

**Seminar**  
**Innovative planting material from the EU:**  
**'For professionals, from professionals'**

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# **PLANT BREEDERS RIGHTS AS BOOSTER FOR INNOVATION IN FLORICULTURE**



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**Breeding & propagation of ornamental crops  
(Chrysanthemum, Kalanchoe, Pelargonium etc)**

## **Justification of a system of Plant Breeders Rights:**

- ❖ **Protection of breeder's property**
- ❖
- ❖ **Earn back investment costs**
- ❖
- ❖ **Encouraging innovation**

## Goals of breeding:

- ❖ Resistance against pests and diseases
- ❖ Temperature sensitivity
- ❖ Early ripening
- ❖ Uniformity
- ❖ Transportability
- ❖ Shape, colour, vase life

## Qualifications to be(come) a succesfull breeder:

- ❖ Talent
- ❖ Creativity
- ❖ Patience
- ❖ Luck
- ❖ Entrepreneurship
- ❖ Capital
- ❖ Marketing knowledge (what does the market require ?)

## Who takes main advantage of successful breeding work?

### ❖ **Grower:**

- ✓ **Higher yield**
- ✓ **Lower production costs :**
  - heating
  - fertilisers
  - crop protection
- ✓ **Higher sales prices because of new unique product**

## Other cost components besides the direct breeding costs:

- Sales and Marketing costs
- Application and maintenance costs



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**In the past 40 years floriculture in the EU developed to the No 1 world player, mainly because of ongoing strong innovations.**

**No innovation without legal protection**

## Conclusions:

- ❖ **Plant Breeders Law is essential for agricultural innovation and development**
- ❖ **Guarantee for breeder to earn back investment and protect his property**
- ❖ **State-of-the-art breeding needs state-of-the-art Plant Breeders Law, based on:**

***UPOV 1991***



# Questions?

