



## Sector of ornamentals: Special Needs ?

Dr. Doeke Faber  
President AIPH



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# Production value

- Production value flowers and pot plants for EU in 2008:
  - About 10.228 million euro
  - About 42% of world production value
  - Source: AIPH/Union Fleur Statistical Yearbook 2008
  - EU is major player in the field





# AIPH

- Co-ordinating body representing horticultural producers organisations
- established in 1948
- over 30 organisations
- representing 28 countries
- Europe, Asia, Americas, Africa Australia and the Middle East



# Objectives

- Promoting the interest of the global ornamental sector and by that the welfare of growers
- Platform for exchange knowledge
- Statistical yearbook
- Horticultural exhibitions



# Diagram of AIPH organization





# AIPH Committee for Novelty Protection

- Formulating the growers point of view regarding plant breeders rights.
- Promote this nationally and internationally
- Observer status in UPOV
- Exchange of information





## Growers point of view

- Equal responsibility in the chain
- Breeders deserve recompense
- Rights regarding production and marketing belongs to growers
- PBR is of mutual interest



# Special Needs

- Testing the market can show us the future
- Selling as much as possible risk for growers
- Market forces: supply & demand
- Constructive correlation between breeders and growers
- Three special needs



# Denomination and Scope of PBR

- Always using the verifiable (registered) name in case of selling or trading
- Example: Rosa L. 'Champion' Perfection®
- Protection only for propagation material, not for the final product !
- Registration system of the International Cultivar Registration Authorities, operating under the umbrella of the ISHS





# Trademarks

- Trademark only for distinguishing origin and producer
- Only protection by trademark means no protection by PBR
- All trade should inform buyers about TM and PBR
- More transparency about all restrictions in trade and cultivation of varieties in all countries.



# Final conclusion

Breeders and growers need each other to flourish in the market !



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[www.aiph.org](http://www.aiph.org)





Thank you for your attention