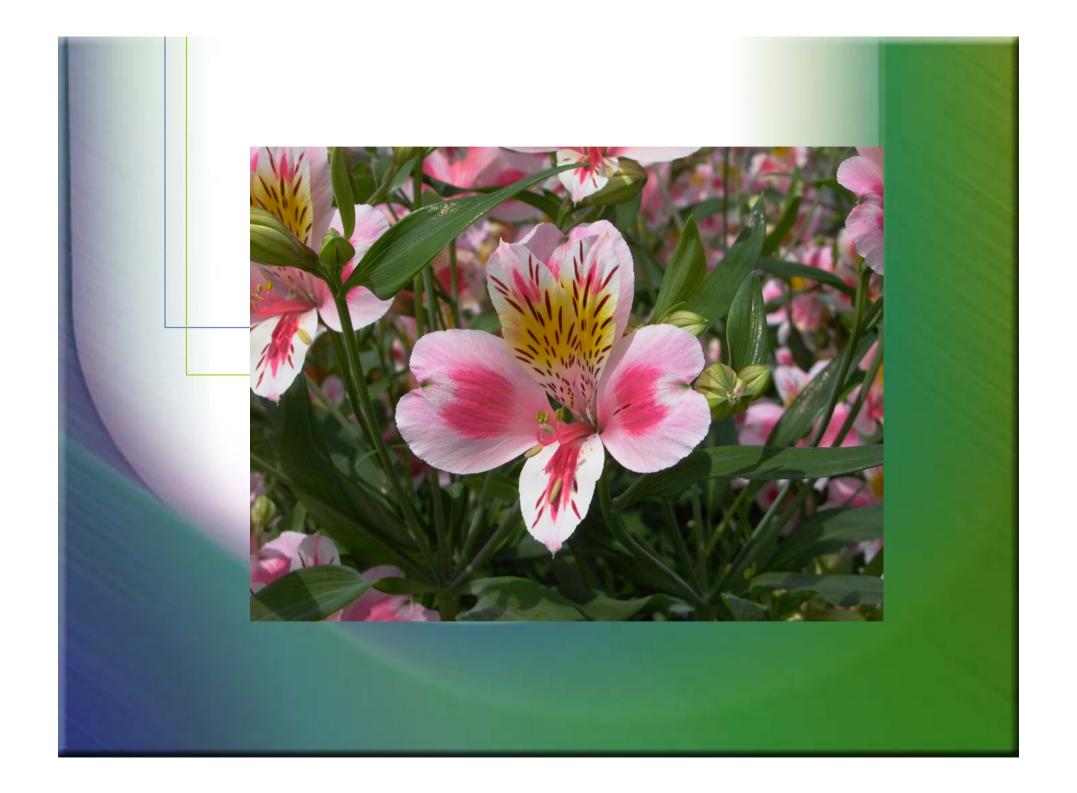


### Sector of ornamentals: Special Needs?

Dr. Doeke Faber President AIPH





- ➤ Production value
- ➤ AIPH: organization and objectives
- ➤ Growers point of view
- ➤ Special Needs
- > Final conclusion





- 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

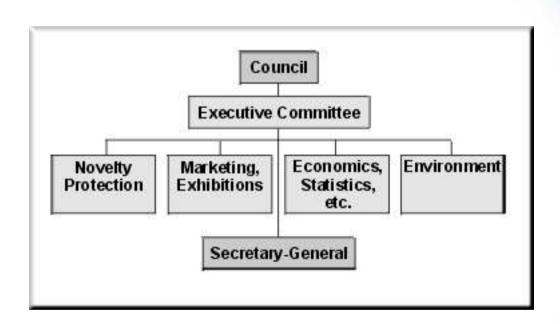




- ➤ Promoting the interest of the global ornamental sector and by that the welfare of growers
- ➤ Platform for exchange knowledge
- > Statistical yearbook
- > Horticultural exhibitions



# 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







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





- 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.





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





