

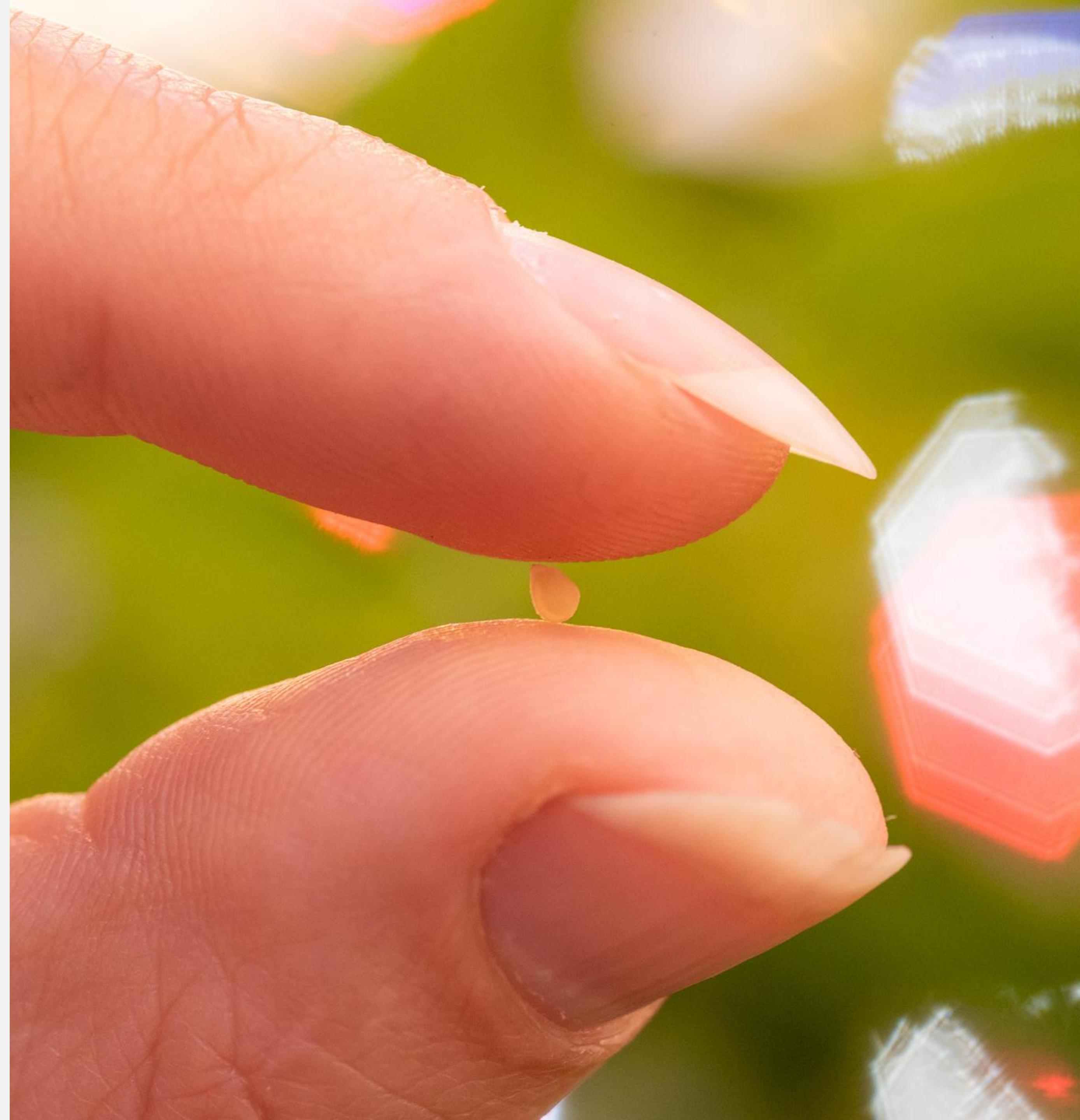
BENEFITS OF PLANT BREEDERS' RIGHTS TO COMPANIES IN THE AGRI-BUSINESS

National and local use of UPOV based variety registration

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CONTENT

- HZPC Group
- Challenges of food production
- UPOV core values
- HZPC licensing contracts
- UPOV membership



HZPC GROUP:

THE ORGANISATION:

HZPC HOLLAND B.V. is an internationally operating company, active in the **potato** sector in more than **96 countries**. We develop innovative potato varieties and promote their use across the entire World by marketing seed (and ware) potatoes and by **issuing licenses**.

OUR HISTORY:

In 1999 **HZPC Holland B.V.** was established after the merger of two of the leading seed potato exporting companies in The Netherlands, **Hettema** and **De ZPC**. Together more than **100 years** of experience.





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CHALLENGES OF FOOD PRODUCTION

- All countries have their **challenges** to produce and value food, now and especially in the near future. For example:
 - **Land scarcity** due to flooding, drought, salinity gives a need for higher and secure crop yields.
 - **Quality**: less rot at harvest, storage and distribution reduces food waste.
 - **Sustainability**: less use of pesticides and fungicides for a good farmers health and a better environment.
 - **New demands** of the end user or food industries.
- The **UPOV** systems helps to ensure continuous flow of **improved varieties** to stand the challenges of food production and improve the business value chain.



UPOV CORE VALUES

CORE VALUES:

- National breeders (private and public) can **protect** their new selected variety.
- Best farmers income by use of the **latest genetics** in new varieties.
- Guaranteed vital seed **supply** systems.
- **Breeder's exemption**: "open source" model, free access to biological material for further breeding. (patents do not allow this and slow down broad use of genetic improvements).

UPOV ensures that the best genetics is brought to countries, **farmers**, the whole **value chain**.





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HZPC LICENSING CONTRACTS: ONLY IN UPOV COUNTRIES

REQUIREMENTS:

- Respect of plant breeder's rights: **UPOV** membership.

CONTRACT:

- Farmers can sign a contract with HZPC to agree on a **maximum price** and **minimum quantities**, for a determined number of years.
- **License fee**: fixed fee per metric ton of seed planted for ware production.

ADVANTAGES FOR FARMERS:

- Can grow the **newest varieties**.
- **Priority** over competitors can be given.
- Maximum price is fixed.





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UPOV MEMBERSHIP: REQUIREMENTS & ADVANTAGES

REQUIREMENTS:

- Smooth systems to **register** (IP protection) and **list** (license to trade) within 2 years.
- Implementation of the UPOV system is done properly and a **governmental organisation** has the authority level to enforce and check the **correct use** of a variety in the value chain.

ADVANTAGES:

- National use by local breeders (even a single person), they can use the UPOV system and **protect** their varieties to generate a household or company income.
- UPOV **protocols** and **reports** are **exchangeable** between countries.
- New varieties are directly used for new breeding generations by other breeders “the breeder’s exemption”: UPOV is built to **drive variety improvement**.
- Licensing contracts
- **Farmers** can grow the best varieties at all times.

