



CHINA
**PLANT VARIETY PROTECTION
AWARENESS RAISING SEMINAR**

增强植物品种保护意识

**Importance of PVP for a farmers cooperative
植物品种权对农民合作社的重要性**

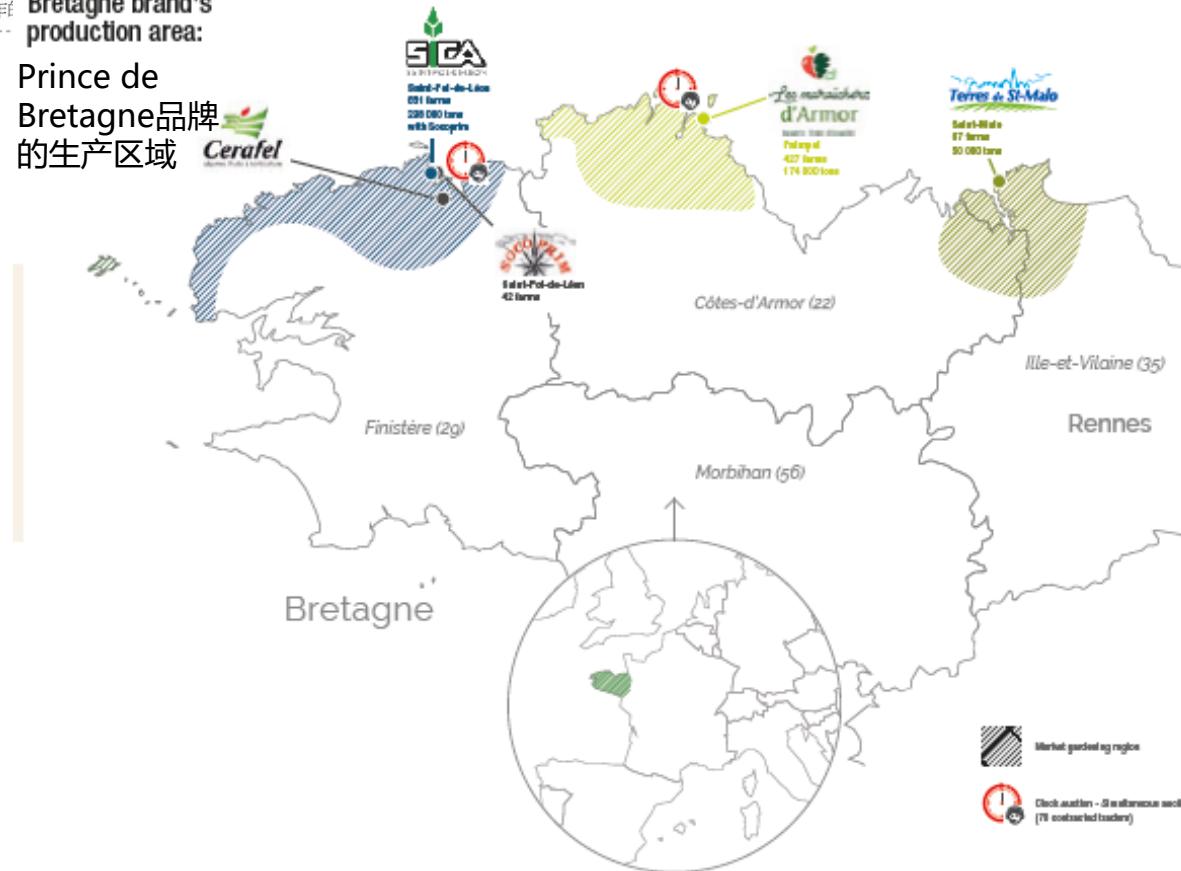
Veronique TREMELLAT - Brittany Breeding Company OBS France - 8 November 2021
Veronique TREMELLAT – 法国布列塔尼育种公司 – 2021年11月8日

www.ipkey.eu



The Prince de Bretagne brand's production area:

Prince de Bretagne 品牌
的生产区域





1961

Creation of SICA
Saint-Pol-de-Léon and first
auction sales



1963

Creation of the SIPEFEL
cooperative, which later
became Terres de Saint-Malo

History of our organization « Prince de Bretagne »

历史 Prince de Bretagne



1965

Creation of GPGT (Groupement
des Primeuristes du Goëlo
et du Trégor)



1965

Creation of CERAHEL
(Economic and Regional
Agricultural Committee for Fruit
and Vegetables)



1972

Creation of the Brittany Ferries
maritime company to export
vegetables to the United
Kingdom



1970

Creation of plant breeder OBS
(Organisation Bretonne
de Sélection)



1970

Creation of the collective
regional brand:
Prince de Bretagne



1970

Creation of a vegetable crop
experimental station (SECL) which
became Terre d'Essais and has specialised
in organic production since 1998



1974

Creation of UCPT (bringing
together Coopérative La
Presqu'île, GPGT and the
Côtes-d'Armor fresh vegetable
section of Coopagri Bretagne)



1982

Caté takes over management
of the Vézendoquet station
(site dedicated to agroecology
and diversification)



1989

Creation of Vegenov,
a technological resource centre
specialising in plants



1993

Creation of Isaffel, originally
a training centre for the
distribution sector



2017

Launch of Grown Without
Pesticides[®] label



2013

Production of a booklet of
sustainable development
indicators



2012

Publication of our first CSR
sustainable development
report and implementation of
Ecophyto programmes



1997

First Prince de Bretagne
organic vegetables



2018

Publication of our second CSR
sustainable development report
and drafting of the charter
of 10 commitments



2019

– Commitment to High
Environmental certification
– Launch of traceability portal



2020

– Publication of our progress
and environmental and social
responsibility report
– 50 years of the Prince
de Bretagne brand



TITLE SLIDE
www.ipkey.eu

1961: 创立SICA, 实施首次拍卖出售

1963: 建立SIPEFEL合作社, 后成为Terres de Saint-Malo

1964: 建立GPGT

1965: 建立CERAHEL (水果和蔬菜经济和区域农业委员会)

1970: 建立蔬菜作物试验站 (SECL) , 后成为Terre d' Essais, 1998年开始专门从事有机生产

1970: 创立集体区域品牌Prince de Bretagne

1970: 成立植物种植组织OBS

1972: 成立Brittany Ferries海事公司, 向英国出口蔬菜

1974 : 创立UCPT (将合作社 La Presqu' île 和 Coopagri Bretagne的Cotes-d' Armor鲜蔬部合并)

1982: Caté接管Vézendoquet站 (开展农业生态学和多样化建设)

1989: 设立植物技术资源中心Vegenov

1993: 设立Isaffel, 最初为分销培训中心

1997: 首个Prince de Bretagne有机蔬菜

2012: 发布第一份企业社会责任/可持续发展报告, 实施Ecophyto计划

2013: 制作可持续发展指标手册

2017: 推出Grown Without Pesticides标签

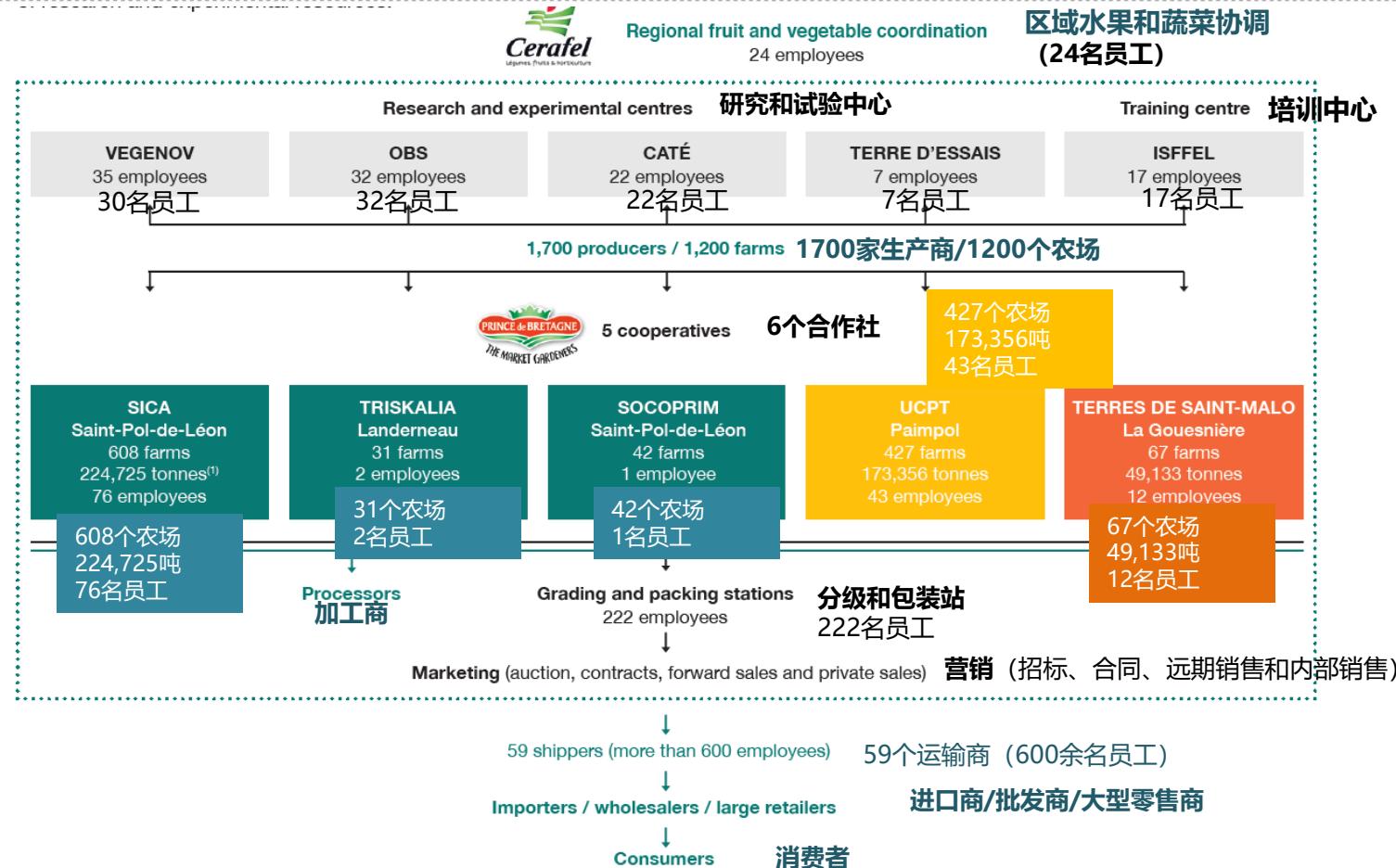
2018: 发布第二份企业社会责任/可持续发展报告并起草10项承诺章程

2019: 承诺高标准环境认证并推出追溯门户网站

2020: 发布环境和社会责任报告; Prince de Bretagne品牌50周年

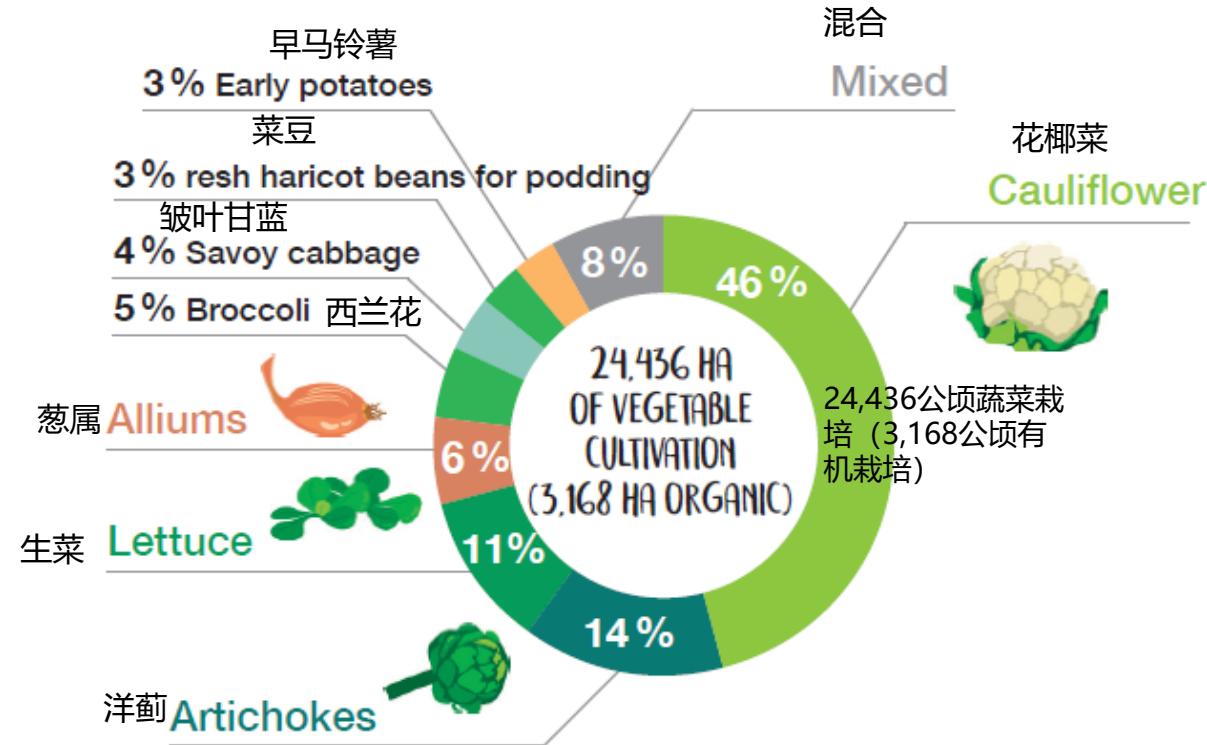


Our organization today 组织结构



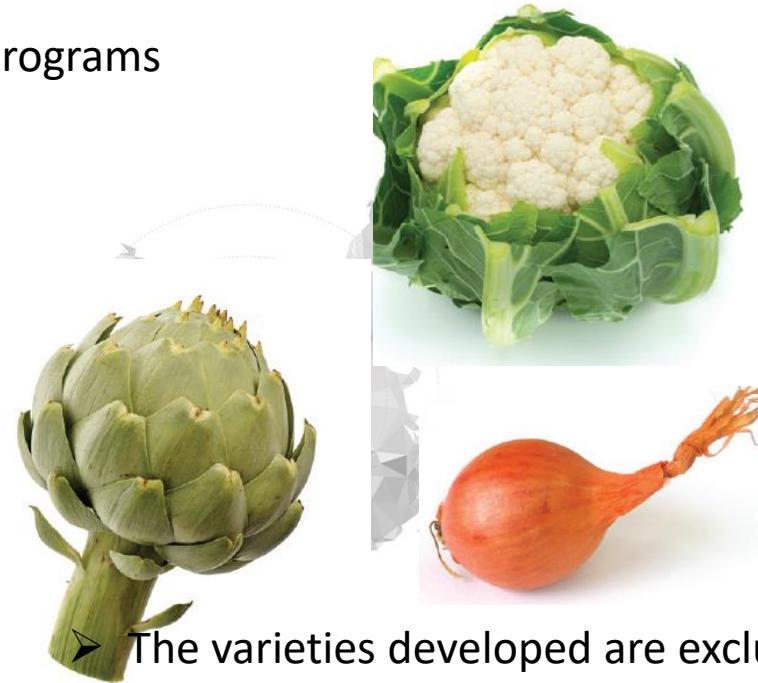
Breakdown in area cultivated by vegetable

各类蔬菜栽培面积占比



3 main vegetable breeding programs 3种主要蔬菜育种计划

- Cauliflower 花椰菜
- Shallot 青葱
- Artichoke 洋薊



➤ The varieties developed are exclusively reserved for farmers who are members of cooperatives 开发品种专供合作社成员

Why 为什么？

• Competitive advantage 竞争优势

- We create varieties adapted to our Breton terroir and to our markets
- 我们可以创造出适应布列塔尼风土、市场的品种
- Varieties that are different (color, size...) (颜色、大小) 不同的品种
 - » new products for the brand 品牌新品
- varieties for quality labels 质量标签品种
 - » grown without pesticides (resistant variety) 种植期不使用杀虫剂 (抗性品种)
 - » Organic market 有机市场
 - » Protected Designation of Origin 受保护原产地名称

• Garanty producers a constant and secure supply of seeds and bulbs 保证生产商获得稳定、安全的种子和鳞茎供应

• Genetic independence 遗传独立性

• Good Price for seeds and bulbs 种子和鳞茎价格高



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- To guarantee these advantages to our members only, we protect our varieties with Plant Variety Protection (PVP)
 - 为了确保竞争优势为成员所独享，通过植物品种保护机制，对品种加以保护

Thank you for your attention 感谢聆听