Sector of ornamentals: Special Needs?

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Content

- Production value
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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
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
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!
For further information please visit our website:

www.aiph.org
Thank you for your attention