

Plant Breeders' Rights and the Development of the Fruit Industry

Rafi Karniel, CEO Grapa Varieties

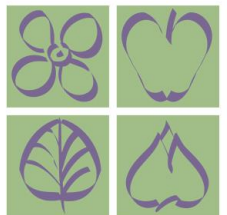
IPKey Webinar

June 10th, 2021



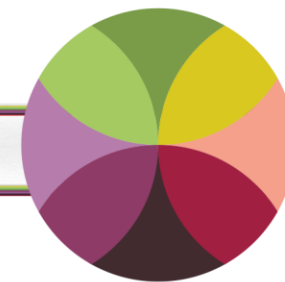
*Grapa*TM

CREATION IS OUR NATURE



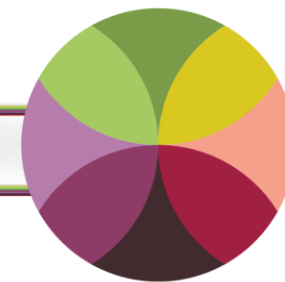
CIOPORA

UNITING BREEDERS
PROTECTING INNOVATION



CREATION IS OUR NATURE

Breeders share a passion for inventing and invest in creating a better world



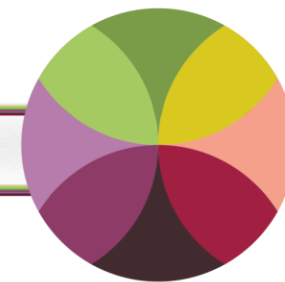
Key Elements of a Breeding Program



The release of a commercial table grape variety can be anywhere from:

1.8-2 million USD





IP Protection

PBR Costs

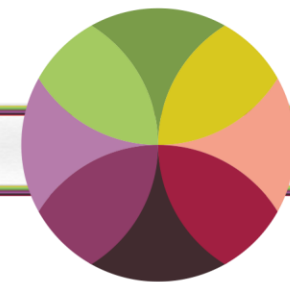
450,000 USD is the estimated cost to **apply** for registration of 1 variety in 73 countries.

900,000 USD is the estimated cost to **maintain** the registration of 1 variety registered in 73 countries, over the course of the duration of PBR.

Total Costs

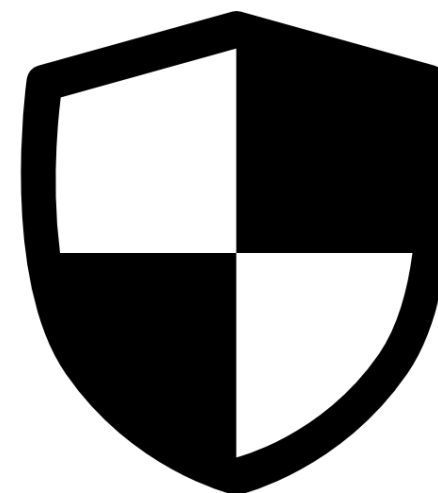
1,500,000 USD, all costs in, is the estimated **total** to protect the rights of 1 variety over the course of the duration of PBR (approx. 25 years)

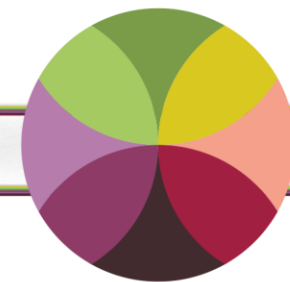




Why Do We Need to Protect Varieties?

1. To help prevent our varieties from being illegally propagated or planted.
2. To protect the licensed grower, who pays royalties, in the territory from unfair competition.
3. Income from royalties is essential for the breeders to continue funding the breeding and development of new varieties.





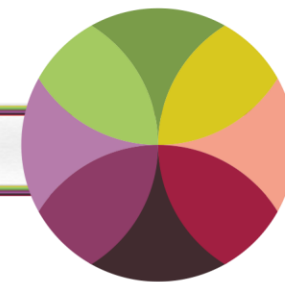
Why UPOV is Critical

Refrainment: Breeders might avoid operating in a country that is not in line with the UPOV convention.

Disadvantaged: The ones most affected by the absence of proprietary varieties are the growers and consumers of nonmember countries.

Collaboration: By joining UPOV, the entire country will benefit from fresh produce and varieties that will be introduced in their countries.





Case Study – Brazil Sao Francisco Valley



Due to the tropical climate
2 growing cycles can be
produced



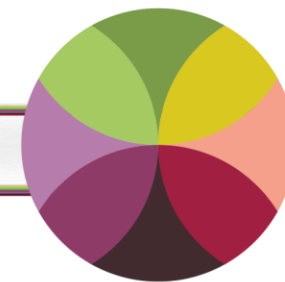
As a result of the rain
in certain periods of
the year, producers
didn't manage to
produce enough
volume or quality
from the existing
varieties



Grapa bred ARRA 15,
known as ARRA Sweeties™
with one of its key
qualities being rain
resistance, allowing for
growers in Brazil to
produce 2 cycles a year
with larger volumes and
increased quality



This variety is now
widespread in both the
local and export
markets



Value Chain Benefits



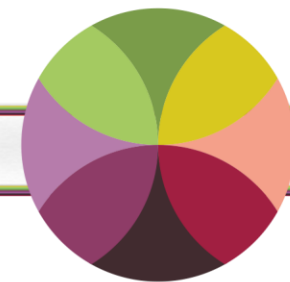
Breeders: gain return on investment and continue to develop



Growers: significantly increase business opportunities and profitability



Consumers: receive better products, year round

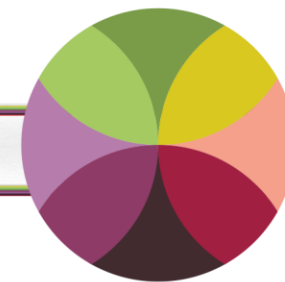


In Conclusion

To benefit and protect both the country's producers and consumers, it is imperative for the Southeast Asian Countries to work towards joining the regulatory systems in place to protect plant variety rights and enforce against piracy.

By taking the right measures, these countries will be in a better position to meet the current market demands with the new varietal generations and stay relevant in the global markets.





Thank you



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