

Activity 5

UPOV 1991: Promoting Sustainability and Economic Development

UPOV 1991 Convention as a tool to achieve the UN Sustainable Development Goals (SDGs) - focus on Kenya's Floriculture Industry

Yolanda Huerta, Vice Secretary-General, UPOV

August 19, 2024 (Bangkok, Thailand)



Ghana's membership to UPOV is critical to its food and nutrition security as well as meeting its national development goals





The vision of the **2030 Agenda for Sustainable Development** (see <https://www.un.org/sustainabledevelopment/sustainable-development-goals/>) includes a world where

- food is sufficient, safe, affordable and nutritious
- there is sustained and inclusive economic growth, social development, environmental protection and the eradication of poverty and hunger
- development and the application of technology are climate-sensitive, respect biodiversity and are resilient

SUSTAINABLE DEVELOPMENT GOALS





UPOV

1 NO POVERTY



End poverty in all its forms everywhere

2 ZERO HUNGER



End hunger, achieve food security and improved nutrition and promote sustainable agriculture (Targets 2.1, 2.2, 2.3, 2.4, 2.5, 2.a)

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation (Target 9.5)

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Ensure sustainable consumption and production patterns (Targets 12.2, 12.3, 12.4, 12.a)

15 LIFE ON LAND



Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss (Target 15.3)

17 PARTNERSHIPS FOR THE GOALS



Strengthen the means of implementation and revitalize the global partnership for sustainable development: Systemic issues: Multi-stakeholder partnerships (Target 17.17)

1 NO
POVERTY



The tremendous growth in agricultural productivity in various parts of the world is largely based on

improved varieties

+

improved farming practices

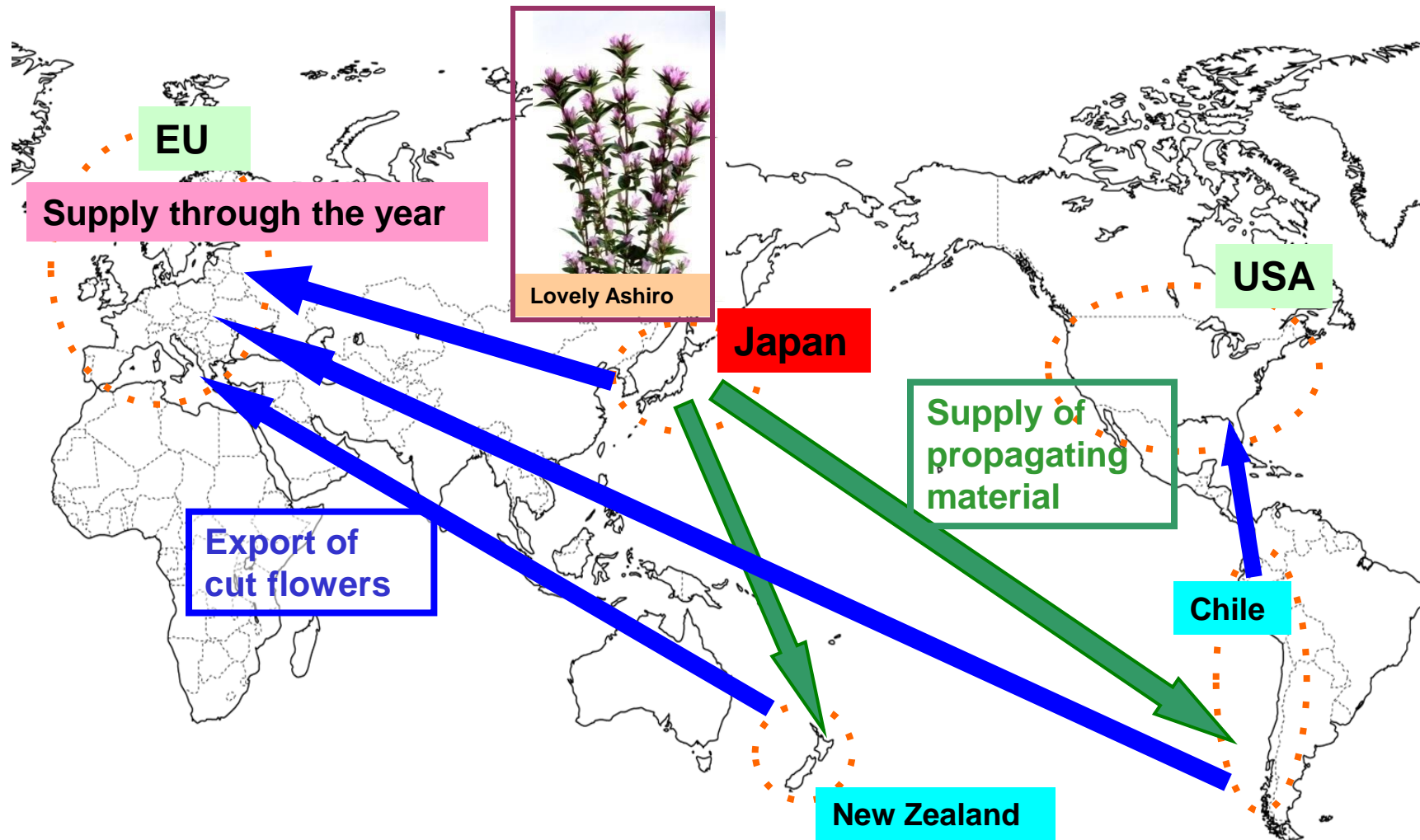
PERU

More than sixty new varieties of blueberries protected since UPOV membership



<https://www.bioeconomia.info/2020/07/20/peru-se-consolida-como-primer-exportador-de-arandanos/>

JAPAN: World Branding Strategy of “Ashiro” Rindo based on PBR



Yasunori Ebihara
International
Symposium
https://multimedia.wipo.int/upov/en/japan_ashiro_rindo.mp4

2 ZERO
HUNGER

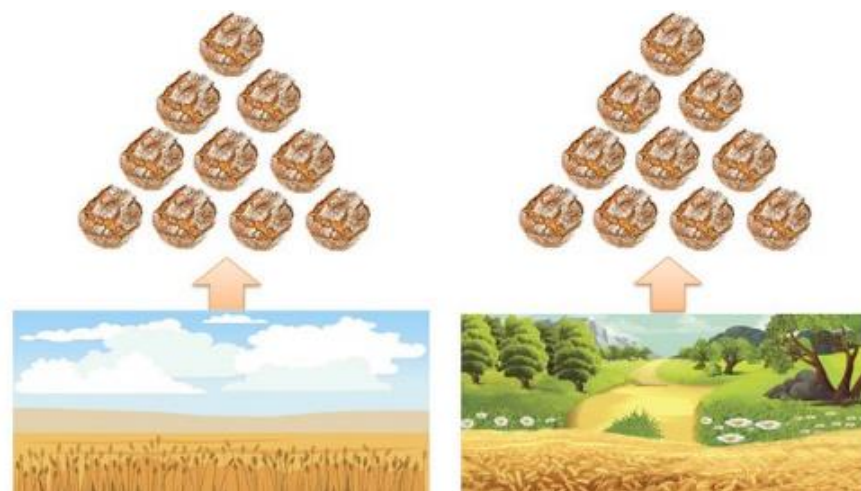


New Plant Varieties with improved yield, plant pest and disease resistance, salt and drought tolerance and better adaptation to climatic stress



Producing more, better... with less

and in more challenging conditions

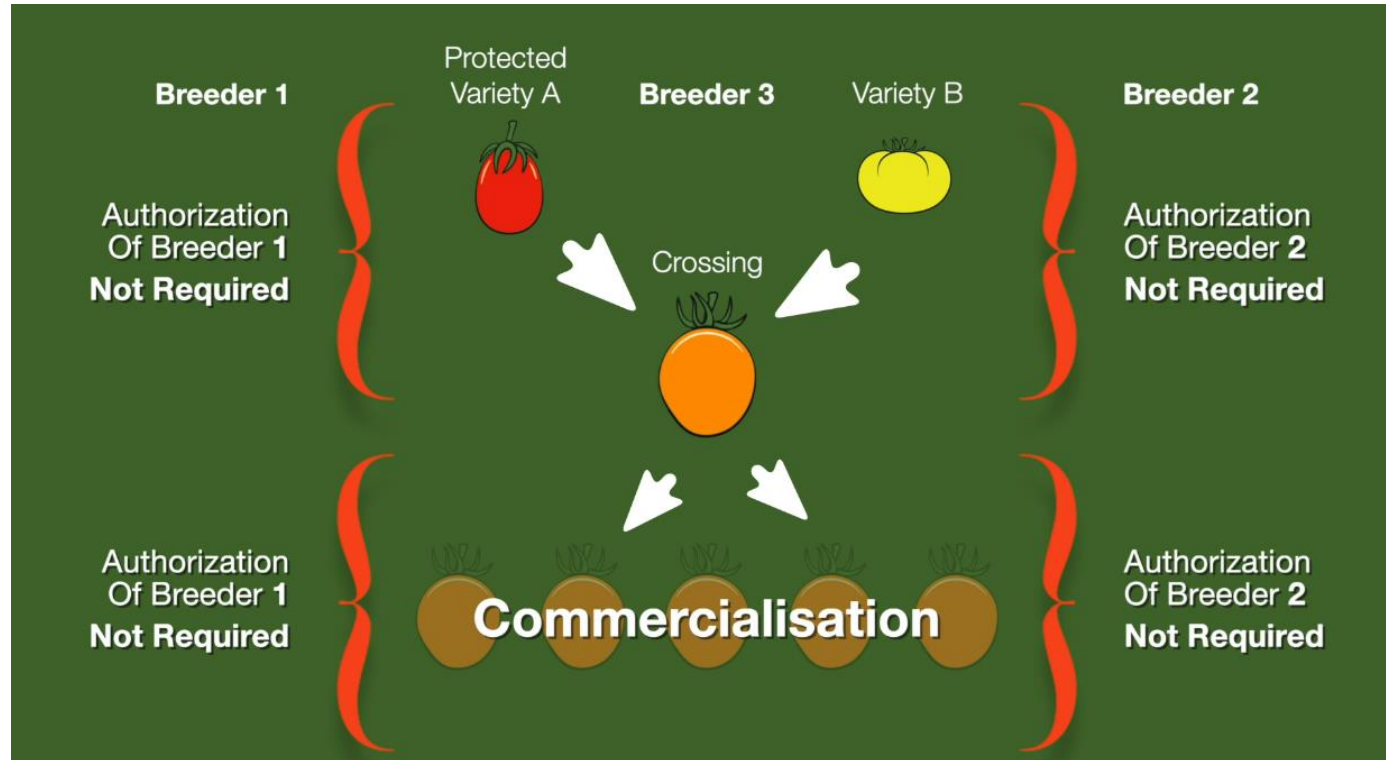


9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



UPOV's mission is to provide and promote an effective system of Plant Variety Protection with the aim of encouraging the development of New Plant Varieties for the **benefit of society**

Advantages of the breeder's exemption under the UPOV Convention



- Variety improvement is enhanced: there is continuous progress in breeding
- Genetic basis for plant improvement is broadened and is actively conserved

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



Farmers need new plant varieties to respond to the continuous evolution of pests & diseases, **climate change and users' needs**

2022 UPOV Climate Change Seminar

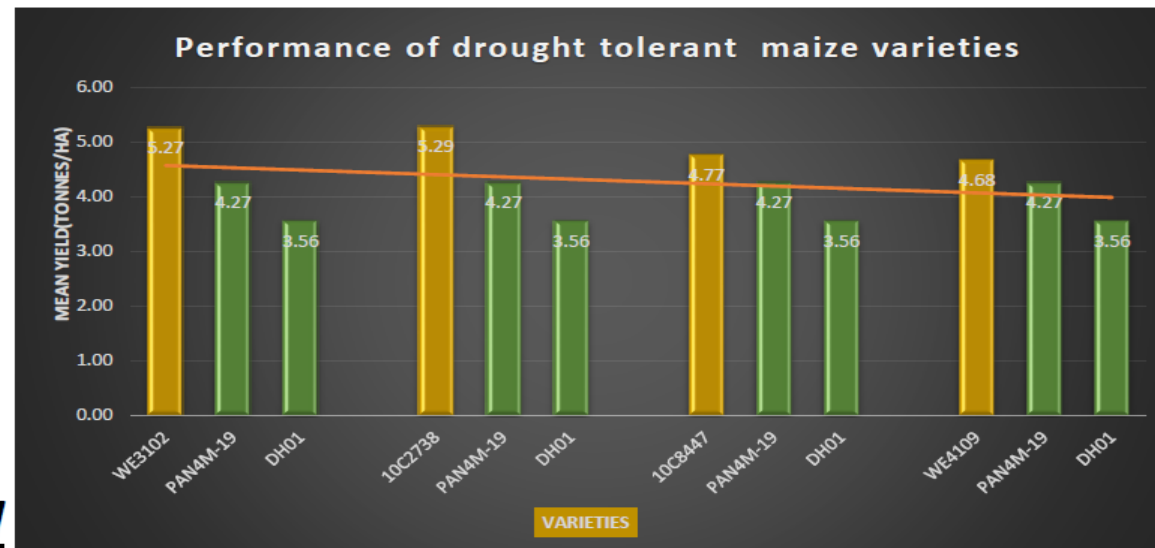
example of Kenya

https://www.upov.int/meetings/en/details.jsp?meeting_id=71391



Development of Climate Smart Varieties

Increased production through breeding of better yielding and drought tolerant varieties



Legend

	New drought tolerant varieties
	Check Varieties

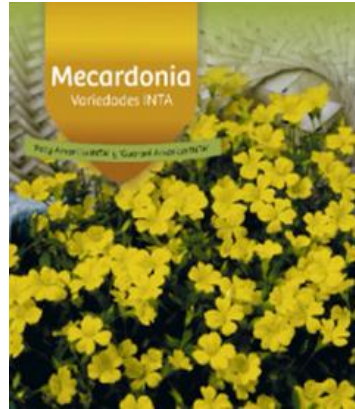
Source: KEPHIS VCU Data - 2017

15 LIFE
ON LAND



New Plant Varieties are a key element in increasing productivity and product quality in agriculture, horticulture and forestry, whilst minimizing the pressure on the natural environment

Using the UPOV System to benefit custodians of native wild germplasm in Argentina



A large part of the profits, basically, 50 per cent, that are generated from the commercialization return to those provinces.

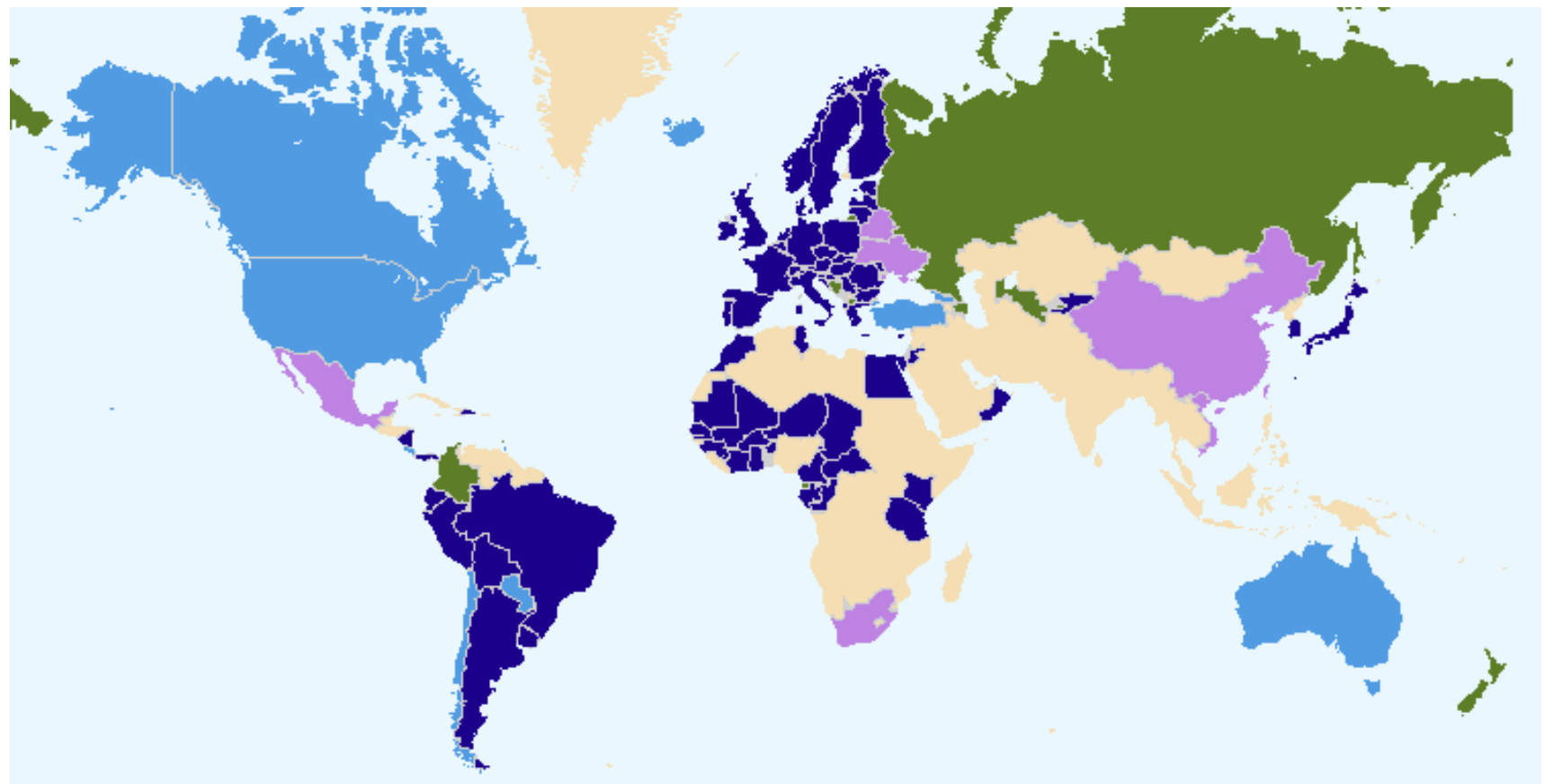
The royalties derived from commercialization of the variety are shared between the breeder and the provinces that contributed the native plant genetic resource.

The erosion/loss from their natural habitat is reduced and this is therefore our own contribution, working together with INTA, for the conservation of our native natural resources.



Complementarity between the UPOV Convention, the Convention on Biological Diversity (CBD) and the International Treaty on Plant Genetic Resources for Food and Agriculture (ITPGRFA)

States bound by those treaties as of October 6, 2022 <https://www.upov.int/about/en/faq.html#QS10>



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



Dark Blue	UPOV/ITPGRFA/Nagoya Protocol
Light Blue	UPOV/ITPGRFA
Purple	UPOV/Nagoya Protocol
Green	UPOV only

17 PARTNERSHIPS
FOR THE GOALS



Plant Variety Protection supports long-term investment in Plant Breeding

+

provides a framework for investment in the delivery of seed and other propagating material of varieties suited to farmers and growers' needs

focus on Kenya's Floriculture Industry

Kenya: the Floriculture Industry

Access to new plant varieties from around the World promotes agricultural trade

- Kenya is a leading exporter in cut flowers
- breeders of roses feel confident to have their new varieties being protected and commercial exploited in Kenya
- the altitude is very important, you get larger rose heads, better quality flowers because the relevant locations in Kenya are at 2400 meters above sea level.



Kenya: the Floriculture Industry

Joining UPOV sends a clear message to breeders

- The floriculture sector in Kenya has had an impressive development
- Breeders invest important financial and other resources to develop new varieties for roses – the process may take between five to seven years, then the first economical return will come after seven years



Kenya: the Floriculture Industry

Joining UPOV sends a clear message to breeders

- “the plant breeders’ rights system, promoted and developed by UPOV, is fundamental for the growers, propagators in a given country because it allows a successful exploitation of the varieties bred by the breeders”



Kenya: the Floriculture Industry

The rose industry has helped improve rural livelihoods

- it has provided an important source of employment
- employees while working here they are able to take their kids to school, they are able to help their parents



Lucy Monior

Human Resources Manager
Uhuru Flowers, Nanyuki



Kenya: the Floriculture Industry

The development of the rose industry has inspired future breeders

“I did a diploma in horticulture – after some years - I can also do breeding and I can also start selling to the growers”



Kenya: the Floriculture Industry

Technology Transfer is enabling Kenyans to play a bigger role in the development of the industry

“When I joined the floriculture industry most of the expertise that was available was from other countries – over time, this knowledge has been transferred to indigenous Kenyans...most of the managers available now are Kenyans. Now local universities are offering training completely oriented towards floriculture and horticulture.

Previously, the breeding was done in other countries (e.g. Netherlands) and only the testing of varieties was done in Kenya, but now we are getting varieties bred in Kenya and testing done in Kenya. In the next ten years, we'll start getting or seeing a lot of roses grown in Kenya that are completely bred in Kenya.”



Georges Mwangi

Propagation Manager
Suera Flowers, Ltd. Nyahururu

Kenya: the Floriculture Industry

Employment creation

It is estimated that the floriculture industry employs over **500,000** people and impacts more than

2 million livelihoods indirectly

Women have made up more than 40 percent of the agricultural workforce in rural communities worldwide.

In **Kenya**, women comprising over **60 percent** of the workforce in the flower sector



Kenya: the Floriculture Industry

Wealth Creation –

- With around **5,000 hectares** dedicated to flower cultivation, Kenya exports over **200,000 tonnes** of flowers annually valued at **\$900 million**
- Contributing **1.3%** to the **Kenya's GDP**

Source: Richard Fernandes, Chairman of the Kenya Flower Council Nieuwsbericht | 17-07-2023



Kenya: the Floriculture Industry

The contribution of protected varieties for economic development in Kenya

- Challenges and opportunities due to Covid - introduction of the **flowers by sea initiative in 2022**
- **promoting sustainable floriculture**: certification programs such as Fairtrade
- Employment creation, floriculture growth has triggered **rural and urban development** with impact in other sectors such as tourism and education