



SOUTH-EAST ASIA



# Webinar on Plant Variety Protection and UPOV 1991

## Benefits of UPOV 1991

LIVE WEBINAR | 17 January 2022 | 09:00 (CET) / 15:00 (UTC+7)

Manabu Suzuki | Technical/Regional Officer (Asia) UPOV

[www.ipkey.eu](http://www.ipkey.eu)



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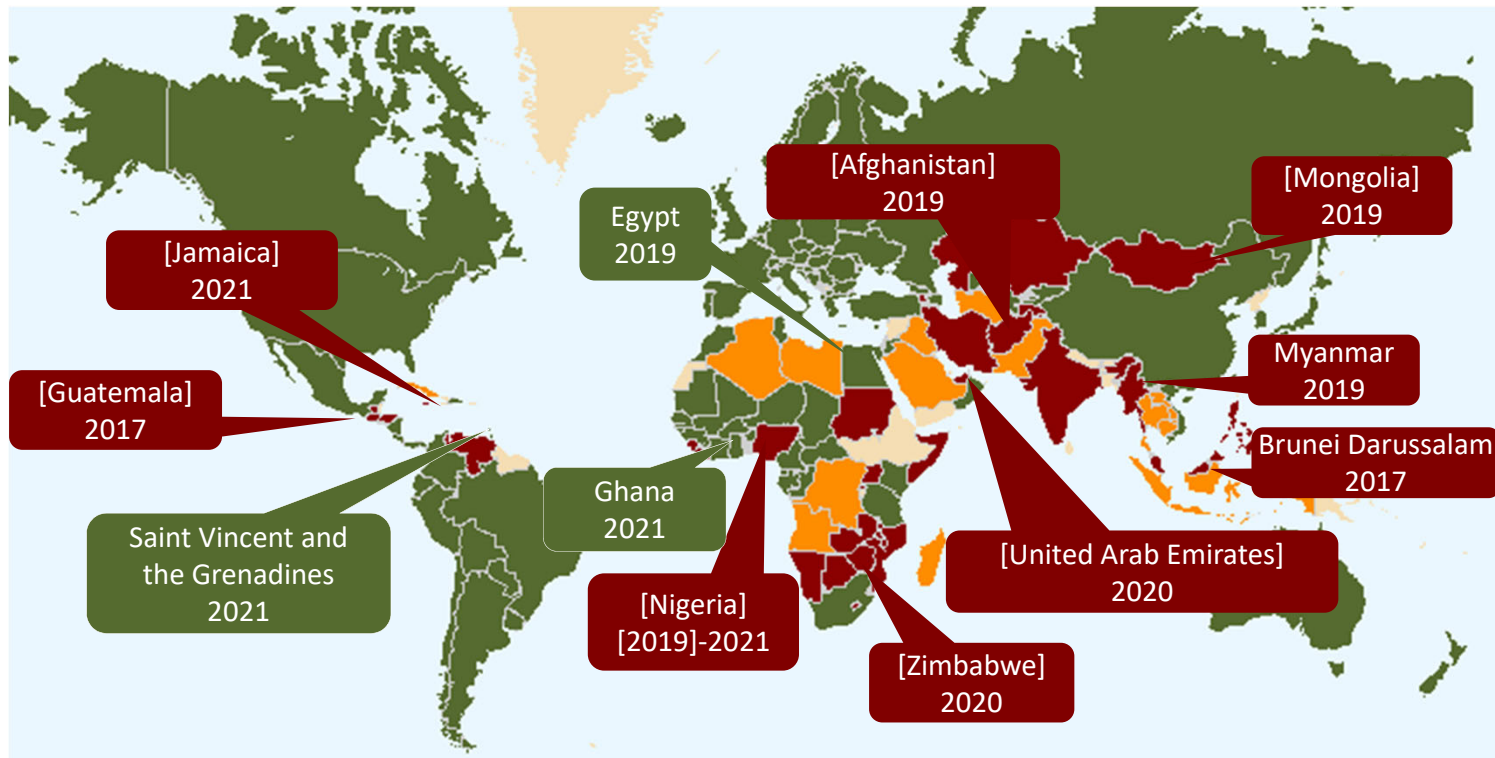
Directed by the European Commission, IP KEY is implemented by the European Union Intellectual Property Office (EUIPO)

## HEADING

- **UPOV status**
- **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**



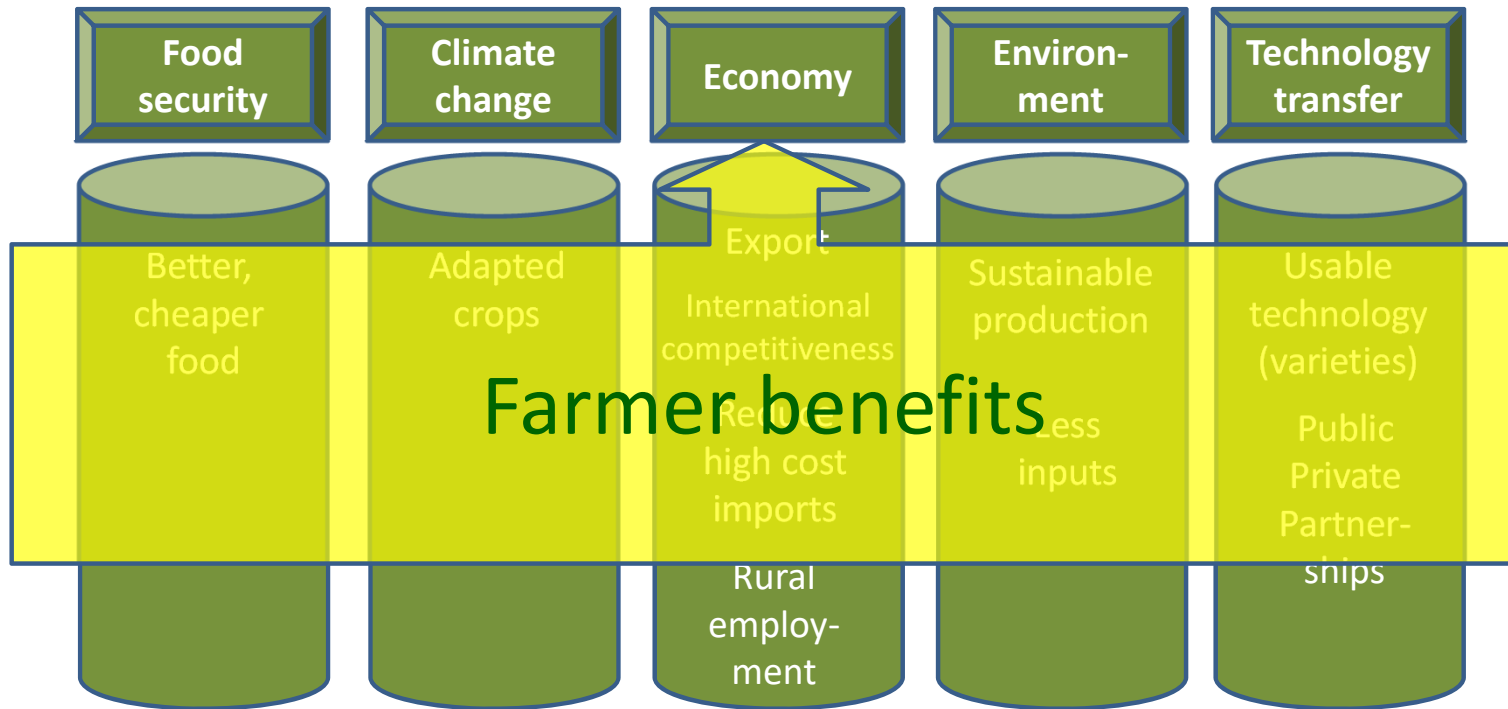
## UPOV members and UPOV Council examination of [draft] Laws (2017-2021) (all positive) status *November 3, 2021*



*The boundaries shown on this map do not imply the expression of any opinion whatsoever on the part of UPOV concerning the legal status of any country or territory*

- Members of UPOV (78) (covering 97 States)
- Initiating States (19) and Organization (1)
- States (22) and Organization (1) in contact with the UPOV Office

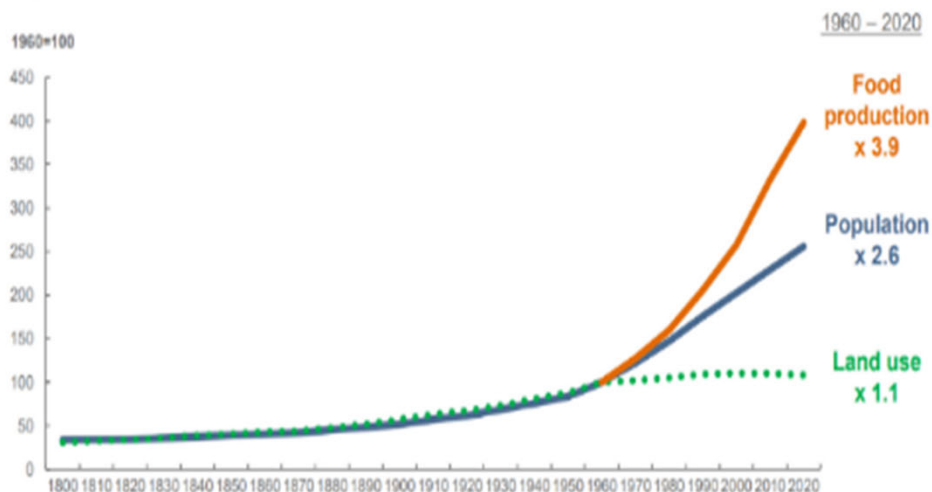
# Benefit of Society



New, improved varieties



Historically, greater food production meant greater land use; but there has been a “decoupling” since about 1960



Source: Population data from Maddison's historical statistics for 1825-1949; UN Population Division for 1950-2030; 1890 and 1810 extrapolated from Maddison. Agricultural (crops and pasture) land data for 1890-2010 from the History Database of the Global Environment (HYDE 3.2); Koen Gollwitzer et al. (2017). Global agricultural production data for 1960-2010 from FAOSTAT (Net Agricultural Production Index). 2020 value from the OECD/FAO Agricultural Outlook.

[www.oecd.org/food-systems](http://www.oecd.org/food-systems)

Source: Koen Deconinck, Food Systems Webinar, OECD Trade and Agriculture Directorate



United Nations

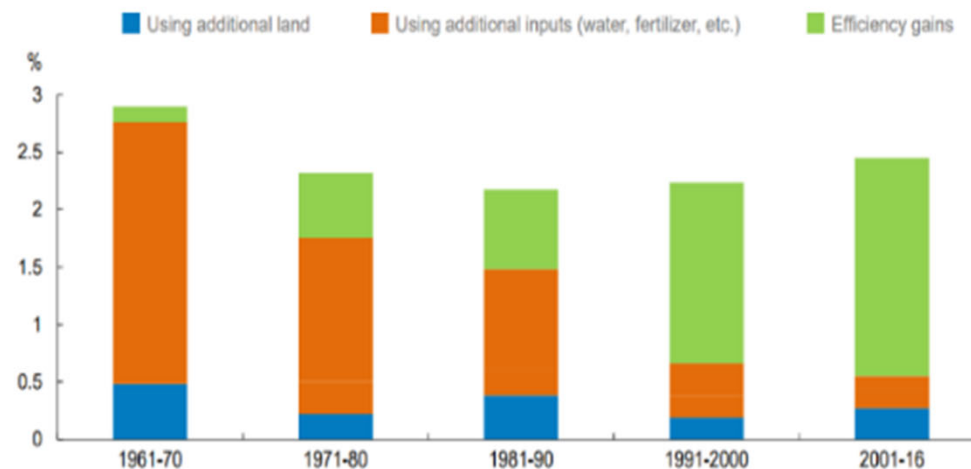


Food Systems Summit 2021



This “decoupling” was initially driven by greater use of inputs, but production growth increasingly comes from efficiency gains

Growth of global agricultural output, by source



Source: USDA Economic Research Service, International Agricultural Productivity estimates (November 2019 revision)  
[www.oecd.org/food-systems](http://www.oecd.org/food-systems)

Source: Koen Deconinck, Food Systems Webinar, OECD Trade and Agriculture Directorate

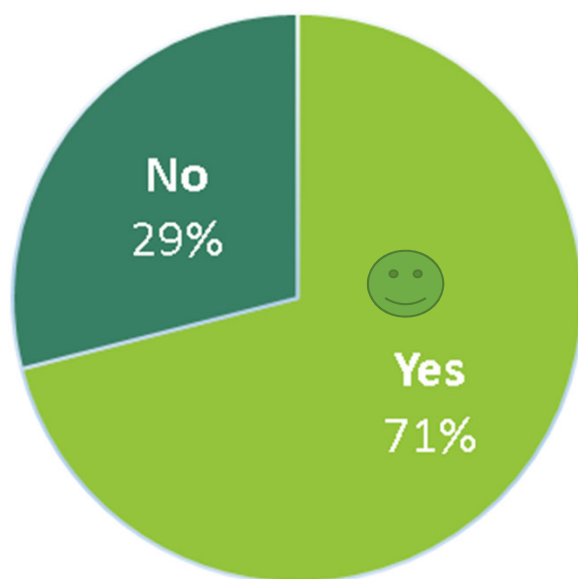
UPOV

# FARMERS' NEEDS AND EXPECTATIONS ON NEW IMPROVED PLANT VARIETIES

*Highlights from the WFO consultation  
and technical workshop*

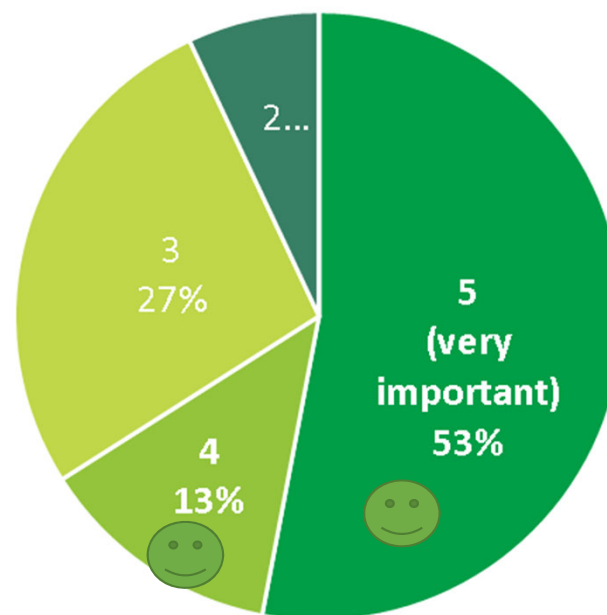
THE BIGGEST INDEPENDENT  
GLOBAL FARMERS' VOICE

THE CONSULTATION  
- Do Farmers use  
New Improved Plant Varieties?



THE CONSULTATION  
- If Respondents use  
New Improved Plant Varieties?

Importance of New Improved Plant Varieties  
for the success of your farm

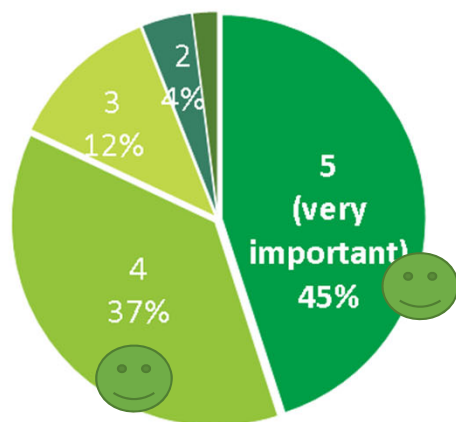


IF RESPONDENTS USE NEW IMPROVED PLANT VARIETIES  
WHY?

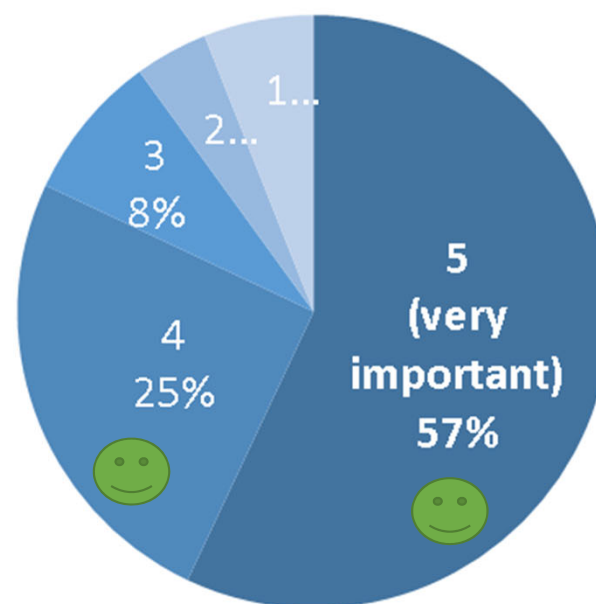




Consider New Plant Varieties important  
to **respond to climate change**



Consider New Plant Varieties important  
for **the sustainability of food systems**



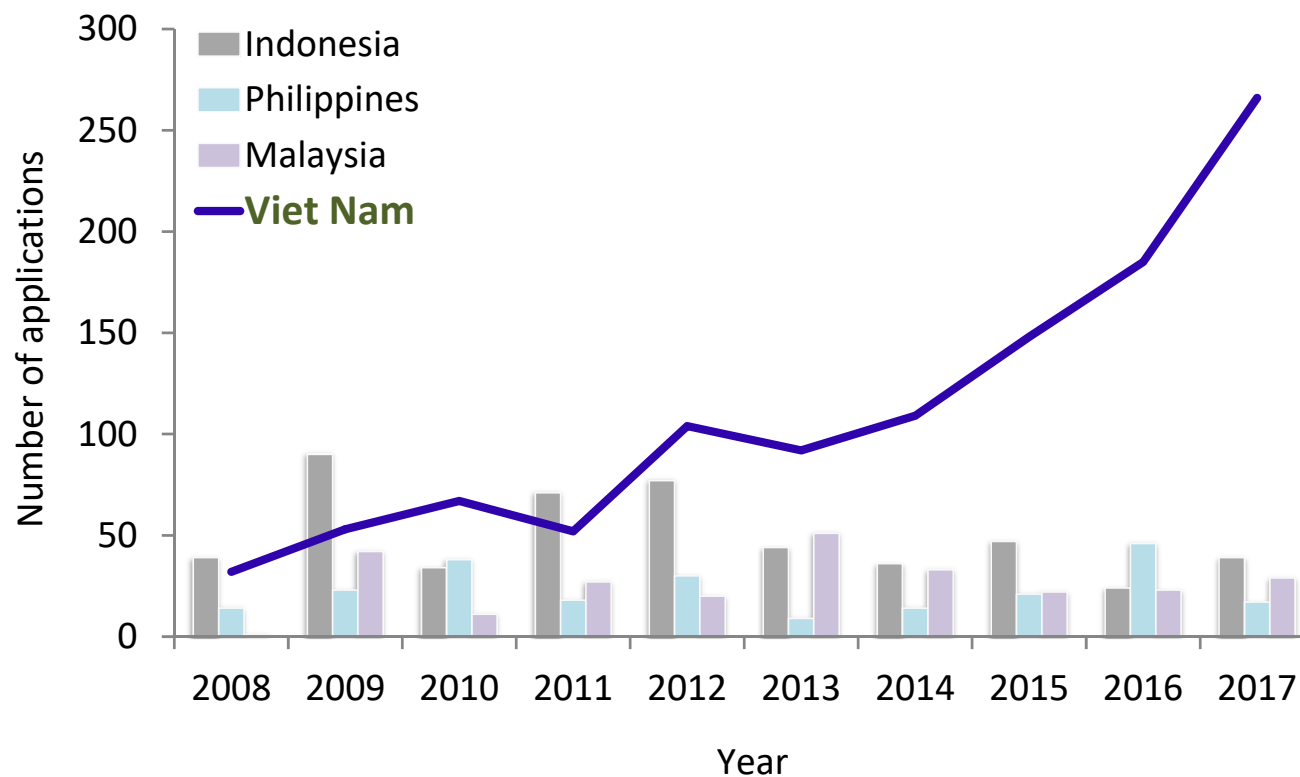


## UPOV MISSION STATEMENT

**“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

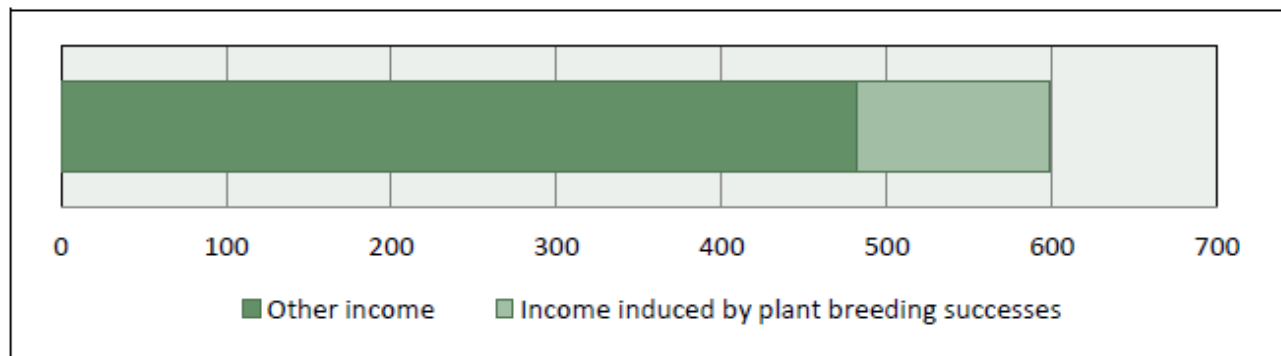


1. Erizal Jamal, Director, Center for Plant Variety Protection & Agriculture Permits, Indonesia. 10<sup>th</sup> East Asia Plant Variety Protection Forum Meeting
2. Dr. Mary Ann P. Sayoc, President, Philippine Seed Industry Association. National Seminar on Benefit of The Plant Variety Protection System,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

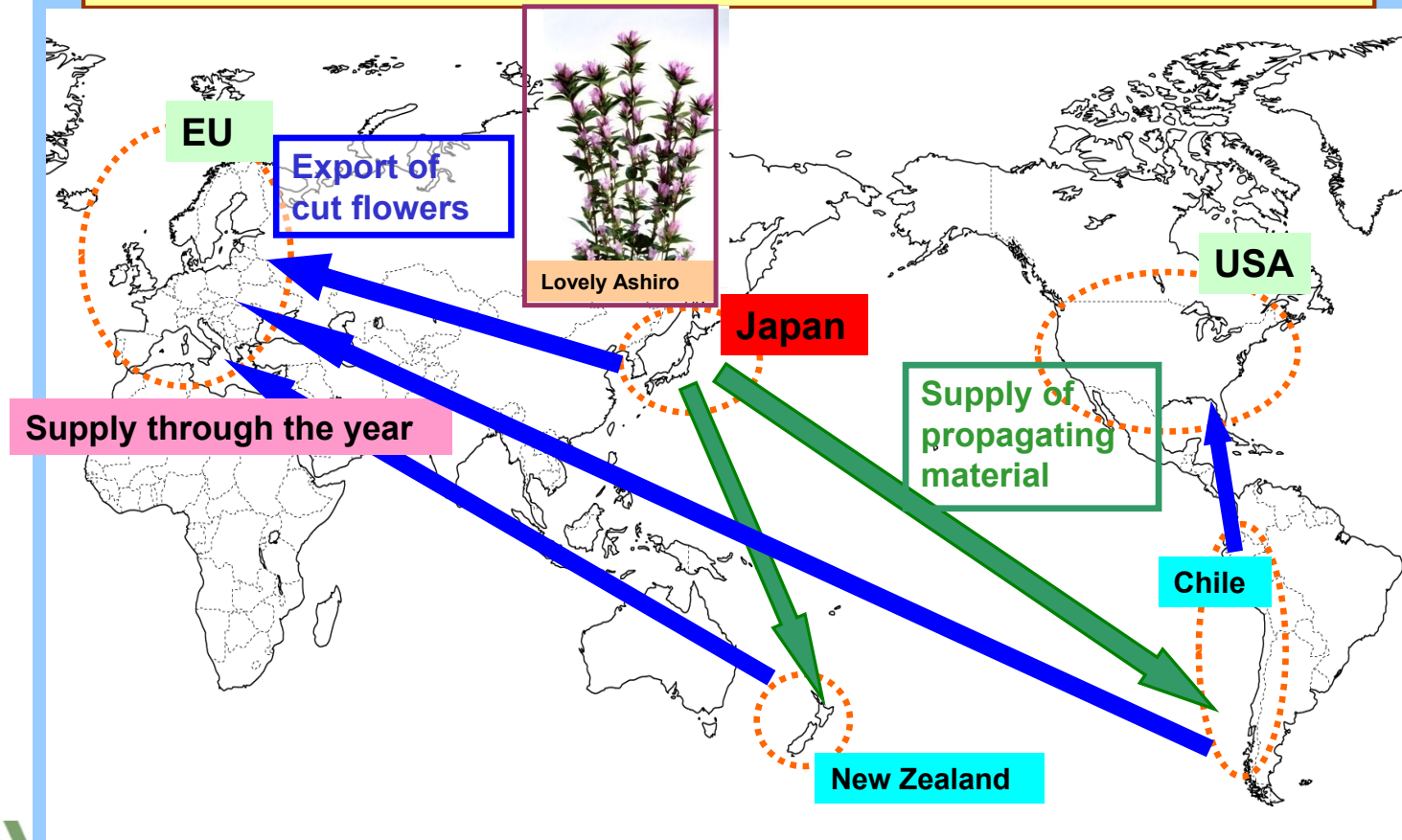
### Annual value added:

- 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)**

## 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

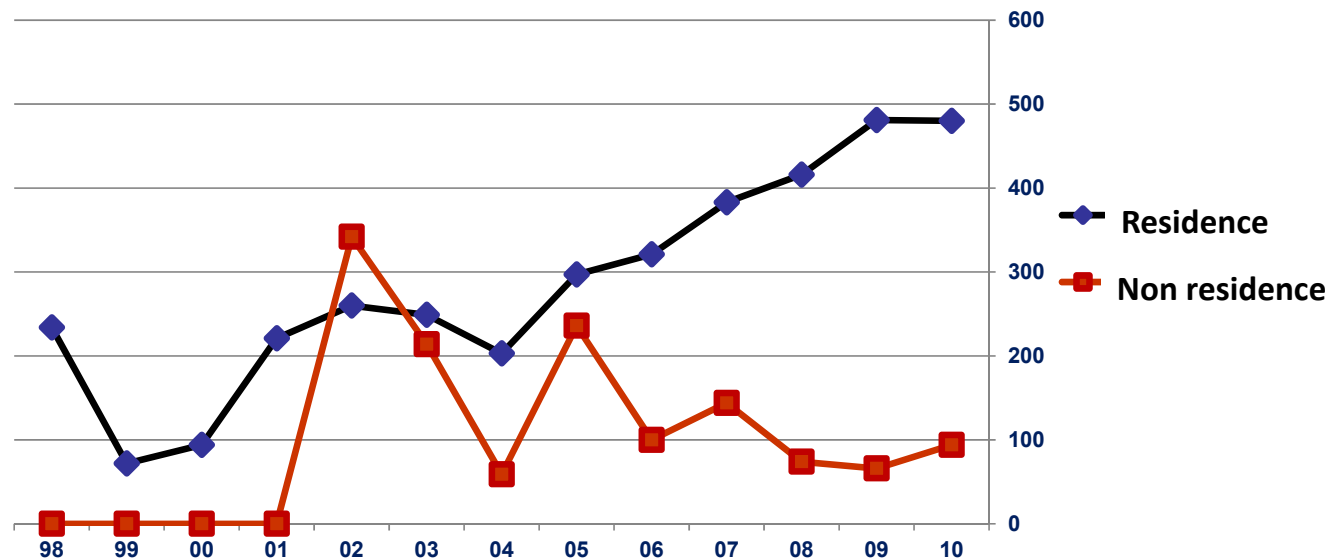
Charlie Jeong/wonwoo trading

## Becoming Royalty Receiver

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

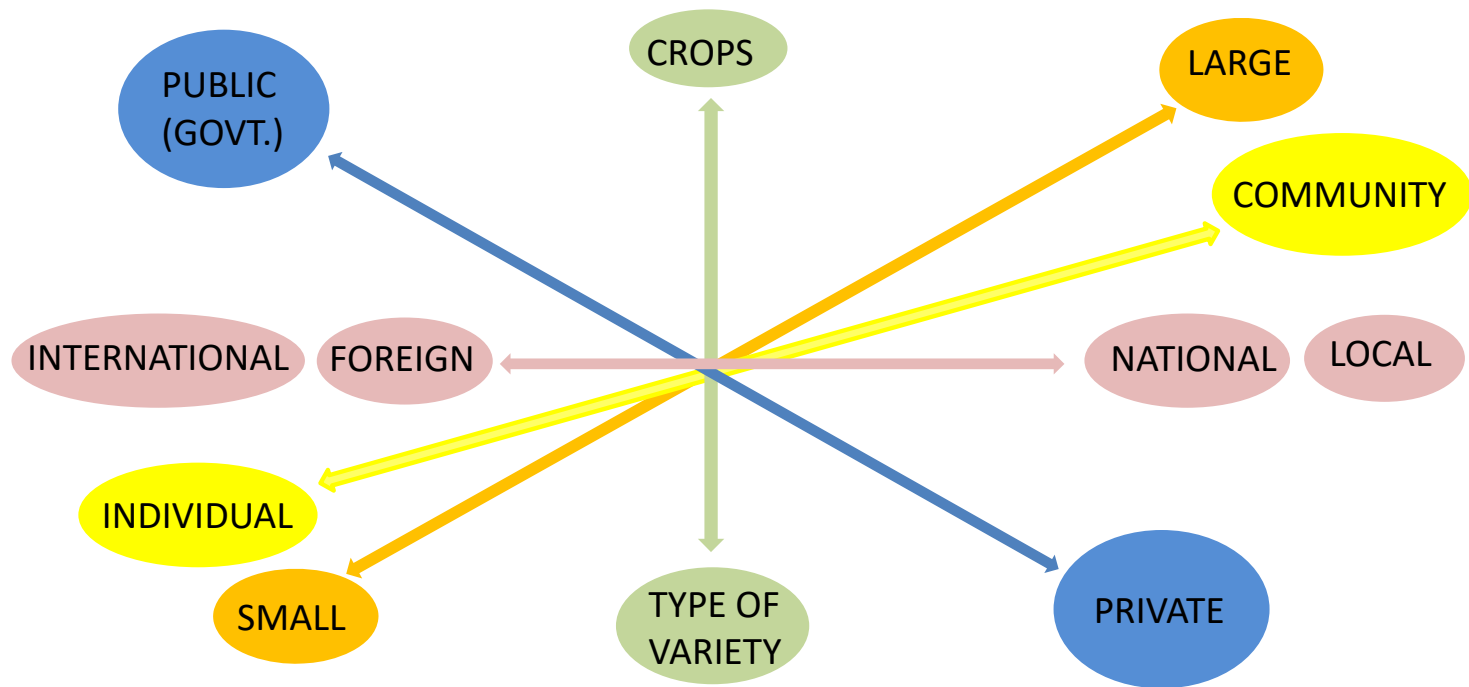
# Republic of Korea

## Application Ratio of Residents/Non Res.

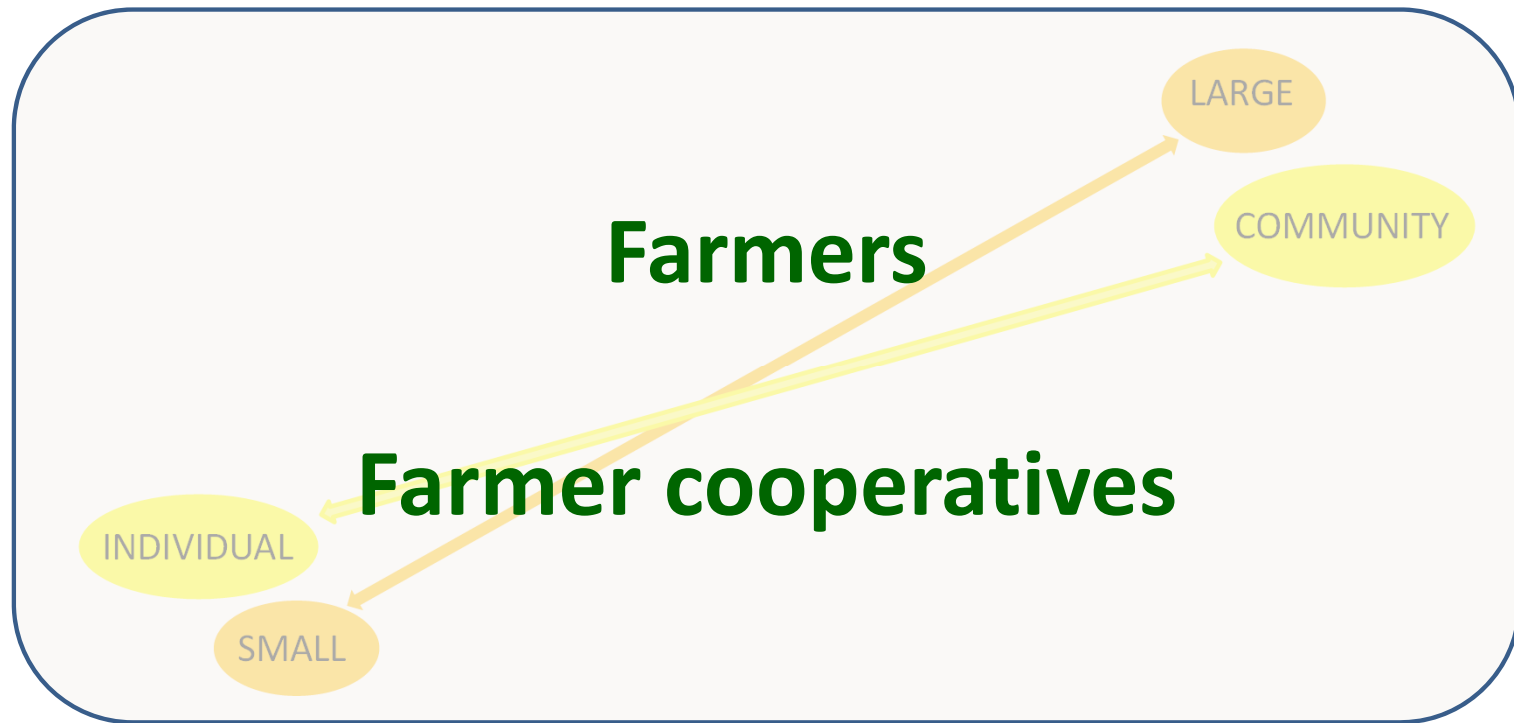


Dr. CHO, Il Ho, Symposium on Plant Variety Protection - Future Strategy for Enhancing the Effectiveness of the PVP System (Seoul, July 13, 2011)

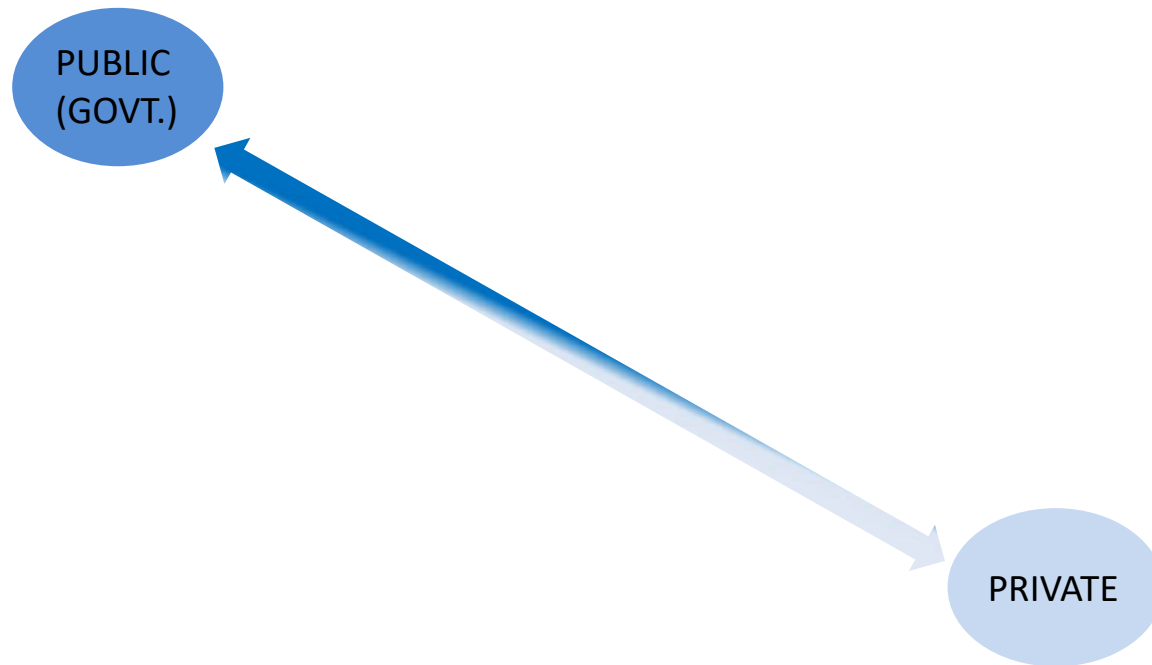




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How can PVP be used to achieve maximum  
“public good”?



## 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**.*

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# Experience Moving to UPOV'91?



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

**UPOV**

# 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

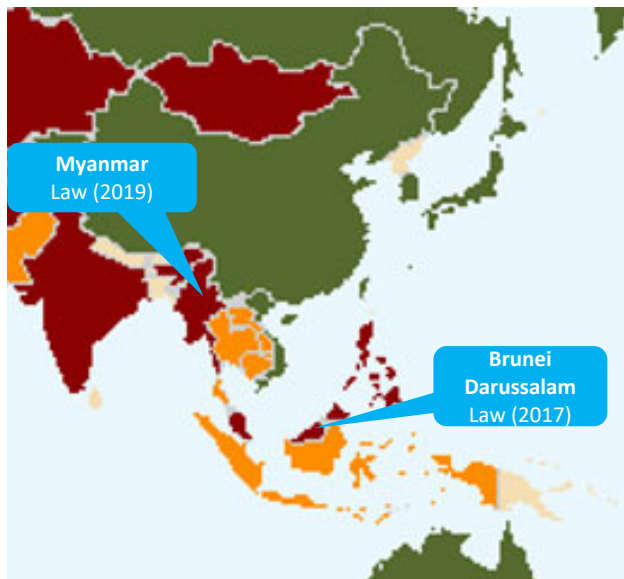


BlackburnNews.com file photo by Simon Crouch

- 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

**UPOV**

# UPOV status in EAPVP Forum countries



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## EAPVP Forum (Established in 2007)

= ASEAN Member States (10), China, Japan and Republic of Korea

### Members of UPOV:

China (CN), Japan (JP), Republic of Korea (KR), Singapore (SG), Viet Nam (VN)

### Initiating States:

Brunei Darussalam (BN), Malaysia (MY), Myanmar (MM), Philippines (PH)

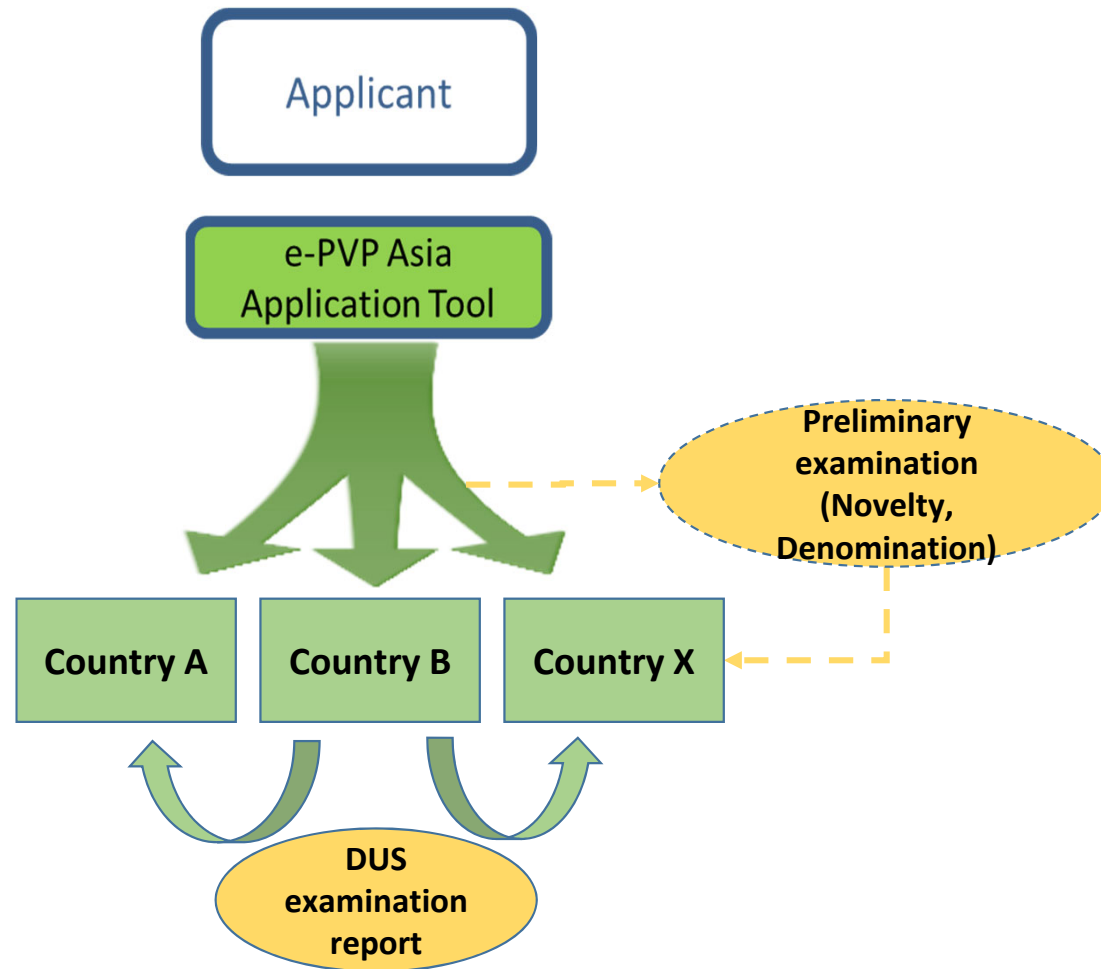
### States in contact with the UPOV Office:

Cambodia (KH), Indonesia (ID), Lao People's Democratic Republic (LA), Thailand (TH)

Positive decisions on conformity with the 1991 Act of the UPOV Convention

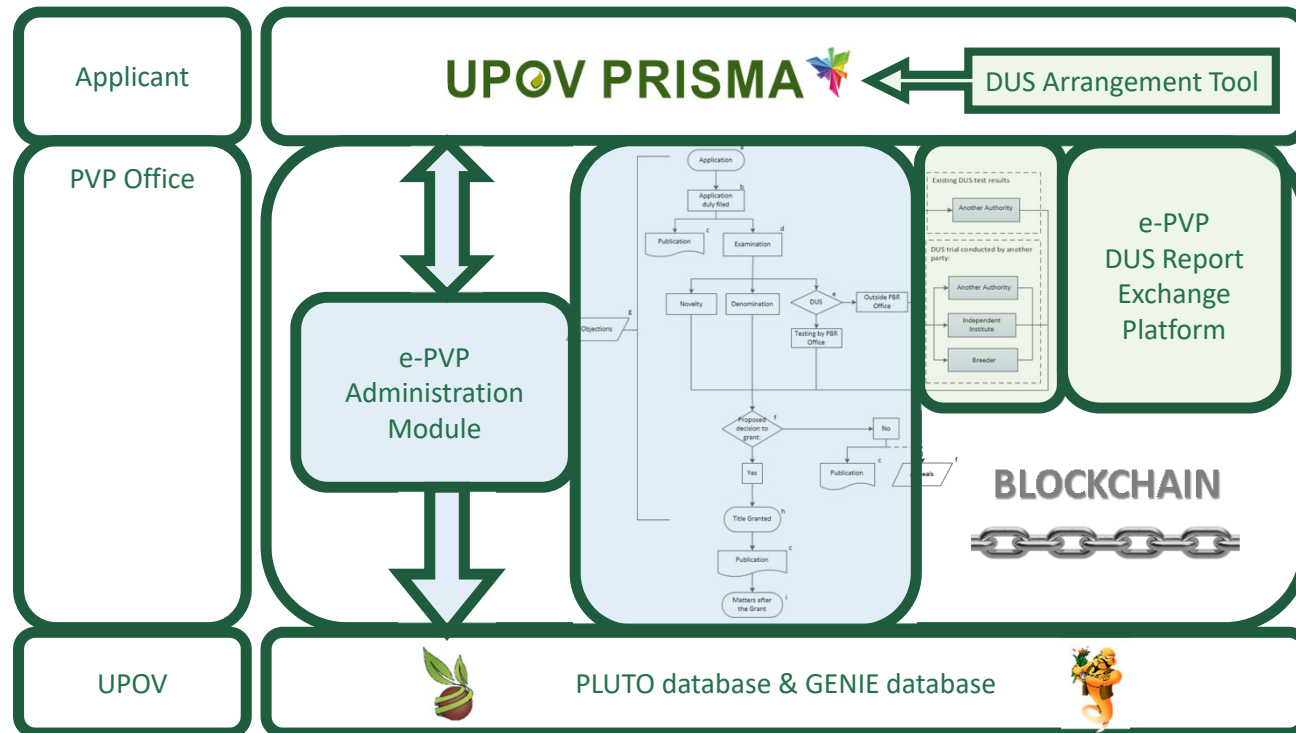
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## e-PVP Asia (EAPVP Forum Pilot Project)





## e-PVP



# Benefit of Society

