



AIPH growers perspective 国际园艺生产者协会 种植者视角

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The International Association of Horticultural Producers
国际园艺生产者协会
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AIPH 国际园艺生产者协会

The world's champion for the power of plants

世界植物事业的倡导者

Mission 使命

Since 1948, AIPH has united horticultural producers in an international community that thrives to this day. We support and *promote the work of our members – the grower organisations around the world* who together form our proud AIPH community. Through the expertise and energy they give to horticulture, they embody everything that we stand for.

AIPH成立于1948年，始终致力于团结园艺生产者，建设至今繁荣发展的社群。协会支持、推进会员工作。会员为来自世界各地的种植者组织，组成了我们引以为傲的AIPH社群。他们为园艺事业带来专业知识和能量，代表AIPH所倡导的价值观。

Through our Ornamentals Production Committee – Novelty Protection Group we advocate fair and robust plant breeders' rights (PBR), encouraging innovation and rewarding quality so that growers can reap the benefits of their work.

协会通过观赏性植物生产委员会—新颖性保护小组，倡议公平稳健的植物育种者权利，鼓励积极创新，激励品质提高，让种植者的辛勤工作劳有所获。



AIPH

AIPH IN A NUTSHELL AIPH 简介

- Established in 1948, almost 60 member organisations, including China Flower Association (CFA).
- 成立于1948年，近60家会员，包括中国花卉协会
- Platform for exchange knowledge
- 知识交流的平台
- Statistical yearbook (data global production + trade of flowers and plants)
- 统计年鉴（花卉植物全球生产+贸易数据）
- Horticultural exhibitions (accreditation body)
- 园艺展览（认证机构）
- Several standing committees: o.a. Green City, Marketing, Novelty Protection PVR/IP, Flower Market Auction group
- 多个常务委员会，包括绿色城市、销售、新颖性保护、植物品种保护/知识产权、花卉市场拍卖小组
- Observer status at UPOV, representing the ornamental growers
- 国际植物新品种保护联盟观察员身份，代表观赏性植物种植者
- Magazine FloraCulture International (FCI, every 2 month)
- FloraCulture International杂志（FCI，双月刊）
- International Grower of the year award
- 年度国际种植者奖



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EARN BACK INVESTMENT 投资回报

- Growers understand breeding is expensive
- 种植者明白，育种工作耗资巨大。
- Breeding of new plant varieties benefits the progress of mankind and society. Therefore, the goal of the UPOV-system is to stimulate plant breeding by an intellectual property right system.
- 培育新植物品种可造福人类与社会。因此，国际植物新品种保护联盟 (UPOV) 体系的目标是通过知识产权制度促进植物培育事业。
- The breeder gets a monopoly, be it under strict conditions, for example: limitation of acts in respect to propagating material (art. 14 UPOV) and the breeders exemption (art. 15 UPOV). **This monopoly enables the breeder to receive payments for his breeders' investments**, but the monopoly still is an exception to the rules of competition and the free market forces that normally apply.
- 育种者在严格条件下进入“垄断”状态。垄断权包括对繁殖材料相关行为加以限制（《国际植物新品种保护公约》第14条）以及实施育种者豁免（《国际植物新品种保护公约》第15条）。**该等垄断使育种者能够获得育种投资回报。**然而，垄断仍然属于例外情况；竞争规则、自由市场力量依然起支配作用。
- Varieties of today are much better than varieties of 10 years ago.
- 如今的品种远优于10年前的品种。



TIME TO MAKE A NEW VARIETY

培育新品种所需时长

- In order to make 2 to 5 varieties the breeder makes 100.000 seedlings.
- 为培育2到5个品种，育种者要培养10万株种苗。
- After 5 to 8 years (sometimes even more than 10 years) of testing only 2 to 5 varieties are left. Imagine the costs!
- 经过5到8年（有时甚至长达10年）筛选，只剩下2到5个品种。想象一下成本之高！
- Life cycle becomes shorter and shorter
- 新品种生命周期越来越短。



GROWER'S POSITION 种植者的立场

- Investing in new products and using new plants to enhance their business.
- 投资新产品、用新植物品种发展业务。
- Many factors for the grower to consider such as limited exclusivity, marketing, good promotion and of course an enhanced plant to begin with. Better colour, shape, different height, leaf shape, latest ornamental trends etc.
- 种植者需考虑多个因素，例如有限独占性、销售、良好的推广、当然还要有经改良的植物、更好的色彩、形状、不同高度、叶形、最新观赏趋势等。
- Grower's activities to produce the final flower/plant, have significant influence on the breeders compensation.
- 种植者生产最终花卉/植物的活动对育种者酬偿有重大影响。



COMPETITION AMONG GROWERS

种植者之间的竞争

- Flowers produced in country A has to compete with flowers produced in country B; important for a grower to be competitive
- A国生产的花卉要与B国生产的花卉竞争；竞争能力对种植者很重要。
- Growers need new and better varieties and are willing to pay for it.
- 种植者需要新的更好品种，而且要愿意为之投资。



GROWER EXPECTS FROM A BREEDER

种植者对育种者的期许

- New and better (and latest trends) varieties
- 更新、更好（且符合最新趋势）的品种
- Good healthy young plants
- 高品质健康幼苗
- Test new varieties also under local conditions before selling
- 销售前需根据当地条件对新品种进行测试
- Introduction strategy; AIPH stimulates a joint marketing of novelties
- 新品种导入策略；AIPH推动新品种的联合营销
- Protection of new varieties by PVR (UPOV)
- 利用植物品种权制度保护新品种（《国际植物新品种保护公约》）
- Take action against illegal propagation
- 采取行动打击非法繁殖行为
- In case of low flower prices it is advisable to lower royalty rate
- 花卉价格较低时，建议降低许可使用费



Summary 摘要

- PVR system (including return on investment) is essential for innovation
- 植物新品种权制度（包括投资回报）对创新必不可少
- Royalty is a positive item
- 许可使用费是正面事物
- Innovations are important for the ornamental industry
- 创新是观赏性植物行业的重要动力
- Growers and breeders need each other to stay on the market.
- 种植者和育种者需要彼此才能留在市场上



THANK YOU 谢谢

- Get quality, fair access and pay royalty
- 平等获得高质量品种、支付许可使用费

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