

The Role of Plant Variety Rights in a Sustainable Agriculture Model From Fields to Policies

IPKey SEA – 1/09/2025, Bangkok

Mr. Francesco Mattina, President of the CPVO

Ms. Sara Piva, International cooperation officer of the CPVO



Agriculture at a Crossroads

Climate change → new pests, droughts, floods

Food security → rising population, shifting diets

Sustainability → soil, water, biodiversity at risk

Innovation in breeding is essential, not optional

Plant Variety Rights: A Specialised IP Tool



Exclusive rights for breeders over new varieties



Limited duration (25 years crops / 30 years trees & vines)



Tailored *sui generis* system → different from patents



Breeder's exemption: free to use for further breeding



Other exemptions: research, farmer's privilege

CPVO System: Trust & Entrustment

- CPVO central administration and testing done by national offices
- Entrustment = strict quality audits + supervision
- 23 examination offices form the network
- UPOV allows different cooperation models (centralised, decentralised, mixed)
- Guarantee of success = shared guidelines & protocols



What PVP Means for Farmers

Choice: more and better varieties available

Resilience: improved traits (resistance, climate adaptation)

Flexibility: exemptions safeguard local practices

Trust: tested, distinct, stable varieties

R&D in plant breeding: high investment, high risk

- Long timelines investments: 8–12 years from first cross to commercial variety (multi-location trials, regulatory steps).
- High failure rate: many candidate lines fail DUS/VCU testing or market acceptance; only a small % reach commercialization.
- Significant costs:
 - continuous field trials across environments
 - Advanced technologies (genomics, phenotyping, gene editing).
 - Regulatory compliance and certification.
- Upfront investment: costs are incurred years before any revenue; ROI is uncertain.
- Higher R&D intensity: breeding companies invest 10–20% of turnover in R&D, higher than many industries, even pharma (approx. 15% on average).
- Need for protection: IP tools like CPVR and patents help recoup investments and incentivize innovation.

Safeguarding Biodiversity



Incentives for diverse crops & traits



Thousands of new varieties developed in EU



Breeder's exemption keeps genetic pool open



Diversity remains dynamic and productive



Harmonisation Accelerates Progress

- Shared standards = no duplication, faster results
- EU: United in Diversity → one system, many climates/crops
- Flexibility under UPOV ensures inclusiveness
- International harmonisation spreads benefits



Chile: Automating Acceptance of EU DUS Reports



Chile accepts EU DUS reports automatically



Already > 40 requests received



Benefits: lower costs, less duplication, faster access to protection



Quicker access to innovation for farmers



PVP: Pro-Competitive, Not Monopolies

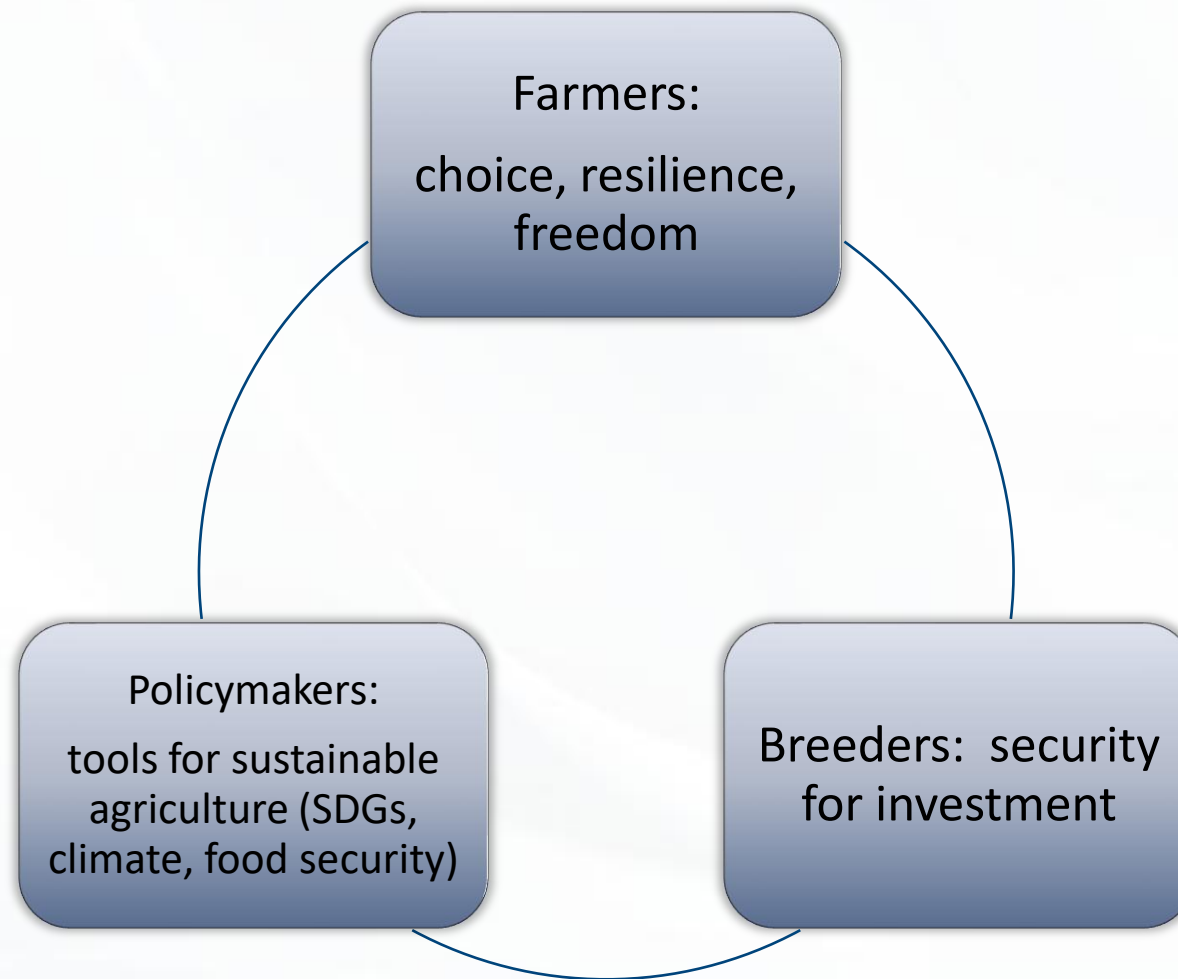
- PVP accelerates access to innovation
- Predictable & transparent environment builds trust
- Supports dissemination + further breeding
- EU Tech Transfer Guidelines (2014/C 89/03): IP is pro-competitive

30 Years of CPVO: Tangible Results

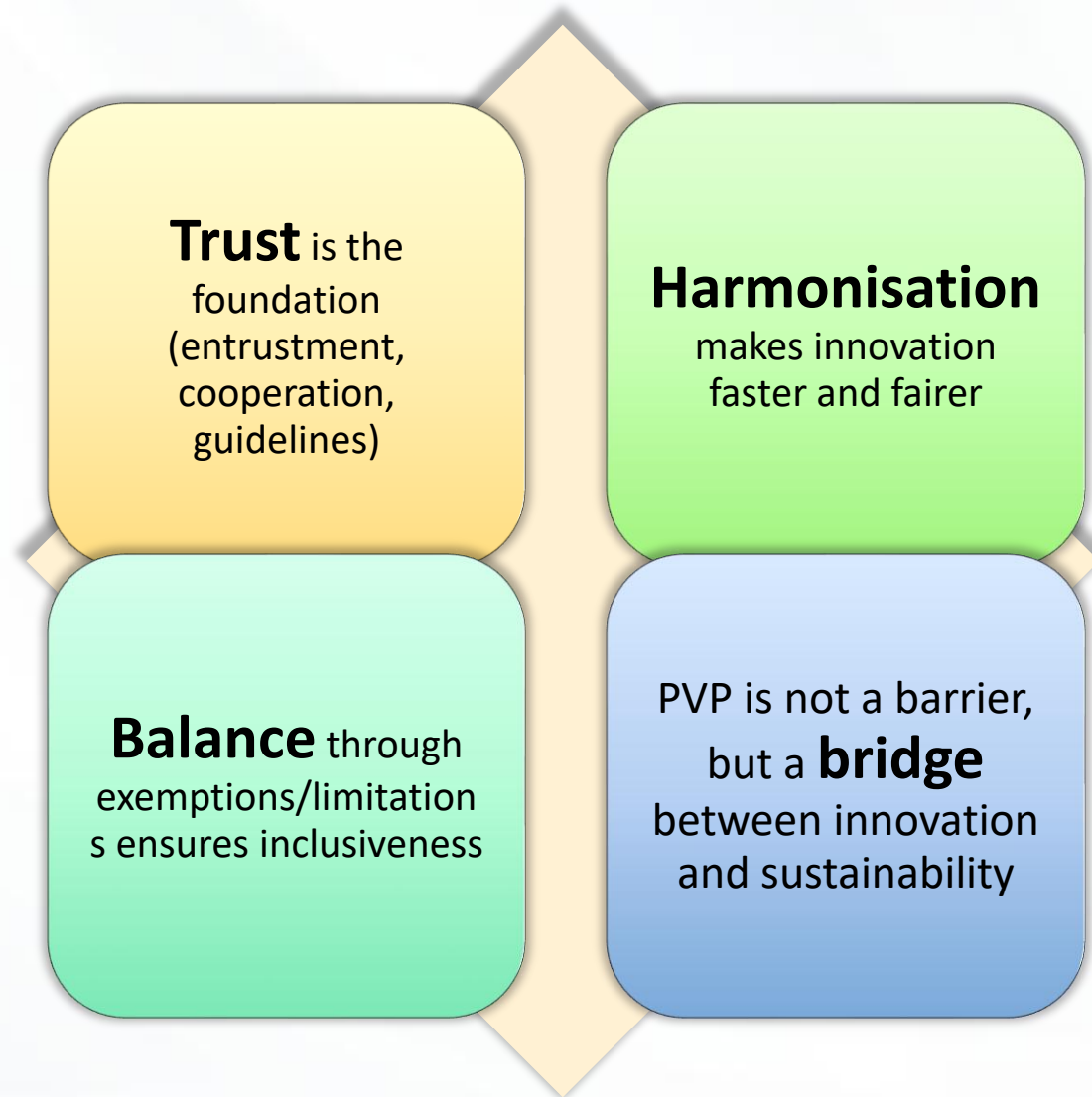
- >70,000 titles granted since 1995
- Thousands of new varieties yearly
- Productivity, sustainability, competitiveness strengthened
- SMEs and large breeders both benefit



Linking Fields to Global Policies: building a sustainable model for agriculture



Key Messages





Community Plant Variety Office

3 Boulevard Maréchal Foch • CS 10121
49101 ANGERS CEDEX 2 • FRANCE

Contacts:

Tel. +33 (0)2 41.25.64.00

Mail: communication@cpvo.europa.eu

Join us on:



...and subscribe to our **digital newsletter**