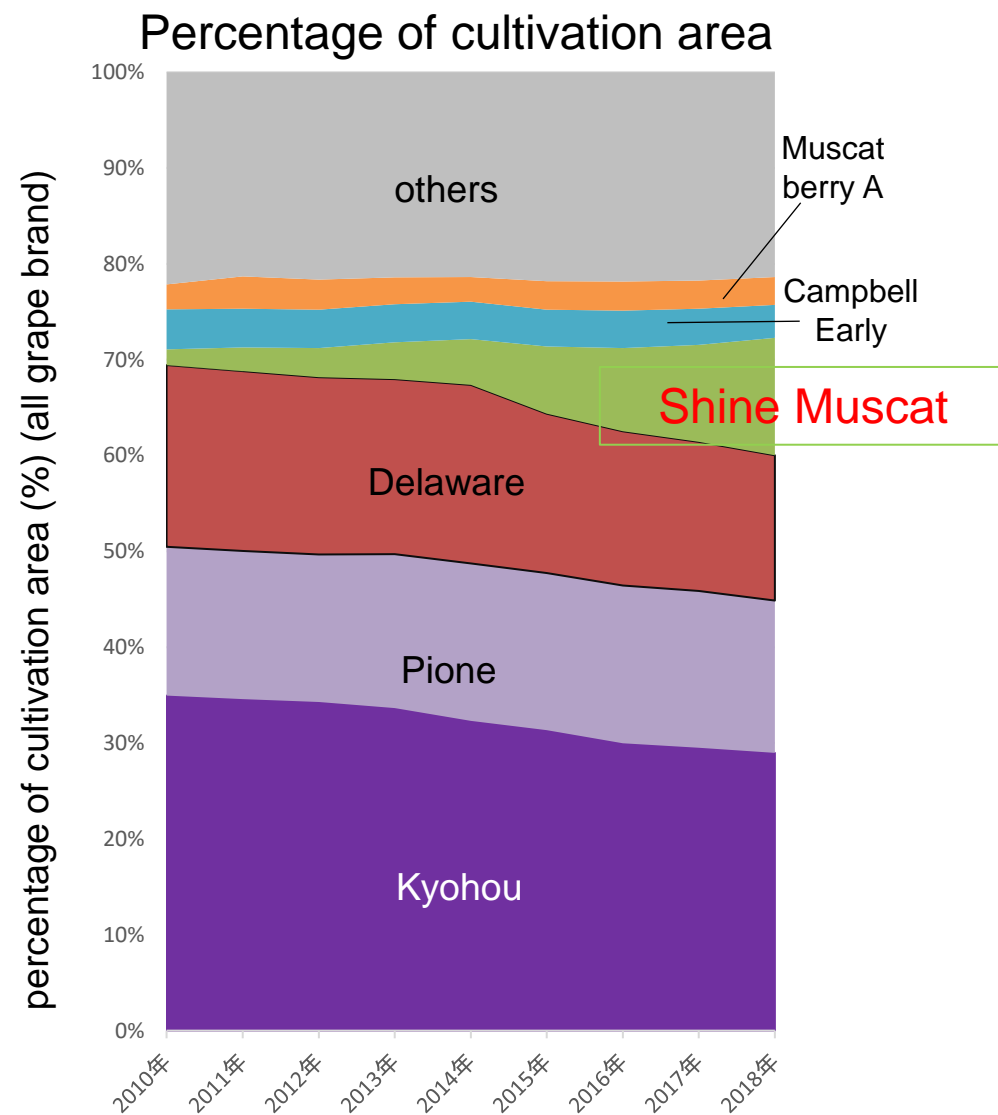
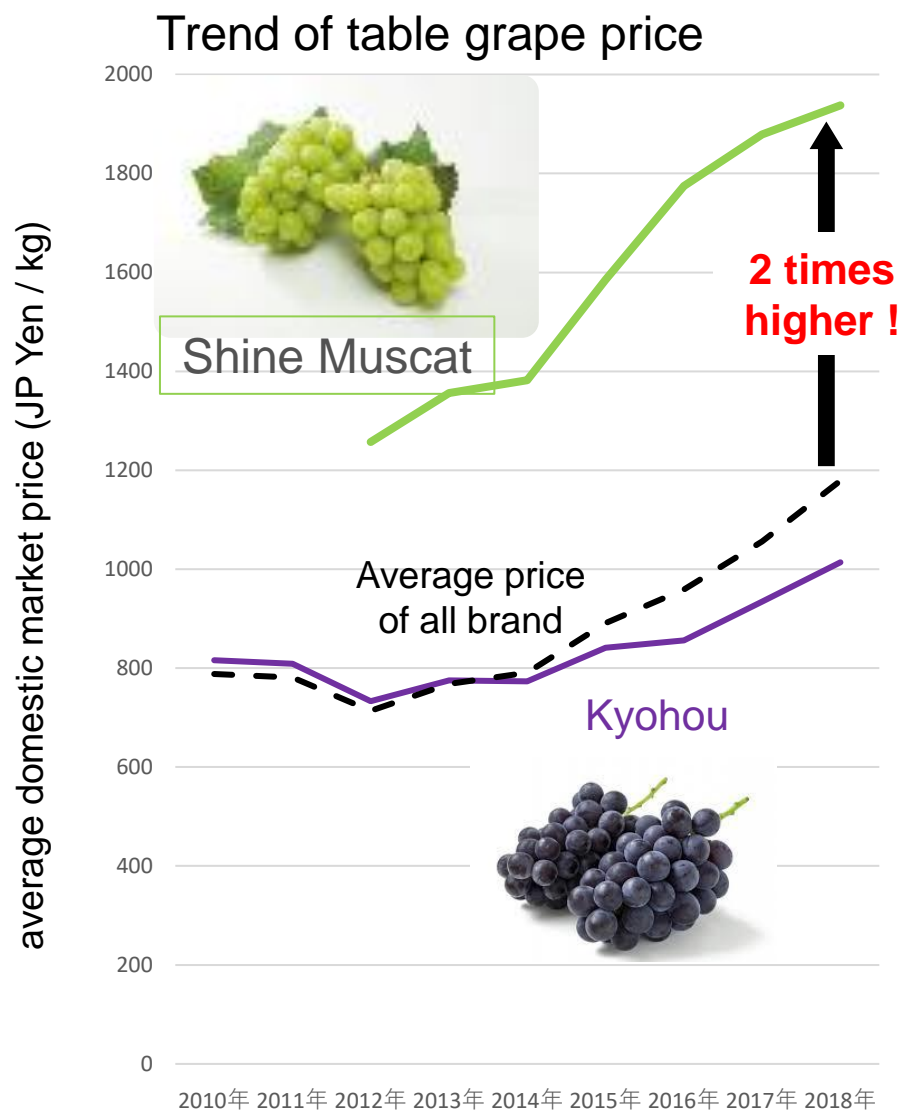


UPOV



Effect of the PVP (Table Grape variety “Shine Muscat”)

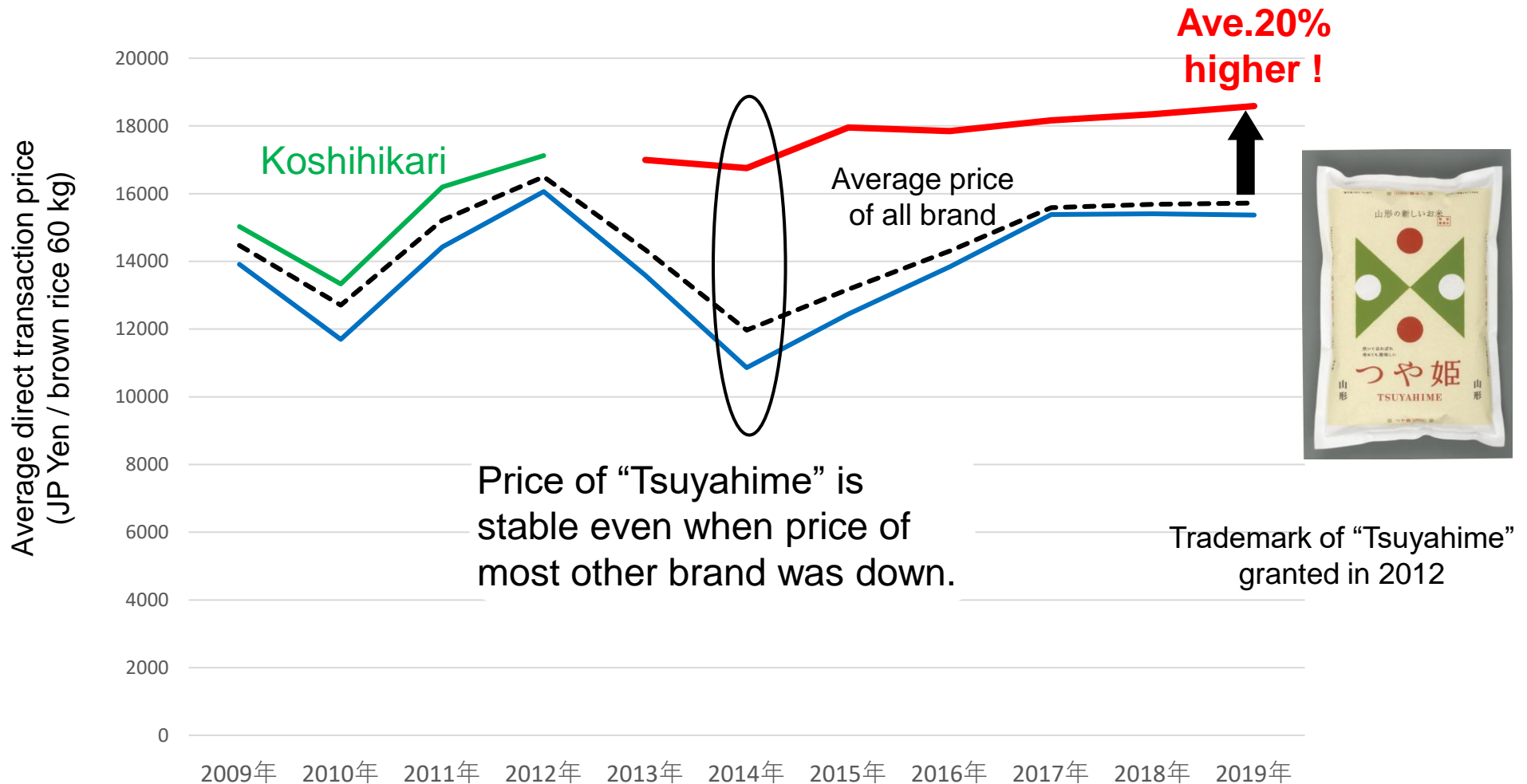
Domestic Trade case



Effect of the PVP (Rice variety “Tsuyahime”)

Domestic Trade case

Trend of price in Yamagata pref.

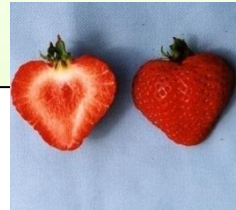


Effect of the PVP (Strawberry variety in the International Trade)

➤ Domestic Trade (Branding Strategy with Plant Breeders' Right and Trademark)

New Plant Breeding

PVP : FUKUOKA S6 GO



by Fukuoka pref.

- Granted in 2005
- Reddish color even in severe winters, the rind is firm and glossy
- Round and well-shaped, with high sugar content.

PBR holder concluded exclusive license to JA

Business Strategy

Trademark : あまおう (Amaou)

by JA Zennou Fukuren



- Granted in 2002
- Named with 4 initial characters of 「あかい (red)」 「まるい (round)」 「おおきい (big)」 「うまい (tasty)」 → 「あまおう」 (Amaou)

➤ International Trade (Branding Strategy with Plant Breeders' Right and Trademark)

Intellectual Property Right

PVP : FUKUOKA S6 GO

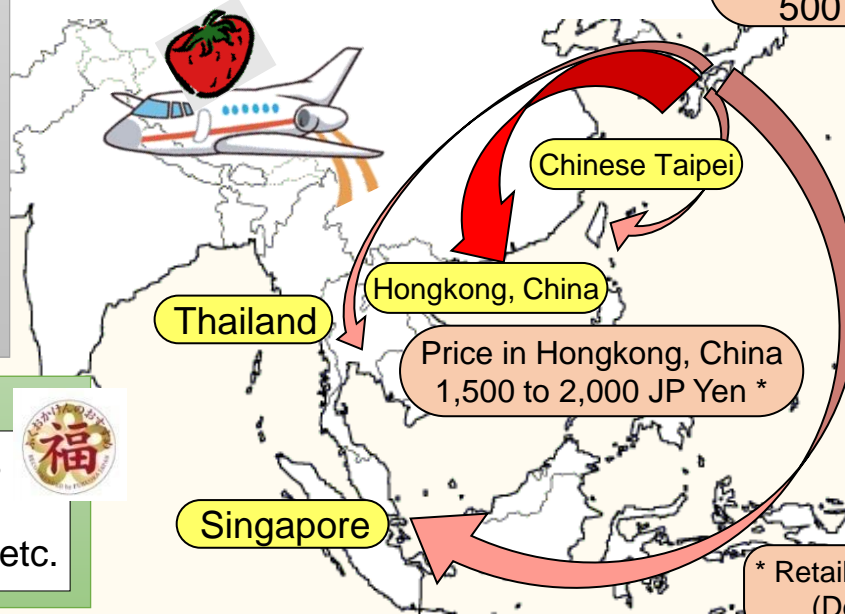
Granted in China and Korea by Fukuoka pref.

Trademark : あまおう (Amaou)

Granted in China; Hongkong, China; Korea; Chinese Taipei; by JA Fukuoka

Export

- Certification brand mark as agricultural products harvested in Fukuoka
- Food fairs in Hongkong, China; Chinese Taipei; etc.



Effect of the PVP (Strawberry variety in the International Trade)

International Trade case

“Yotsuboshi” was bred jointly by three Local Govs. and National Research Organization

- Each breeder license their domestic partners to produce outside of Japan.
- These partners are responsible for applying for PBR, conducting counter measure against infringement etc., and can exercise exclusive right, on behalf of the breeders abroad.
- Even in countries where export of fresh strawberry is not allowed due to plant quarantine, but seed is allowed, Japan brand can be promoted with seed propagation variety.

Strawberry variety “Yotsuboshi”



Variety Characteristics

- F1 variety by seed propagation
- Four-seasonal growth, bright red color, etc.

Expected Merits

- Efficient propagation, **pest or virus free seedlings can be easily available.**
- No step for growing seedling makes it easy to expand the scale of production and start a new agricultural business.

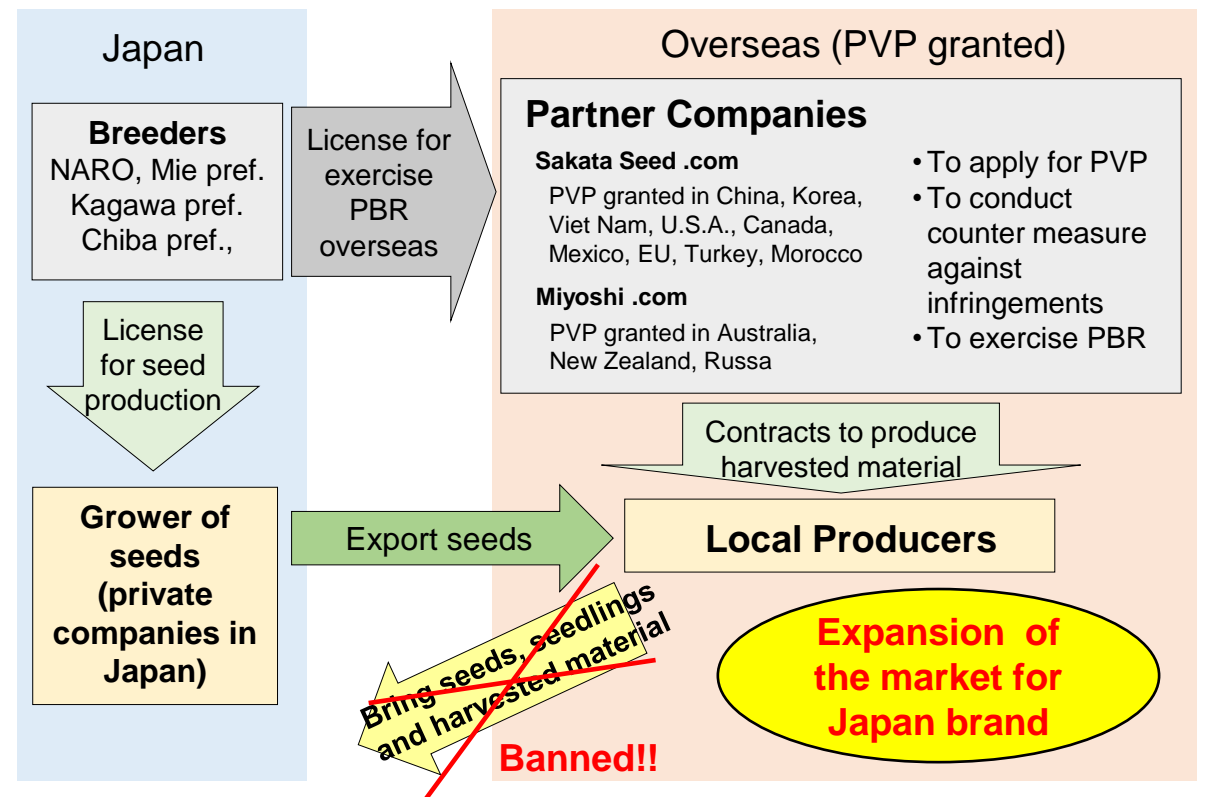


Most varieties need the step for growing seedlings



Seed propagation

Business Strategy in UPOV member countries



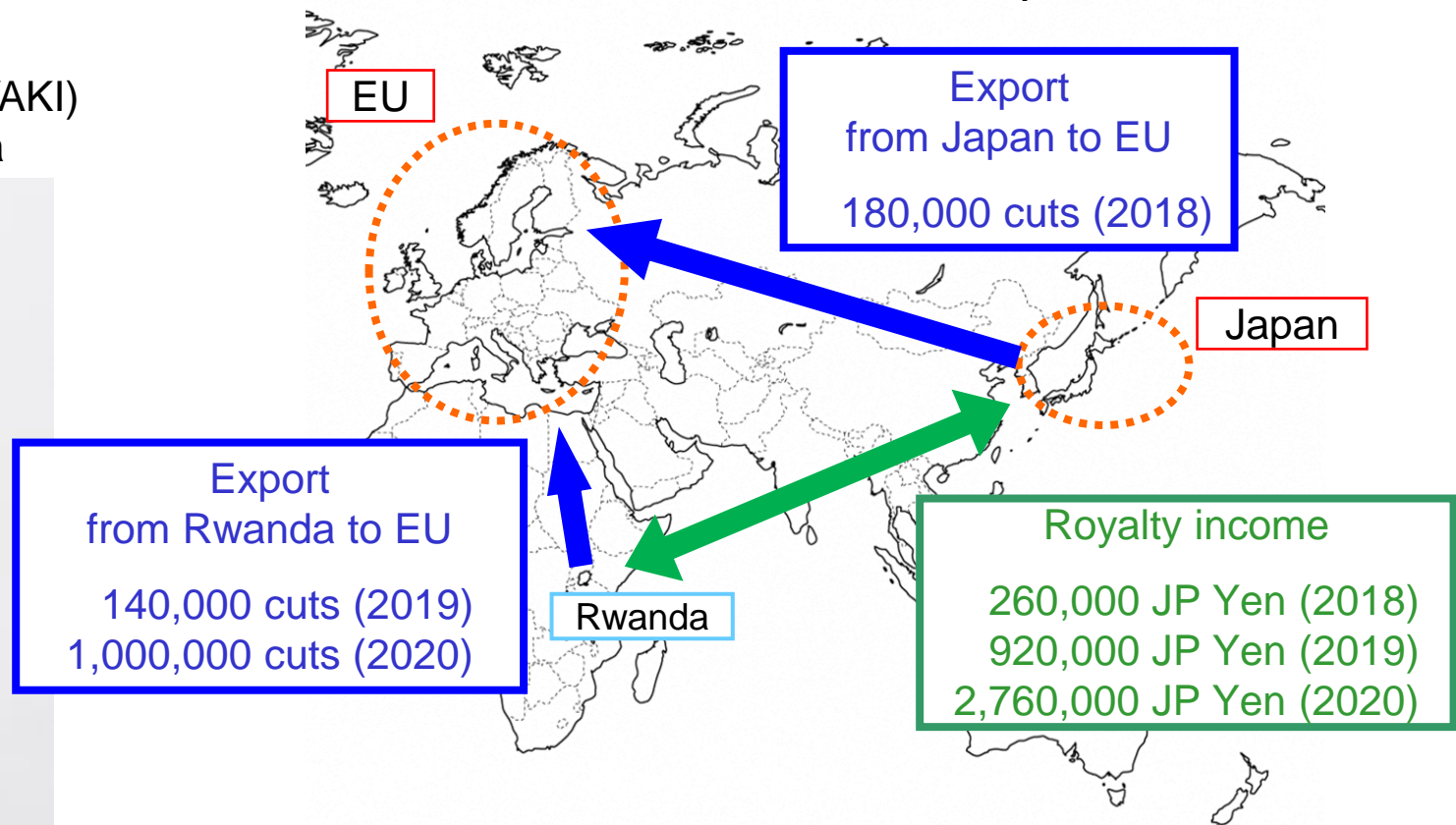
Effect of the PVP (Flower variety in the International Trade)

International Trade case

安代りんどう: ASHIRO RINDO (Gentian) by bred Hachimantai city

- PBR and Trademark are also granted both in Japan and EU
- To conclude cultivation license contracts with local growers in Rwanda, supply seeds and seedlings, and provide guidance for cultivation
- Right holder collects royalty and invests for breeding of next new varieties
- Commercial cultivation in Rwanda started in 2019 and exported to EU

「安代の輝き」
(ASHIRONO KAGAYAKI)
harvested in Rwanda



Thank you very much for your attention !!



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