

IPKey South-East Asia

Webinars on Plant Variety Protection and UPOV 1991

Global Impact of Plant Breeders' Rights

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June 10, 2021
(Geneva, by virtual means)



International Union for the Protection of New Varieties of Plants

Preview

- Importance of new improved varieties
- Role of UPOV to encourage the development of new varieties
- Example of benefits in UPOV members
- UPOV system for all type of breeders
- Benefits of UPOV membership for countries in Asia

Benefit of Society

Food
security

Climate
change

Economy

Environ-
ment

Technology
transfer

Better,
cheaper
food

Adapted
crops

Export
International
competitiveness
Reduce
high cost
imports

Sustainable
production

Usable
technology
(varieties)

Public
Private
Partner-
ships

Rural
employ-
ment

Farmer benefits

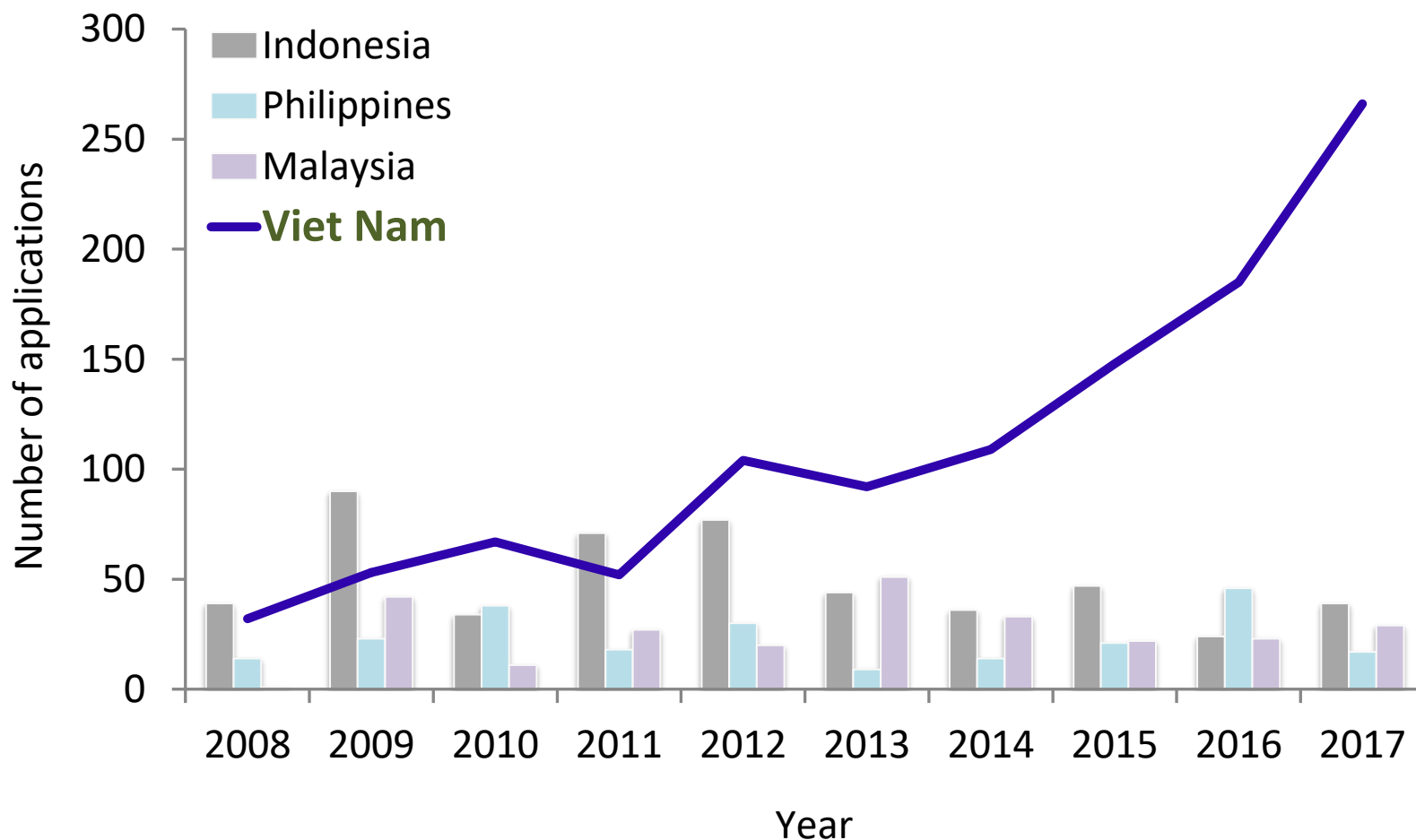
New, improved varieties



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”

Applications for Plant Breeders' Rights

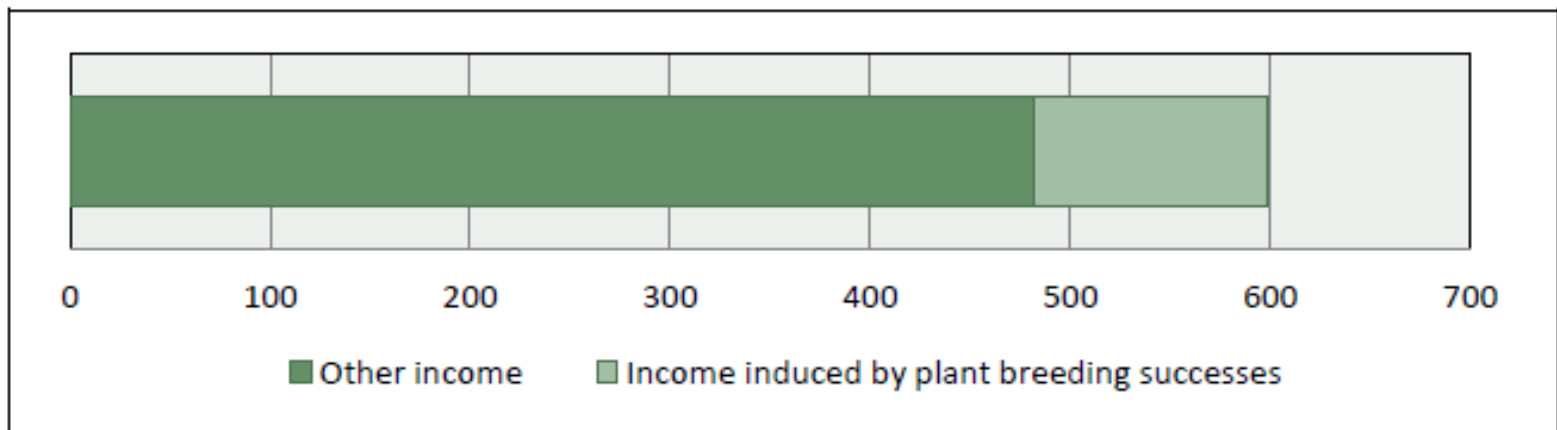


1. Erizal Jamal, Director, Center for Plant Variety Protection & Agriculture Permits, Indonesia. 10th East Asia Plant Variety Protection Forum Meeting
2. Dr. Mary Ann P. Sayoc, President, Philippine Seed Industry Association. National Seminar on Benefit of The Plant Variety Protection System, Philippines (11th EAPVP), August 2, 2018
3. Sri Ikarostika Rahayu Binti Muhammad Ghazi. Department Of Agriculture, Malaysia. National Seminar on Benefit of The Plant Variety Protection System, Philippines (11th EAPVP), August 2, 2018
4. Nguyen Thanh Minh, PVPO, Mard/Viet Nam. National Seminar on Benefit of The Plant Variety Protection System, Philippines (11th EAPVP), August 2, 2018

STUDY in VIET NAM

INCOME of Vietnamese farmers has increased by 24% since 2006

Figure 4.6: Income of a Vietnamese farmer induced by plant breeding successes for major arable crops since UPOV membership vs. other income in arable farming (in USD)



Source: Own figure and calculations.

STUDY in VIET NAM

Annual value added:

- Arable farming \$2.3 billion
- Horticulture \$1.0 billion
- Floriculture \$ 0.2 billion
- GDP added upstream/downstream (value chains)
\$1.5 billion

TOTAL ADDED: \$5 billion

(> 2.5% GDP)



Successes/Impact Resulting from PVP cont'

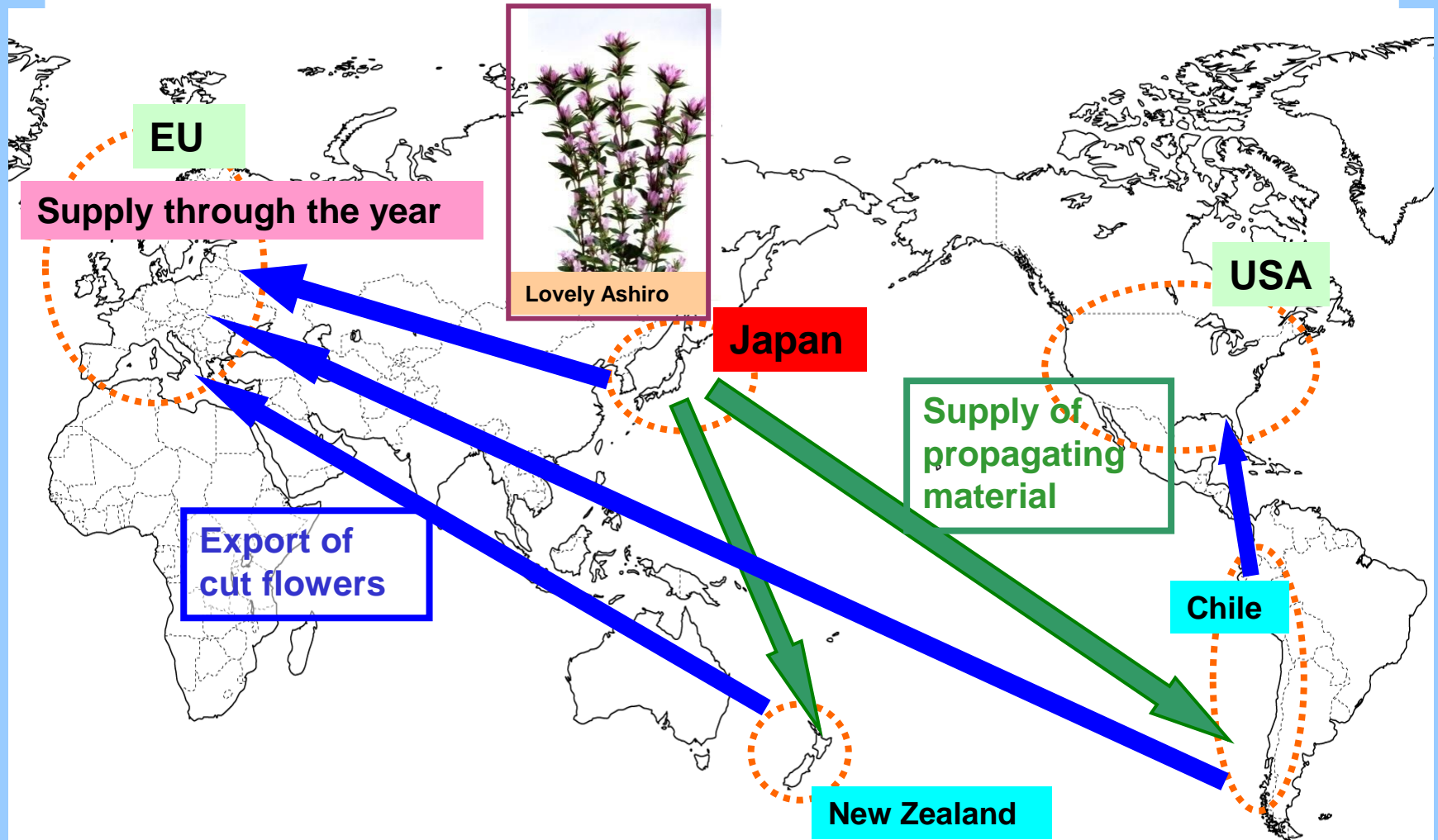
Employment creation

- It is estimated that over 500,000 people (including over 90,000 flower farm employees) depend on the floriculture industry.



International Market Development Japan

World Branding Strategy of “Ashiro” based on PBR



Republic of Korea

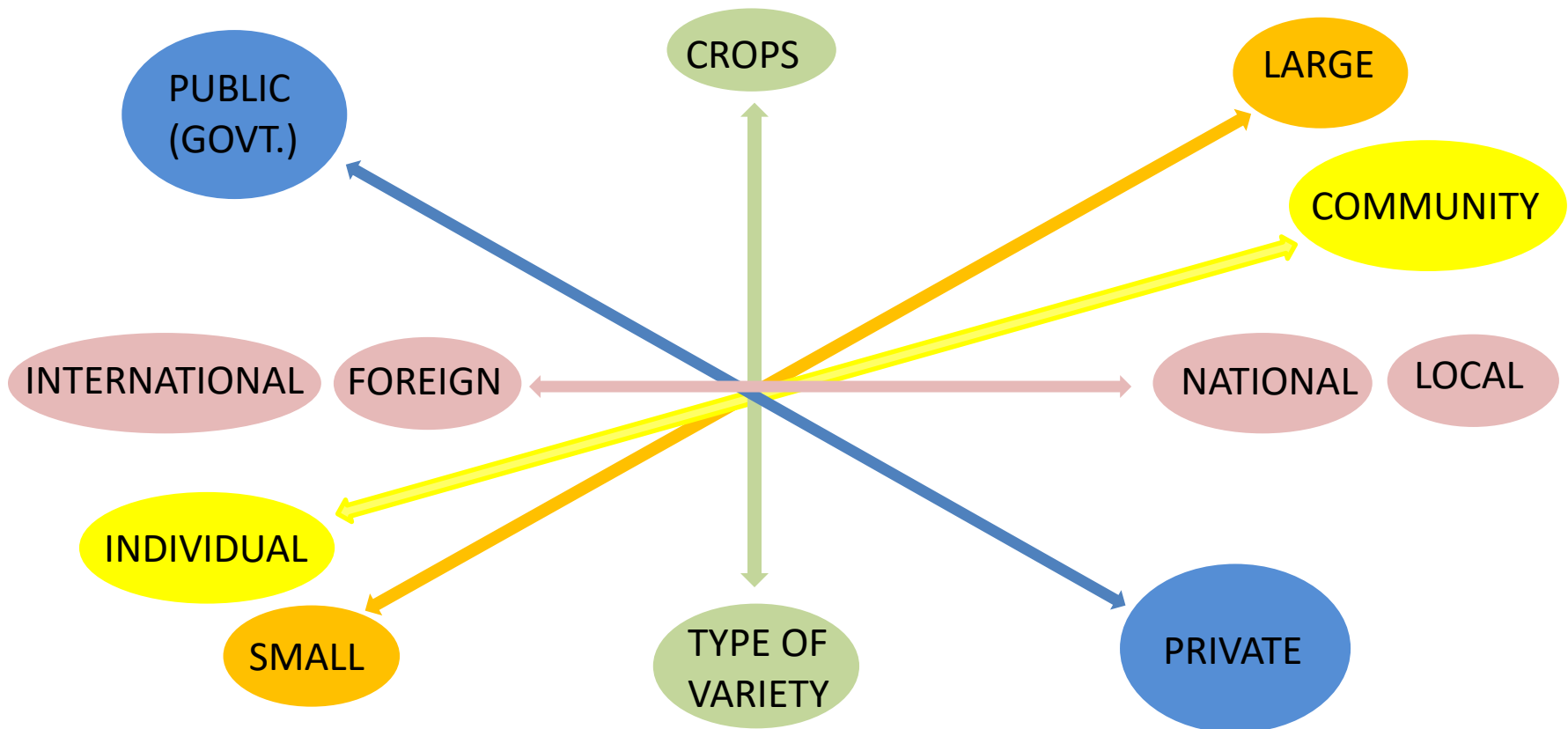
**KSVS Symposium on Plant Variety Protection
Seoul, Republic of Korea (September 3, 2015)**

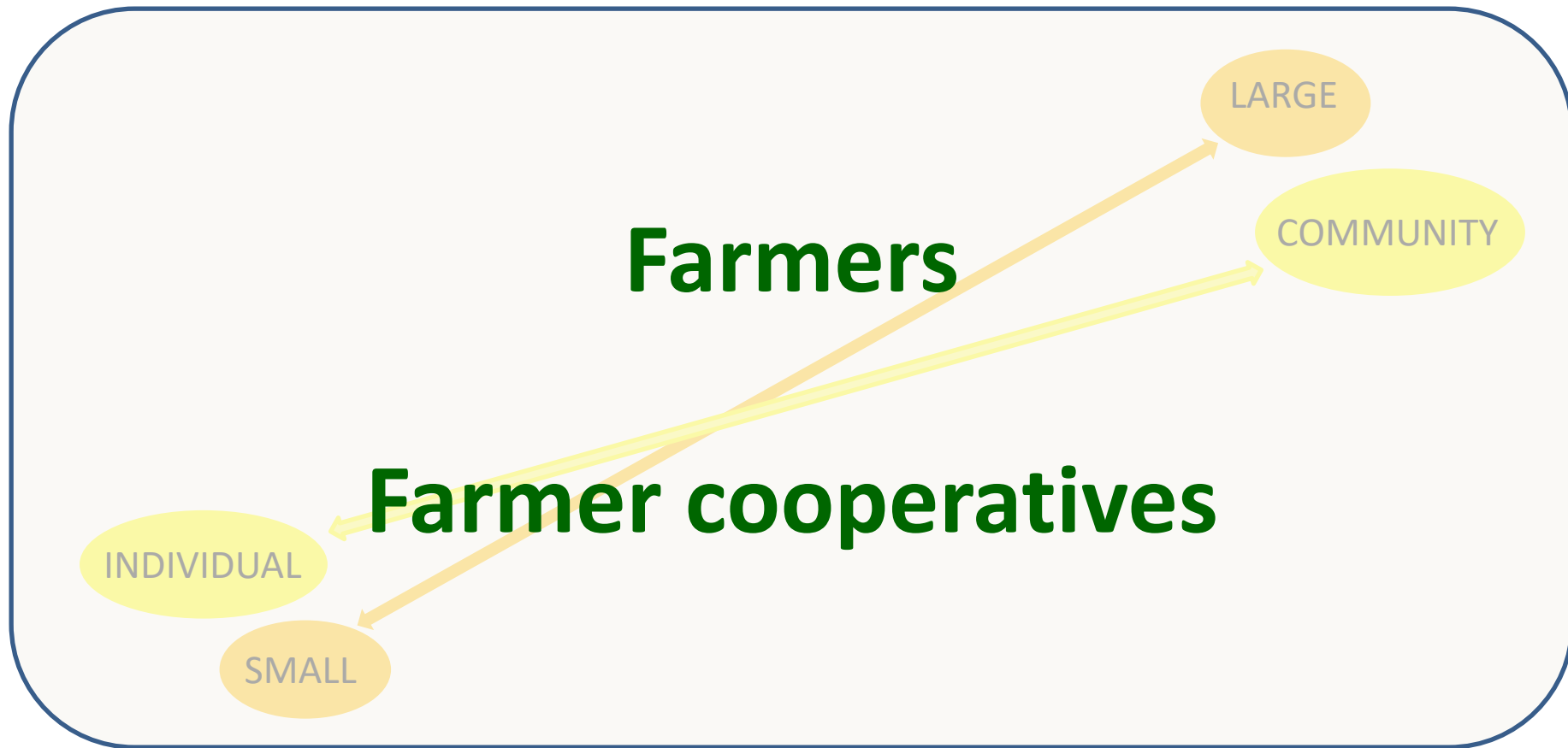
Korean Rose Breeding Converts a Royalty Payer into a Receiver

Charlie Jeong/wonwoo trading

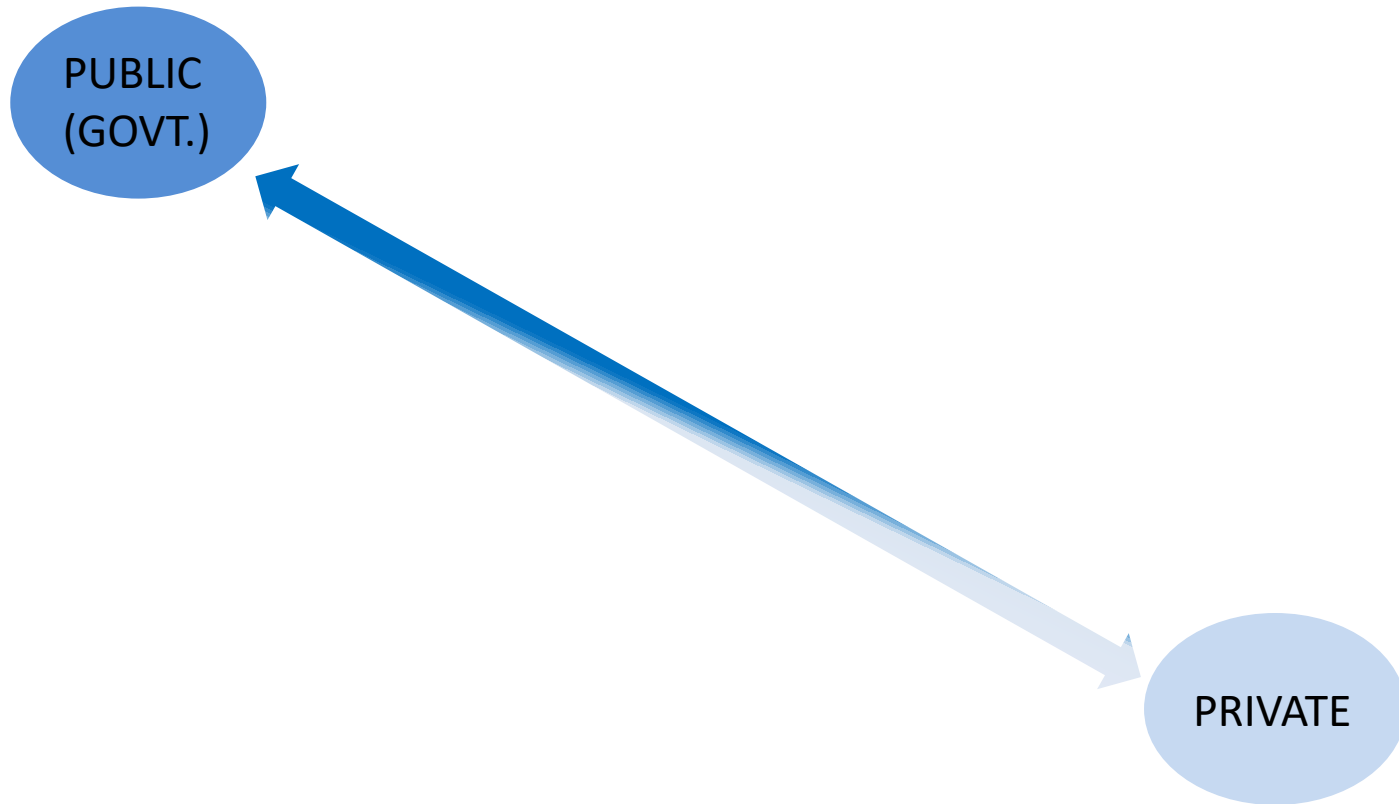
Becoming Royalty Receiver

1. Korean pay rose royalty abroad about 1,040,000plants in year 2014
2. GARES rose varieties are sold about million in year 2014
3. Korea change from royalty payer to royalty receiver





How can PVP be used to achieve maximum “public good”?



VIDEOS



Canadian cherry growers benefit from government policy

See how the Government of Canada uses PVP to improve the livelihood of Canadian cherry growers

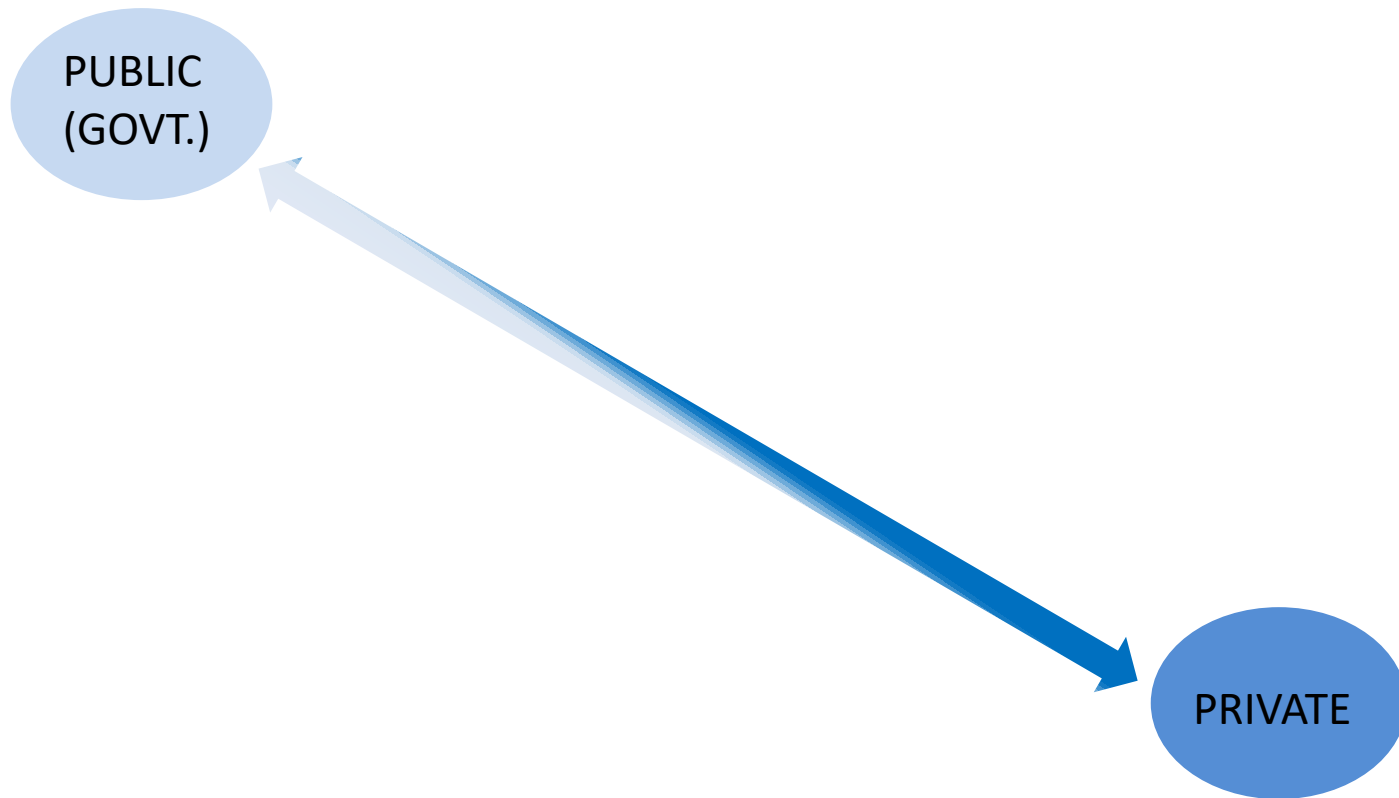
Nick Ibuki, Business Development Manager, Summerland Varieties Corp.

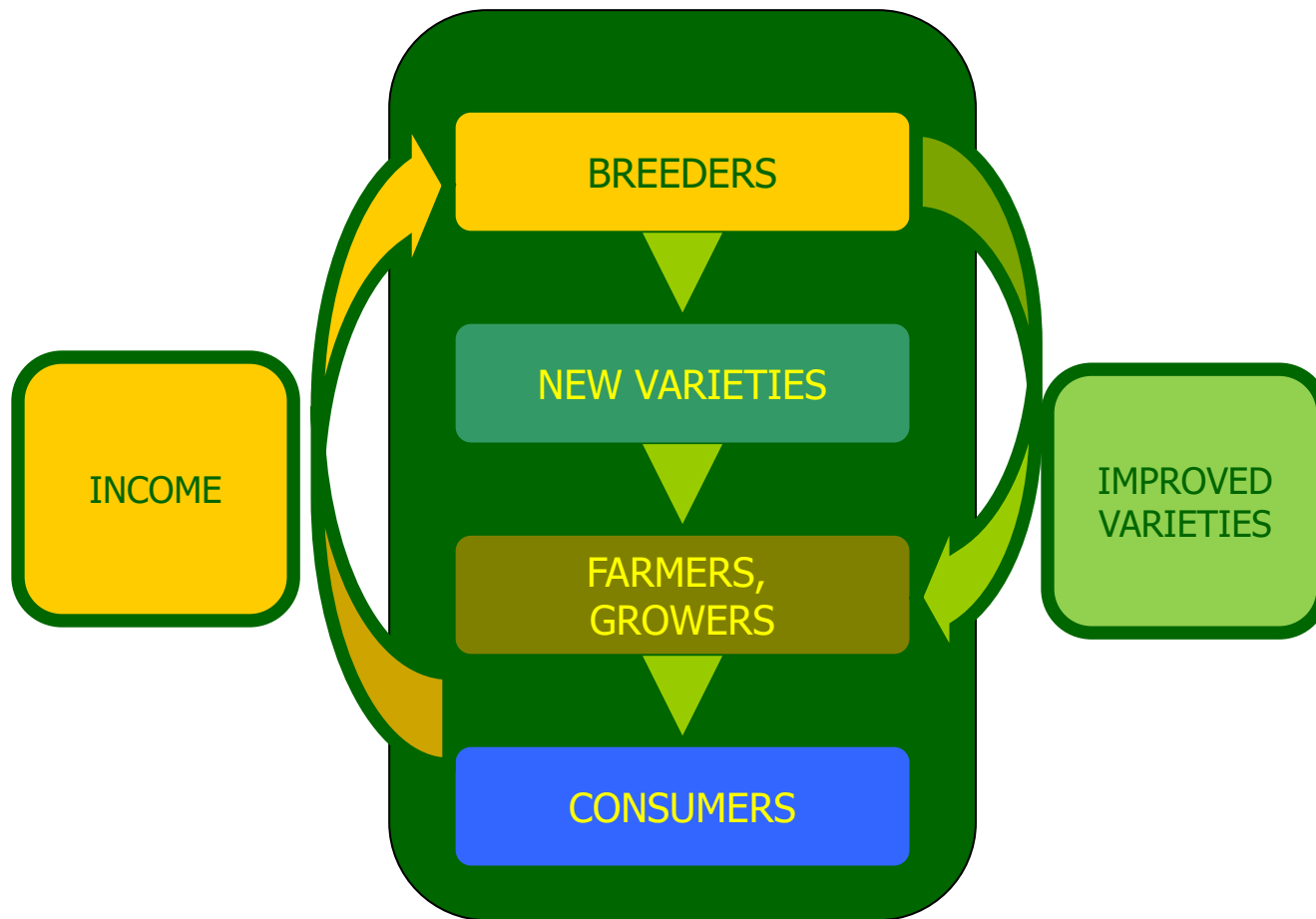
*One of the biggest competitive challenges **in the past**, before plant breeders' right was that **new varieties would be developed here in British Columbia and they would go all over the world and they would actually be used to compete against our BC growers**. So our growers would be competing against varieties that they paid to develop here [...]*

Sean Beirnes, General Manager, Summerland Varieties Corp.

*When it comes to licencing, **we provide Canadian growers and marketers with priority access**.*

*By strategically allocating production and marketing territories, we ensure that Canadian growers and marketers, who represent a very small portion of the international fruit market, have an even playing field on which to compete. **We would not be able to do this without plant breeders' rights**.*





Experience Moving to UPOV'91?



Photo Courtesy of Grainswest Magazine: UPOV'91 January 23, 2014

Increased Investment

Canada ratifies UPOV '91 seed treaty



By Staff

Published: June 22, 2015
Crops, Markets



(Country Guide file photo)

Ritz: UPOV 91 Part Of Reason For New Wheat Seed Development Partnership

By Ray Baynton on July 6, 2015 8:43am

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BlackburnNews.com file photo by Simon Crouch

- Bayer Crop Science new investments in wheat breeding
- Limagrain/Canterra Seeds partnership – cereal breeding
- Public/private/producer breeding consortium to fund Canadian Prairie Spring Red Wheat (CPSR)
- New PBR applicants in the agriculture sector

Seminar on the Impact of Policy on Essentially Derived Varieties (EDVs) on Breeding Strategy

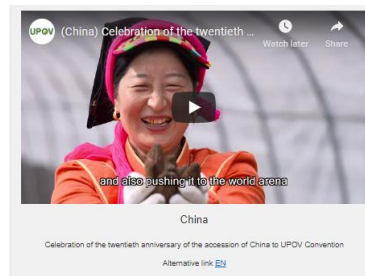
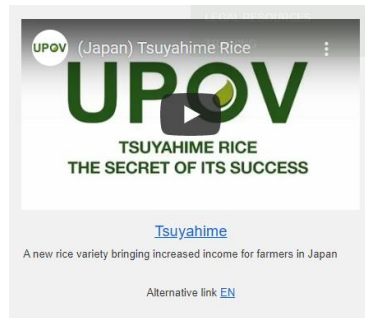


UPOV EDV Seminar - Summary



- Evolution of breeding techniques has created new opportunities/incentives for predominately deriving varieties from initial varieties, more rapidly and at a lower cost
- Important that UPOV guidance is tuned to maximize benefits to society in terms of maximizing progress in breeding

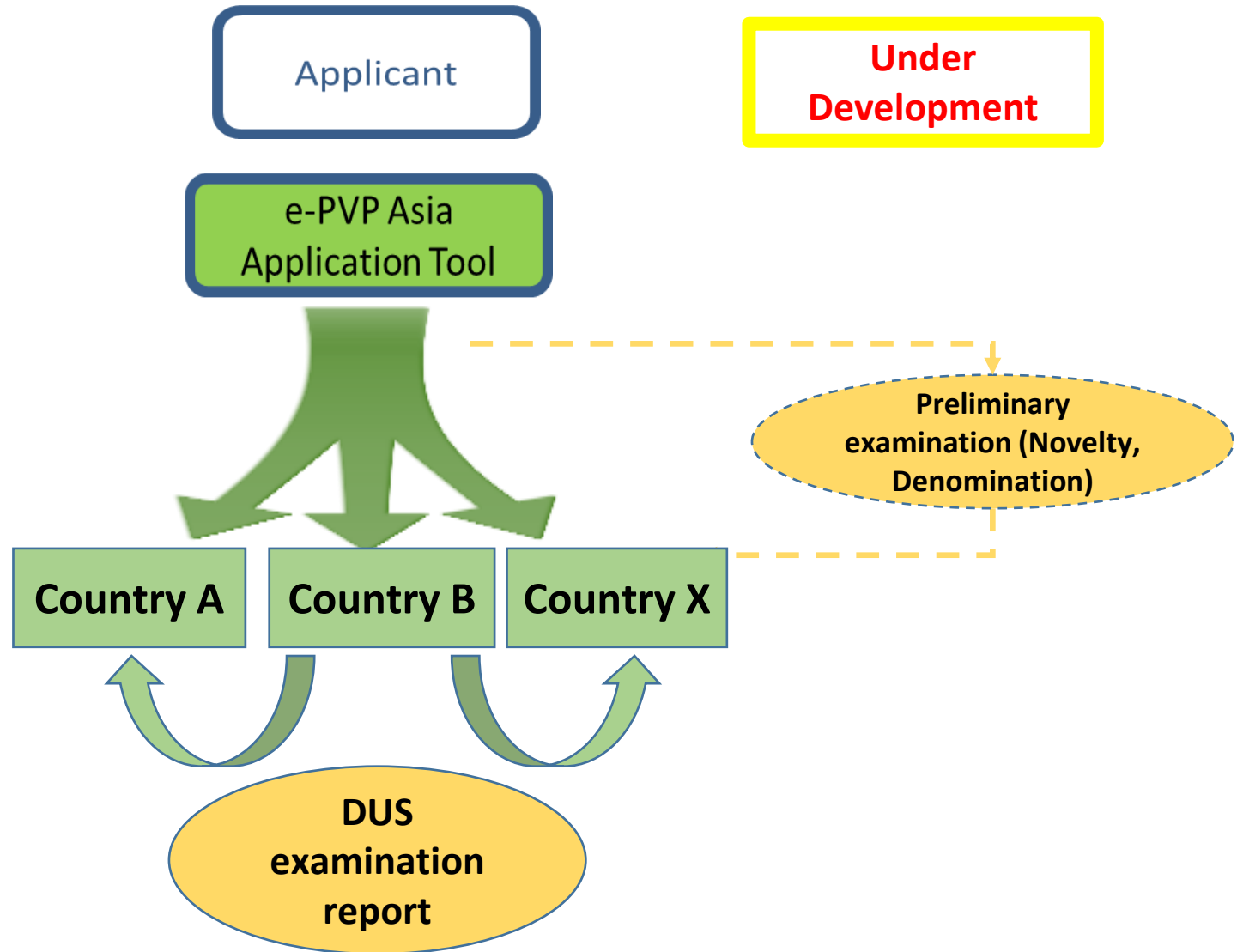
Benefits of the UPOV – Series of video clips –



UPOV

www.upov.int

e-PVP Asia (EAPVP Forum Pilot Project)



Benefit of Society

Food
security

Climate
change

Economy

Environ-
ment

Technology
transfer

Better,
cheaper
food

Adapted
crops

Export
International
competitiveness
Reduce
high cost
imports

Sustainable
production
Less
inputs

Usable
technology
(varieties)
Public
Private
Partner-
ships

Farmer benefits

Rural
employ-
ment

New, improved varieties