



Sharing the best in Gardening

Plants For The Future What Happens Now?

9th November 2016

Welcome & Agenda

- 10.30** **Welcome & Introduction – Chairman Raymond Evison, Plant Breeder & Nurseryman**, opens & introduces the workshop aims.
- 10.45** **Rob Warlow presents ‘Registering Plant Breeders’ Rights’**
- 11.15** **David Kerley presents ‘Breeding & Marketing Plants for the Commercial Market’**
- 11.50** **Peter van Rijssen presents ‘Bringing New Plants to Market’**
- 12.30** **Morning Round Up – Chairman Raymond Evison** reviews the morning’s content and sets the scene for afternoon open discussion
- 12.35** **Lunch and Networking**
- 13.30** **Jonathan Ward – ‘Smile Please’**
- 13.45** **Steve Austin presents ‘A Passion for Plants – from Discovery to Success’**
- 14.25** **Panel Discussion - The Impact of Brexit on the UK Horticultural Industry’**
- 15.00** **Plants for the Future – What Happens Now?**
- 15.15** **Final Round Up** - Next steps, Chairman’s thank you & close
- 15.30** **Close**

Plants for the Future

What happens now?

Format for the day

Today's 3rd Plants for the Future workshop aims to:

- Update the audience on activity since November 2015
- Deliver presentations showing different methods of sourcing, propagating & marketing plants; how to protect your plant rights; discuss the possible implications of Brexit.
- Offer networking opportunities
- Collect & share ideas for the future of the initiative
- Notes will be taken which will form the basis of a report to be sent out to the audience by mid December.
- Proposed next steps will be published in the report.

Considerations for the day

- How do we move the initiative forward so that it doesn't become stale?
- Have we reached the intended audience: amateur growers who may have no connections with the horticultural trade?
- The role the RHS can play as a facilitator
- Other factors?

Your ideas can be discussed as part of the workshop today or included in the feedback form

Now on to our speakers.....

Plants for the Future - Timeline

History of Plants for the Future

- 2013** PFTF Initiative started and working group created.
- 2014** 1st Workshop held.
First draft of the 'Roadmap for Plant Breeders' created.
- 2015** 2nd Workshop held.
Roadmap updated. Webpage created to aid discussion
PFTF showcased at the HTA show in June
- 2016** Current version of Roadmap created.
Website updated – now need to look at populating with advice and links (there is space on the feedback form if you would like to be included in this)
3rd Workshop held.
Need to decide how manage the initiative in 2017 onwards

Plants for the Future Roadmap Update

Following feedback from the 2015 workshop the Roadmap has been updated.

The new version is on show at the side of the hall and is available to download from the website

- Needed to ensure that terminology was explained for absolute beginners – therefore the glossary has been significantly updated.
- Gave a little more explanation and guidance to help people decide which route is best.
- Ensure that guidance around PBRs is correct and up to date. Once the implications of Brexit are known it will be updated to reflect these.

Plants for the Future Roadmap

New Version

Stage 1: Your motives

It is essential to have a clear idea of what you want to achieve as this is key to choosing the correct path



Satisfaction

To gain a reputation and respect from other horticulturists; the pleasure of knowing others are enjoying your plant.



Making money

This is going to be your main occupation, or you want to generate income or receive a one-off payment



'Vanity' or sentiment

The plant is named after you or someone close to you



Your motives may be a combination of the above

Old Version

Stage 1

Your motives

It is essential to have a clear idea of what you want to achieve as this is key to choosing the correct path



Making money

This is going to be your main occupation



'Vanity' or sentiment

The plant is named after you or someone close to you



Satisfaction

To gain a reputation and respect from other horticulturists



A combination

More than one of the above reasons

Plants for the Future Roadmap

New Version

Stage 2: Your new plant

Once you have selected your sport, seedling or new plant



It is vital to carefully record plant information (visual and written) in a clear, understandable format. Failure to do this may be a barrier to taking a plant forward to commercial cultivation



Document why your plant is new or different, and the significance of these qualities in the marketplace



Until you have clear plans on how to market/release your plant and have protected your rights, do not release any plant material or publish pictures to any source (either by selling or giving away) or put your plant on public display

Old Version

Stage 2

Your new plant

Once you have selected your sport, seedling or made a deliberate cross



Carefully record plant information (visual and written) in a clear, understandable format



Document why your plant is new or different, and the significance of these qualities in the marketplace



Do not at this point release plant material or publish pictures

Plants for the Future Roadmap

New Version

Stage 3: Your skills

Taking a new plant to market can be time-consuming, expensive, fun and rewarding! Having identified your motives in Stage 1, you need to decide whether you have the necessary skills and resources to achieve this process alone, or whether you will need help.



Considering the questions below may help you choose the right route. These options are not exhaustive and the pros and cons of each should be considered very carefully:

Do you want to generate future income or are happy with a one-off payment?

Future income: The Partner or Go-it-alone route may be right for you.
One-off payment: The Sell route may be right for you.

Are you happy just to know your plant is 'out there' but don't want to be greatly involved in the process?

Yes: The Sell route may be right for you.
No: If you want some involvement, then the Partner or Go-it-alone route may be right for you.

Do you want to retain rights to your plant?

No: The Sell route may be right for you.
Yes: The Partner or Go-it-alone may be right for you.

Do you have the time and enthusiasm for complex administrative work as well as the knowledge, time and space for cultivation of your plant?

Yes/No: The Go-it-alone route may be right for you.
No: To some, The Partner route may be right for you.

Do you want to be involved in decision making about marketing and selling your plant?

No: The Sell route may be right for you.
Yes: But I don't want to take on the admin work, then the Partner route may be right for you.

Are you new to the process, but would like to be involved and learn more?

No: The Partner route may be right for you.

Old Version

Stage 3

Your skills

Deciding whether you have all the necessary skills, or will need help during the process.



Do you have a lot of time, are you already in this trade, or are you self-sufficient?



Do you have the ability to market and sell as well as breed plants?



Do you want to see your plant in the marketplace but recognise you don't have all the skills to do this?



Would you rather have some cash and let the experts take the plant forward?

Plants for the Future Roadmap

New Version

Old Version

Stage 4: Routes to market

Here are the three main routes to market



Sell: For a fixed fee to a Partner organisation (see glossary for types of partner). They do all the work, but you no longer have rights to the plant or any future income



Partner: Enter into a partnership with a reputable partner (see glossary for types of partner). Agree terms and work together for mutual benefit



Go-it-alone: Make all your own decisions, do all the admin, cultivation, marketing & selling and reap all the rewards

Stage 4

Routes to market

Here are the three main routes to market



Go it alone, make all your own decisions, do all the work and reap all the rewards



Enter into a partnership with a trusted wholesaler or nursery. Agree terms and work together for mutual benefit.



Sell for a fixed fee to a young plant company or plant agent—they do all the work but you no longer have rights to the plant or future income

Plants for the Future Roadmap

New Glossary

Fixing: This can take many years and is the process by which you ensure a plant can be reproduced whilst keeping all the characteristics of the original plant. Sometimes this may only be possible through plant material cutting, not seed.

Nagoya Protocol: for the latest update from the RHS please follow the links from the Plants for the Future website.

New plant: a plant created by making a deliberate cross, or a chance sport or seedling.

Partner/Partnership: A partner can be a plant breeder's agent, wholesaler, nursery, seed company, marketing company or consultant who will work with you for an agreed fee or a share of royalty income to help bring your new plant to market.

Plant Breeders' Agent (PBA): A PBA will work on your behalf to make an expert assessment of the market, promote the plant and negotiate for you. They may also, depending on the terms of your contract, apply for

intellectual property rights and carry out administrative work on your behalf. It will depend on the agreed terms, but in most cases you will retain ownership of the plant variety.

Intellectual property rights covers UK Plant Variety Rights, EU Plant Variety Rights, US Plant Patents, rights in other countries and even trademarks and utility patents.

Plant Variety Rights (sometimes called Plant Breeder's Rights): A form of intellectual property right that will give the variety owner exclusivity over the marketing, sale and propagation of a new variety (including harvested material such as fruit or cut flowers) for a number of years. Intellectual property rights must be obtained for your new plant. If you intend to protect potential income. Generally, all applications for rights must be made within 365 days of the first offer for sale or other commercial exploitation – although this may differ outside the UK & EU. Of particular note are the rules in the US, which

state that the 'clock' for Plant Patent applications starts ticking when the variety first becomes public knowledge, even if it is not available to buy.

These include: UK Plant Breeders Rights (PBR) administered by PVRO; European Community Plant Variety Rights (CPVRs) administered by CPVO; United States Plant Patents administered by USPTO. Details of these bodies can be found on the PFTF Website.

The term 'plant variety rights' is often the preferred term because the right is in the variety and does not necessarily belong to the breeder (for example, it may belong to the breeder's employer if they did the breeding as part of their contracted work at a nursery, the right may have been sold to a third party who had nothing to do with the original breeding, or the right may have passed to another person under the terms of a will).

If you select the 'Sell' or 'Go It Alone' route you may have to manage this aspect yourself, a

partner, especially a Plant Breeders' Agent will usually manage this for you.

Plant Registration: The process by which you name and record ownership of your new plants. See the website for more information on International Cultivar Registration Authorities (ICRAs).

Note that registering a plant with an ICRA confers no intellectual property right and does not permit you to collect a royalty. It may also 'start the clock' for application for intellectual property rights.

Sport: A sport is a naturally occurring genetic mutation of an existing plant. It will need to be 'fixed' before it becomes viable to market.

Please be aware that any rights to a 'sport' occurring from an already protected plant may well belong to the original breeder or owner of the rights to the parent plant – the exact terms will depend on the parties involved.

Plants for the Future Roadmap

What's next?



If you have bred a new plant, follow the roadmap to choose your best route to market



Have a look at the main points in Stage 3 to help you decide your best route



Talk to other amateur plant breeders to see what they are doing and how they do it



Join a plant society and share in the wealth of knowledge you will find there – many hold regular exhibitions and most amateur breeders belong to one or many plant societies



Find out more about the Plants for the Future initiative at rhs.org.uk/plantsforthefuture where there are details of future events, guidance and links to helpful information

What's next?



If you have bred a new plant, follow the roadmap to choose your best route to market



Talk to other amateur plant breeders to see what they are doing and how they do it



Join a Plant Society and share in the wealth of knowledge you will find there – most amateur / hobby plant breeders belong to one or many Plant Societies



To find updates about the Plants for the Future initiative visit rhs.org.uk/plantsforthefuture and look for further events and press releases



Sharing the best in Gardening

Registering Plant Breeders' Rights



Row Warlow
Animal & Plant Health Agency
Varieties & Seeds

Registering Plant Breeders' Rights

Legal Basis and History



Animal &
Plant Health
Agency



Plant Varieties Act 1997

CHAPTER 66

What Are Plant Breeders' Rights ?

- Plant Breeders' Rights, sometimes called Plant Variety Rights, are a form of intellectual property.
- They were first established in the United Kingdom under Part I of the Plant Varieties and Seeds Act 1964.

What Are Plant Breeders' Rights

- The basis for the 1964 Act was the 1961 International Convention for the Protection of New Varieties of Plants.
- This established the first international system of plant breeders' rights and a Union (UPOV) to oversee it and provide a forum for discussion and agreement on issues relating to plant variety protection.

What Are Plant Breeders' Rights

- Following some relatively minor changes between 1961 and 1978, the Plant Varieties Act 1983 amended the 1964 Act.
- The Plant Varieties Act 1997 implements fundamental revisions to the UPOV Convention, adopted on 19 March 1991.
- It repeals (and re-enacts where appropriate) Part I of the Plant Varieties and Seeds Act 1964, as amended, and establishes a national system of plant breeders' rights based on the 1991 Convention.

What Are Plant Breeders' Rights

- The 1997 Act extends to the United Kingdom, except for Section 47 which applies to Great Britain. Section 47 amends Part II of the Plant Varieties and Seeds Act 1964 to extend the time limit for bringing summary proceedings for contravention of seeds regulations from 6 to 12 months.
- The 1997 Act also brings the UK plant breeders' rights regime into line with the separate European Community regime, which came into effect in 1995 and is based on the 1991 Convention

The Plant Variety Rights Office

What is it and what does it do ?

Cambridge



The Plant Variety Rights Office

- The Plant Variety Rights Office (PVRO) is based at the Animal and Plant Health Agency (APHA), Eastbrook, Cambridge .
- They administer Plant Breeders' Rights for the UK.
- Responsibility rests with the Secretary of State, the Scottish Ministers, the Welsh Ministers and the Minister for Agriculture, Environment and Rural Affairs (DAERA).

Plant Breeders' Rights Applications

- PVRO, based at Cambridge, has been handling Plant Breeders Rights for the UK since 1966.
 - From 1966 to 1973 there were 899 applications.
 - Between 1973 and 1995 there were 8,416 applications.
 - From 1995 to today there have been 3,074 applications.

Plant Breeders' Rights Applications

The Plant Varieties and Seeds Gazette

- The Plant Varieties and Seeds Gazette is normally published monthly and contains information relating to the administration of UK Plant Breeders' Rights. It is available on the PVRO website at

<https://www.gov.uk/government/publications/plant-varieties-and-seeds-gazette-2016>

Plant Breeders' Rights Applications

Notices of the following are included in each edition if they have occurred:

- information for applicants;
- applications received (including applications for compulsory licences);
- withdrawal of applications;
- proposed, approved and changes to names;
- proposed grants and refusals;
- grants and refusals;
- proposed surrenders of rights;
- terminations of rights;
- amendments to the Register of Plant Variety Rights; and
- appeals to the Plant Variety and Seeds Tribunal.

Plant Breeders' Rights Applications

The Community Plant Variety Office

What is it and what does it do ?

CPVO, Angers



Plant Breeders' Rights Applications

- The Community Plant Varieties Office (CPVO) started operating in 1995.
- This office, based in Angers, France, was set up under EU legislation is a decentralised Community Agency, and has its own legal status.
- It is self-financing, mainly on the basis of the various fees paid.

Plant Breeders' Rights Applications

- It operates in a similar way to the Plant Variety Rights Office in the UK, and national offices in other member states.
- It arranges tests for new varieties to ensure that they are Distinct, Uniform and Stable (DUS), and allows intellectual property rights, valid throughout the Community, to be granted for plant varieties.
- It can arrange for DUS tests to be carried out by any 'entrusted' DUS Test Centre in the EU.

Plant Breeders' Rights Applications

- A variety granted Plant Variety Rights by the CPVO means that it is covered in the whole of the European Union.
- Plant Breeders' Rights last for either 25 or 30 years depending on the species. Twenty five years is the norm, but grants for potatoes and trees last thirty years.

Plant Breeders' Rights Applications

How Do You Make an Application ?

(To the Plant Variety Rights Office – UK)

Plant Breeders' Rights Applications

- An application can be made to 'the Office' by paper or online.
- There are three elements to an application:
 - The application form (and associated forms);
 - The administration fee;
 - The plant material to be tested.
- For ornamental candidates, a photograph is also required.

Plant Breeders' Rights Applications

- An application for plant breeder's rights of agricultural and vegetable crops must include:
 - a completed, signed, application form
 - a completed technical questionnaire for the particular species, including a confidential section if required
 - application fee and completed remittance advice slip for plant breeders' rights
- A colour photograph showing the representative features of the variety must also be provided with plant breeders' rights applications for ornamentals

Plant Breeders' Rights Applications

- **Forms to be completed**

- Application Form - This form should be completed to apply for legal rights over new varieties of plants you have developed.

Plant Breeders' Rights Applications

- **Forms to be completed**

- Technical Questionnaire - to be completed with an application for plant breeder's rights. They are crop specific.
- You may also need to complete the Confidential Part for certain crops

Plant Breeders' Rights Applications

- There are two other forms which are relevant to Plant Breeders' Rights applications, but these are not compulsory.
 - Authorisation of Agent – An agent may be appointed to manage the application process to apply for plant breeders' rights. This form should be completed to authorise this appointment.
 - Assignment of Rights - This form should be completed by the person who bred, discovered and developed the variety (or their successor in title) who wish to assign their rights to another party. Once the assignment has been completed, the assigner will forfeit any future claim on the variety.

Plant Breeders' Rights Applications

- The forms can be found on APHA's website:
- <https://www.gov.uk/government/collections/guides-and-forms-for-plant-varieties-and-seeds-applications#plant-breeders-rights-forms>
- Guidance can also be found on the website:
- <https://www.gov.uk/government/collections/guides-and-forms-for-plant-varieties-and-seeds-applications#plant-breeders-rights-guidance>

Plant Breeders' Rights Applications

- **Fees (UK)**

- Administration Fee £741 per application.

- DUS Test Fee ranges from £310 (sugar beet) to £1,765 (Chrysanthemum) per year of test.

- Full range of fees can be found here:

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/426004/pbr-fees.pdf

Plant Breeders' Rights Applications

- **Plant Material**
- The relevant amount of plant material (seed or plants), can be found on the APHA website.
- APHA will ask you to send the seed or plant material for testing if your variety hasn't already been tested for national listing. They'll tell you how much material to send and when.

Plant Breeders' Rights Applications

- Testing takes:
 - 1 year for ornamentals
 - 3 years for trees
 - 4 years for herbage varieties
 - 2 years for other species
 - Extra tests of parental species might be needed if you're registering hybrid varieties.

Plant Breeders' Rights Applications

- European Rights
- The situation when applying for Rights from the CPVO is very similar.

Plant Breeders' Rights Applications

- Forms to be completed
 - Application Form
 - Technical Questionnaire
 - Technical Questionnaire (Confidential Part),
 - if appropriate
- <http://www.cpvo.europa.eu/main/en/home/filing-an-application/online-forms>

Plant Breeders' Rights Applications

CPVO Fees

- Admin Fee per application.
 - Online - €450
 - Paper - €650
- DUS Fees (range) €1,430 - €3,210 (depending on the crop) per year of test.
- <http://www.cpvo.europa.eu/main/en/home/methods-of-payment/applicable-fees#item2>

Plant Breeders' Rights Applications

What Happens Next ?

Plant Breeders' Rights Applications

- **DUS tests**

- As part of the application process to add a plant variety to the National List or for approval of plant breeders' rights, the plant variety must be tested to ensure it is distinct, sufficiently uniform and stable (DUS).
- DUS tests are carried out at approved centres over a 2-year period (for most agricultural crops). They are carried out in line with protocols and procedures approved by the Plant Variety and Seeds Committee, which represents the national authorities on seeds issues.

- **DUS criteria**
- **Distinct**
- A distinct plant variety has one or more important characteristics that are different from other varieties included in the National List, a list of another EU state, or the EU Common Catalogue.

Plant Breeders' Rights Applications

- **DUS criteria**
- **Uniform**
- A uniform plant variety has individual plants which have similar or genetically identical important characteristics, with very few aberrations.

Plant Breeders' Rights Applications

- **DUS criteria**
- **Stable**
- A stable plant variety has important characteristics which remain true to their original description after successive propagations or multiplications.

Plant Breeders' Rights Applications

Are these Distinct ?



Plant Breeders' Rights Applications

Is it Uniform ?

- Do all the plants express the same characters ?



Plant Breeders' Rights Applications

- Is it Stable ?
- This is difficult to determine in what is often a one or two year test.
- Uniformity is a good basis for stability.

Plant Breeders' Rights Applications

Naming your variety

- An approved name is a requirement for a candidate to be granted Plant Breeders' Rights.
- There are detailed rules on naming. For example, it must not be misleading, therefore calling a red flowered variety Golden, would not be allowed. Names containing terms such as early or large are not allowed.
- Names are checked against a CPVO database to see if they already exist. There are a number of categories, so a rose can have the same name as a wheat variety.

Plant Breeders' Rights Applications

Novelty

- A variety is deemed to be new if propagating or harvested material has not been sold or otherwise disposed of, for the purpose of exploiting the variety, with the consent of the applicant:
 - in the UK earlier than 1 year before the date of application; and
 - outside the UK earlier than 4 years (6 years in the case of trees or vines) before the date of application.

Plant Breeders' Rights Applications

What happens after testing has been completed ?

- If your variety is found to be Distinct, Uniform and Stable it will be given a Grant of Rights, signed by the Controller of Plant Variety Rights.
- It will be advertised in the Plant Varieties and Seeds Gazette.
- In the event of any dispute, it may be for the courts to resolve, as a civil matter.

Plant Breeders' Rights Applications

Practicalities

- There are no separate categories. All applications are subject to the same rules.
- This means the same forms, fees and tests.
- APHA Varieties and Seeds operate under Full Cost Recovery, for both the administration element, undertaken within APHA, and for DUS testing.

Plant Breeders' Rights Applications

Thank You



Sharing the best in Gardening

Breeding & Marketing Plants for the Commercial Market

David Kerley



The Priscilla Story



TUMBELINA®



Kerley & Co

Breeders of Novel Patio Plants

- High volume plants
- Vegetatively propagated
- Novel

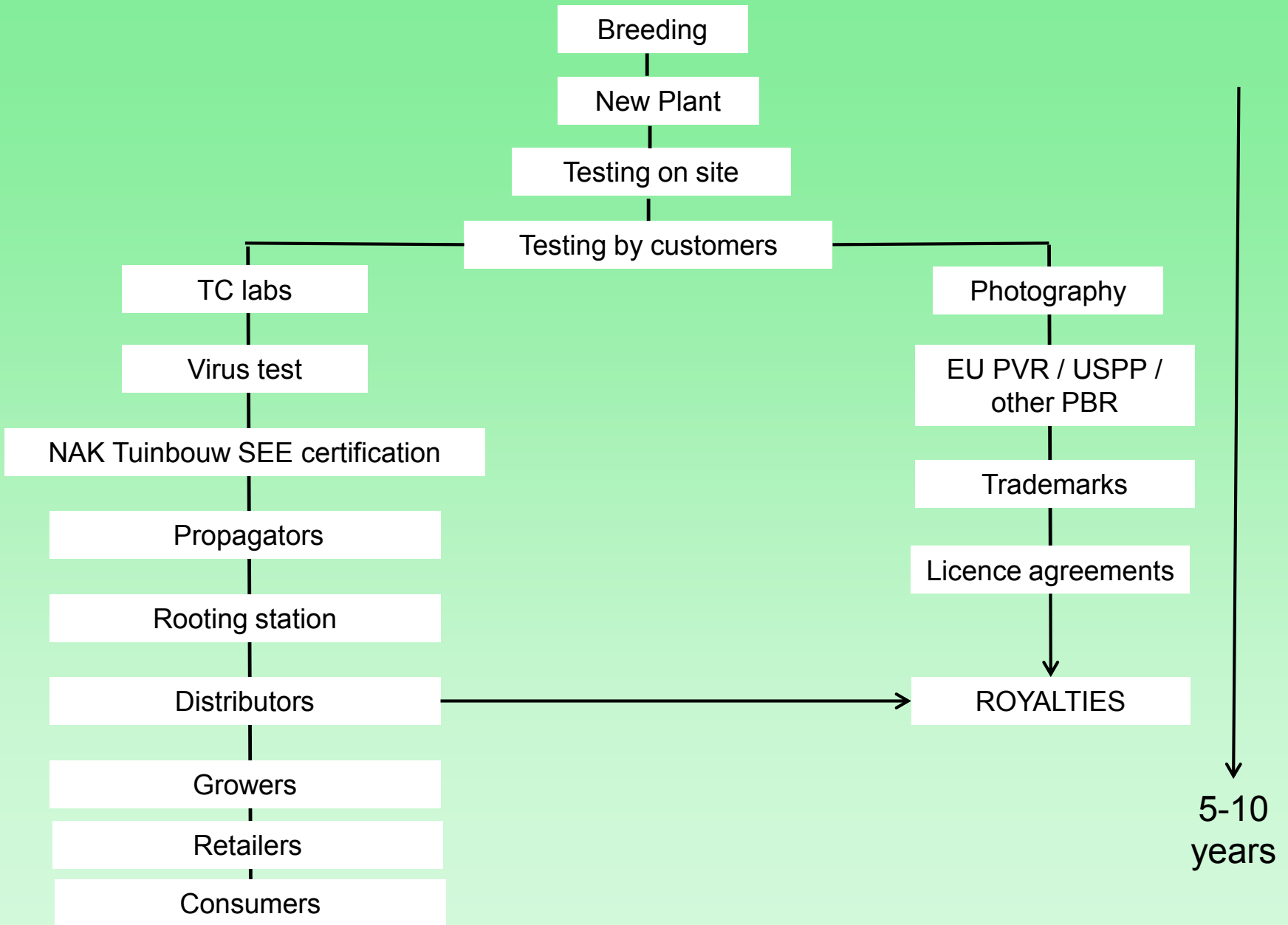


Poppins Popcorn



How we distribute our products





Some considerations...

- Each variety must have a novel feature
- Don't ignore unusual seedlings



Primula experimental

Some considerations...

- We breed for growers



Petunia pot trial

Some considerations...

- Looking good at Point of Sale



Sweet Spice English Rose

Some considerations...

- Thoroughly test garden performance



Petunia outdoor trial

Some considerations...

- New demands



Ovation Dark Heart

Some considerations...

- Series uniformity



Fanfare

Some considerations...

- Cleanliness



A really new plant

- Develop protocols
 - Cuttings production
 - Rooting
 - Culture
- Where to produce cuttings
 - Climate
 - Daylength
 - Skill set
 - Cost
 - Logistics
 - Communications
- How to get market acceptance



PowerDaisy Sunny



PowerDaisy Sunny

- Flowers March – November
- Self cleaning
- Hardy to at least -5°C
- Disease resistant
- Tolerates all weathers
- Virtually seedless
- Spreading habit
- Suited to baskets, tubs, landscape
- Drought resistant in the landscape

“What was it like having your plant get to the final three of the RHS Chelsea Flower Show Plant of the Year?”



The Future?





Sharing the best in Gardening

Bringing New Plants To Market

Peter van Rijssen
Director of Concept Plants
& Part of Plantipp



**PLANTLOVER
PETER**

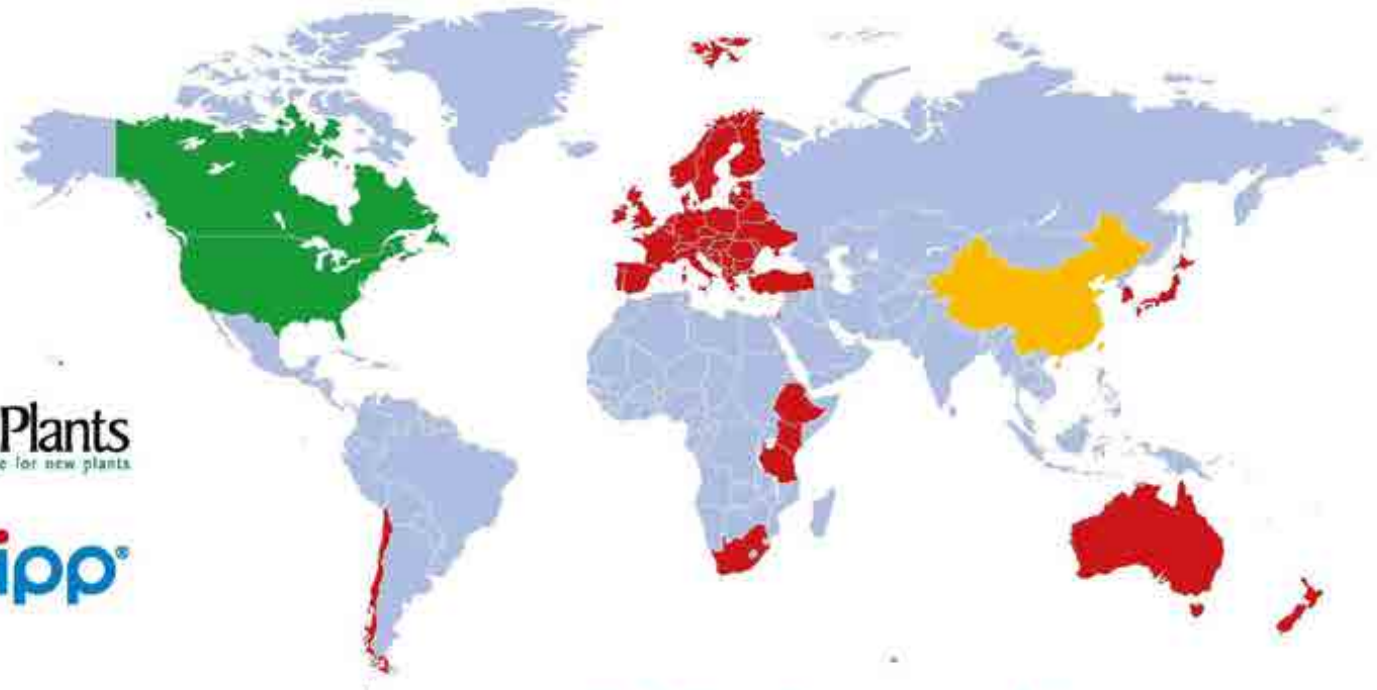


Worldwide Royalty Management & More





REINIER VAN RIJSSEN



 **Concept Plants**
Source for new plants

 **plantipp**[®]

 **培兰特**

Worldwide royalty management & more

- ✓ **Managing 500 varieties**
- ✓ **Representing 100 independant breeders**
- ✓ **35 countries active**
- ✓ **25 years of experience**
- ✓ **We love new varieties!**

- ✓ **SHRUBS**
- ✓ **GRASSES**
- ✓ **PERENNIALS**
- ✓ **TREES**
- ✓ **CUTFLOWERS**









Young Plant Producers Concept Plants License Agreement
(Nr 2013.423)

Variety	Lavandula angustifolia Big Time Blue ('Armtipp01' ^{PPAF})
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Licensor	Licensee
Concept Plants B.V. Brunel 21 3401 LJ IJsselstein The Netherlands	Skagit Gardens 3100 Old Hwy 99, S WA 98273 Mount Vernon USA

Breeder	Gerard Lentjes
Patent	PPAF
Royalty	\$ 0,15 USD/plant
Countries	USA & Canada

Right to Commercialize

This License Agreement ("Agreement") is made this 01st day of September, 2013 ("Effective Date") by and between Concept Plants B.V., Brunel 21, 3401 LJ IJsselstein, The Netherlands, hereinafter called "Licensor"; and Skagit Gardens, 3100 Old Hwy 99, S, WA 98273 Mount Vernon, USA, hereinafter called "Licensee"; whereas Licensor and Licensee are individually referred to as "Party" and collectively referred to as "Parties".

whereas:

Breeder Gerard Lentjes ("Breeder") is the breeder and owner of all right, title and interest in the variety Lavandula angustifolia Big Time Blue ('Armtipp01'^{PPAF}) (called the: "Variety") as stated on the front page of this Agreement, for which Plant Variety Rights and/or a Plant Patent is applied for or has been granted under the variety denomination as stated on the front page of this Agreement;

Licensor is the official Breeders Representative and has the right to license the Variety mentioned in the countries on the front page of this Agreement;

Licensee has expressed its interest to acquire a licence of the Variety in the USA and Canada ("Territory");

NOW THEREFORE, in consideration of the foregoing and the mutual covenants of this Agreement the Parties hereto agree as follows:

License Grant









Festuca 'Beyond Blue' PP #23.307



The Festuca "Beyond Blue" will keep the blue color all season long

Year in store:	Limited 2016 more 2017
Suggested Size:	1 Quart, 1 gallon
Input Type:	Liners, splits
Royalty:	\$ 0.25

Height:	8"
Flowering Time:	URC
Colors:	Blue Grass
Hardiness:	4-8







Opgaveformulier Licentienemer

Boomkwekerij R. van Opstal

St. Willebrordusstraat 3
 4882 NM Zundert
 Nederland

Ron van Opstal

ron@rönvanopstal.nl

Periode

1 jul 2015 - 1 jul 2016

Contractnr	Plantnaam	Lic. soort	Roy.	Aantal
2006 0983	Abelia grandiflora 'Kaleidoscope' TM	Licentie	€ 0,20	0
2015 6860	Agapanthus Brilliant Blue ('Aga04051' TM)	Licentie	€ 0,30	0
2015 6775	Choisya ternata Apple Blossom ('Pmoore09' TM)	Licentie	€ 0,30	0
2010 2115	Choisya ternata Goldfingers ('Limo' TM)	Licentie	€ 0,30	2300
2009 1877	Choisya White Dazzler ('London' TM)	Licentie	€ 0,30	2600
2014 5059	Exochorda racemosa 'Niagara' TM	Licentie	€ 0,50	950
2015 7567	Hibiscus moscheutos Carousel® Geant Red ('Tani05' TM)	Licentie	€ 0,25	0
2015 7568	Hibiscus moscheutos Carousel® Jolly Heart ('Tani56' TM)	Licentie	€ 0,25	0
2015 7569	Hibiscus moscheutos Carousel® Pink Candy ('Tani12' TM)	Licentie	€ 0,25	0
2015 7570	Hibiscus moscheutos Carousel® Pink Passion ('Tani16' TM)	Licentie	€ 0,25	0
2015 7571	Hibiscus moscheutos Carousel® Red Wine ('Tani01' TM)	Licentie	€ 0,25	0
2011 2437	Leucothoe fontanesiana 'Makjaz' TM	Licentie	€ 0,25	5100
2009 1748	Leucothoe fontanesiana Whitewater® ('Howw' TM)	Licentie	€ 0,25	1500
2011 2935	Lophomyrtus x ralphii 'Magic Dragon' TM	Licentie	€ 0,25	0
2012 3567	Loropetalum chinense Ever Red ('Chang Nian Hong' TM)	Licentie	€ 0,35	200
2014 6031	Nandina domestica 'Twilight' TM	Licentie	€ 0,35	5200
2010 2103	Nandina domestica Blush Pink ('Aka' TM)	Licentie	€ 0,35	1900
2014 5676	Nandina domestica Brightlight ('Sellen004' TM)	Licentie	€ 0,35	120
2011 2444	Nandina domestica Flirt ('Murasaki' TM)	Licentie	€ 0,35	180
2010 2104	Nandina domestica Obsessed ('Saka' TM)	Licentie	€ 0,35	33580
2016 7926	Photinia serratifolia Crunchy® ('Rev100' TM)	Licentie	€ 0,20	0
2012 3288	Photinia x fraseri Corallina ('Bouffits' TM)	Licentie	€ 0,15	0
2014 5050	Photinia x fraseri Louise ('McLarhou' TM)	Licentie	€ 0,30	0
2006 0926	Pieris japonica 'Passion' TM	Licentie	€ 0,30	1900
2015 7454	Pieris japonica Polar Passion ('PROBPAS' TM)	Licentie	€ 0,30	0
2014 5893	Sambucus nigra Black Lace ('Eva' TM)	Licentie	€ 0,45	750
2014 5894	Sambucus nigra Black Tower ('Effe01' TM)	Licentie	€ 0,45	0
2015 6780	Sambucus nigra Golden Tower ('Janieboer001' TM)	Licentie	€ 0,45	0
2016 7853	Sambucus nigra Serenade ('Lionide' TM)	Licentie	€ 0,45	0
2015 6796	Sarcococca humilis Winter Gem ('Pmoos03' TM)	Licentie	€ 0,35	1270
2015 6786	Vaccinium vitis-idaea Fireballs ('L'vome' TM)	Licentie	€ 0,20	2900
2010 2108	Vaccinium vitis-idaea Miss Cherry® ('Melro' TM)	Licentie	€ 0,20	4740

Ligustrum Sunshine



Breeder:
Pat McCracken

Royalty: \$0,40

5 years 410.000

Ligustrum Sunshine





Jewel of Desert Delosperma



Breeder:
Koichiro Nishikawa

Royalty: \$0,15

Total 5.500.000

Jewel of Desert Delosperma

SUPPLY CHAIN



Delosperma 'Jewel of Desert Grenade' PBR

Dark Secret Heuchera



Breeder:
Mr. Darques

Obsidian = Dark foliage

Crimson Curls = Curly

Frost Violet = Flowering

Total: 100.000

Harbor Belle Nandina



Beyond Blue™ Festuca



Breeder:
Amigra & Allure

Royalty: \$0,25

Total 380.000

AMAZING® Series

Breeder:

Van Zoest Clematis

Producer:

Marginpar

10.000.000 Stelen




FLAIR® Series



Breeder:
Bernard vd Bosch

Producer:
Marginpar
60.000.000 Cutflowers





**MISS SAORI
HYDRANGEA**

**SILVER FALLS
NURSERY**
Order now here:
info@silverfallsnursery.com
503-874-6525

2014
PLANT OF THE YEAR
WINNER

Miss Saori™
Hydrangea macrophylla ('H20-02') PP26,657

- ✓ Double-petalled, sterile flowers
- ✓ Vivid bicolored flowers
- ✓ Burgundy new shoots
- ✓ Flowering on old&new wood
- ✓ USDA Zone 5-9



Short 'n Sassy
Helenium

plantipp

'Short & Sassy' PBR
Helenium

- ✓ Sturdy, compact habit
- ✓ Large flowers
- ✓ Abundant flowering
- ✓ Long flowering period

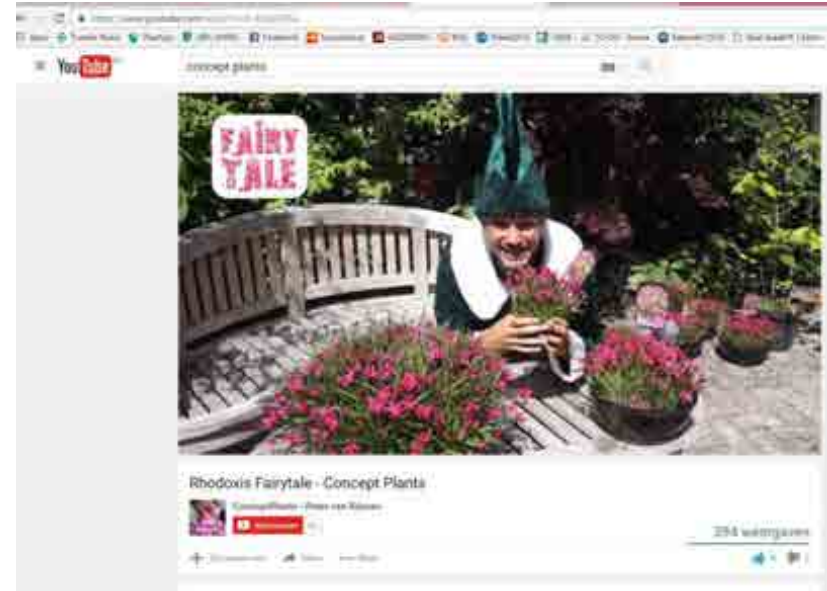
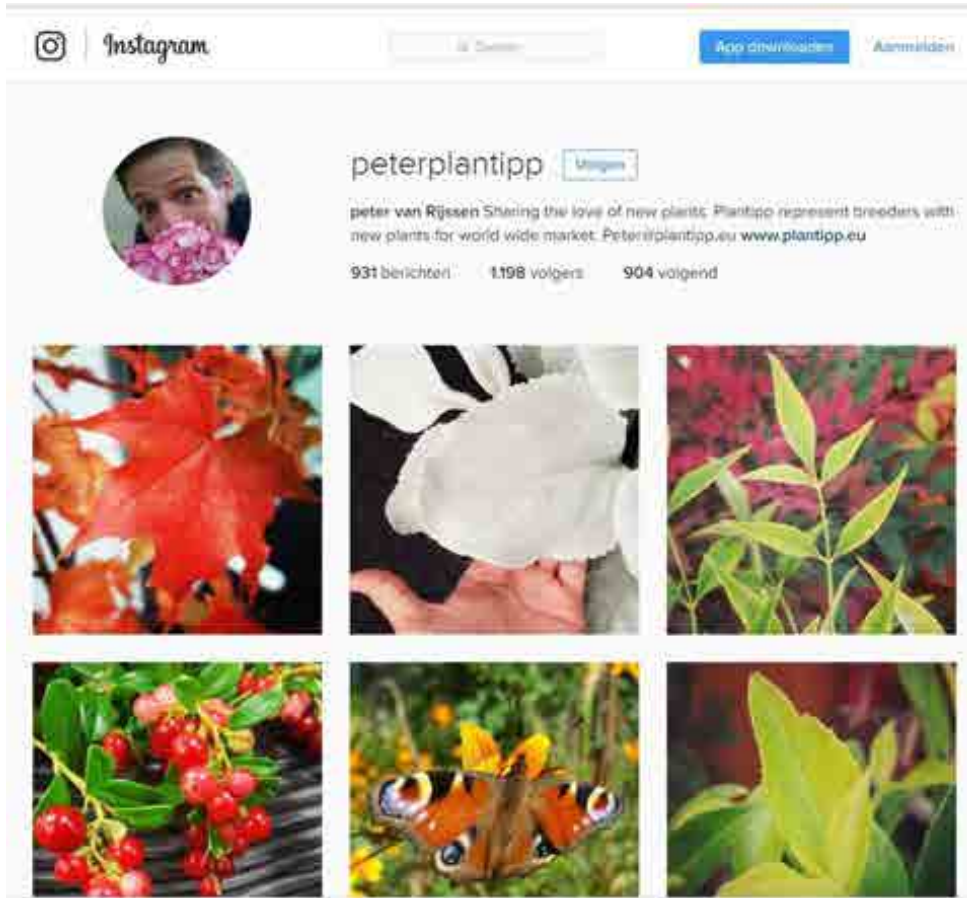






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➔ www.instagram.com/peterplantipp

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gpn

GREENHOUSE PRODUCT NEWS

Wondrous Delosperma

Inside:

- Problems with Misdiagnosing Diseases
- Tips for Vinca Plug Production
- Perennial Solutions: Hypericum

bloemenkrant.nl

Ketenbreed in de bloemenwereld

Onderzoek levert resultaten op

Ieffe in Groeney Pride

Flora-Holland maakt omstap

AAN TAFEL MET • Rood Hazelaar, arrangeur en oud wereldkampioen Bloemschikken

Amazing® Blue Pirouette voor Queen Elizabeth

QUEEN • In zijn grote vertrek de koningin Peter van Saksen van Saksen-Weimar-Eisenach is gelukkig en trots de periwinkle van de Amazing® Blue Pirouette bloem.

Deur de bloemenwereld is de periwinkle van de Amazing® Blue Pirouette een van de meest populaire bloemen van de wereld.

SPECIAL BUREAU

Deur de bloemenwereld is de periwinkle van de Amazing® Blue Pirouette een van de meest populaire bloemen van de wereld.

INGREDIENTEN

Deur de bloemenwereld is de periwinkle van de Amazing® Blue Pirouette een van de meest populaire bloemen van de wereld.



Herman de Boon jubileert als voorzitter de VGB

KANALISATIE • Herman de Boon (64) is in de maand april 10 jaar voorzitter van de Vereniging van Groenhuysen (VGB).

De voorzitter van de Vereniging van Groenhuysen (VGB) is Herman de Boon. Hij is voorzitter van de Vereniging van Groenhuysen (VGB) sinds 2004.

WEDSTRIJD

Deur de bloemenwereld is de periwinkle van de Amazing® Blue Pirouette een van de meest populaire bloemen van de wereld.



WEDSTRIJD

Deur de bloemenwereld is de periwinkle van de Amazing® Blue Pirouette een van de meest populaire bloemen van de wereld.

Eerste Tulip Trade Event

Deur de bloemenwereld is de periwinkle van de Amazing® Blue Pirouette een van de meest populaire bloemen van de wereld.

Kappers - Steeghs

www.kapperssteeghs.nl

Lurgo

We know the business. We know the people.

Lurgo bv

Antenna

Nett Coördinatie

www.antenna.nl

CELTIC

www.celtic.nl





SURPRISE!



**WE
WANT
YOUR
VARIETIES!**

Plants for the Future What Happens Next?

Morning Round Up

What have we learned so far?

Emerging topics and trends?

Challenges?

Lunch & Networking opportunity

Please return promptly at 1.30



Sharing the best in Gardening

LUNCH & NETWORKING

Please return promptly by 1.30



Sharing the best in Gardening

Smile Please

Jonathan Ward

Ginger Horticulture

Camera doesn't matter

To sell you need 5 Styles of
picture

1 – Close Up

- Key feature of a plant shown



2 – Portrait

- The image gives a indication of the habit & Size



3 – Habit

- The Whole plant is shown, planted in the ground



4 - Pot

- If the plant is sold for growing in a pot show it in a pot



5 – Garden Inspiration



It's a Fashion industry

- Images for one country may not work in another
- People in images date a picture
- Don't forget the story, who, why, where it came from
- Plant launch

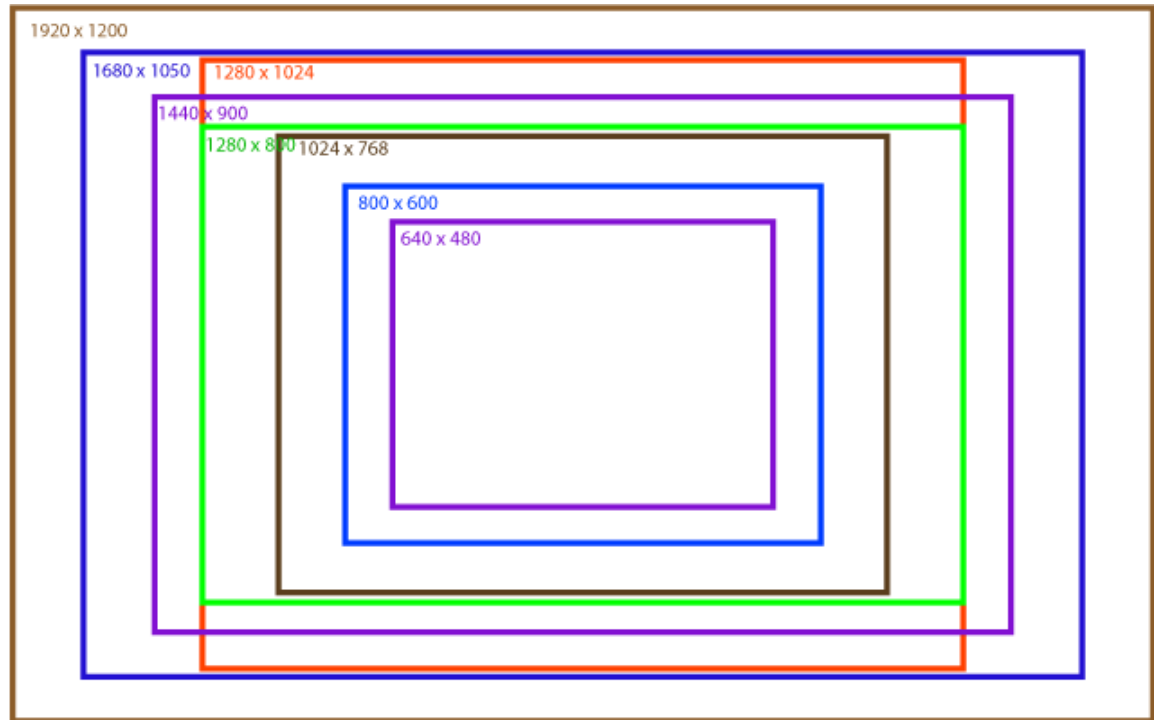








Size matters



Hire a Photographer



Ginger Horticulture

Tel – 07896015460

E-mail – jonathan@gingerhorticulture.co.uk



Sharing the best in Gardening

A Passion for Plants From Discovery to Success

Steve Austin

Plant Marketing International

'A Passion for Plants – From Discovery to Success'



Innovation



Trust



Commercialisation

Steve Austin Mhort (RHS)

Introduction

- **Who am I and my role at Plant Marketing International**
- **A passion for plants – Australia Plant Exploration**
- **Who is Plant Marketing International? and what makes us unique?**
- **A brief overview of bulking up a new plant through Tissue Culture (TC)**
- **Questions**

Background and Key Experiences

Head of Product Development, Innovation and Commercialisation

- National Diploma in Horticulture – 2005 -2008
 - Student internship Sir Harold Hillier Gardens – 2007
 - Seasonal Gardener for Beth Chatto - 2008
 - Plant Area Manager – Hillier Garden Centres 2008-2010
 - Product Manager Hillier Nurseries Ltd – 2010-2016
 - RHS Master of Horticulture – 2012-15
 - Plant exploring – Australia - 2015
 - I have experienced a world of plants by exploring: USA, Japan, Australia, China, Europe - 2016
-
- Passion for plants
 - Retail experience
 - Commercial experience
 - Experienced in working with breeder
 - Passion for commercialism



Building Relationships

- Plant enthusiasts – Botanical/Collectors
- Commercial sector – Retailers and growers internationally
- International shows and exhibitions



A Passion for Plants – Plant Exploration Australia,

Why Australia?





Hakea victoriae



Flora from higher altitudes



Banksia coccinea

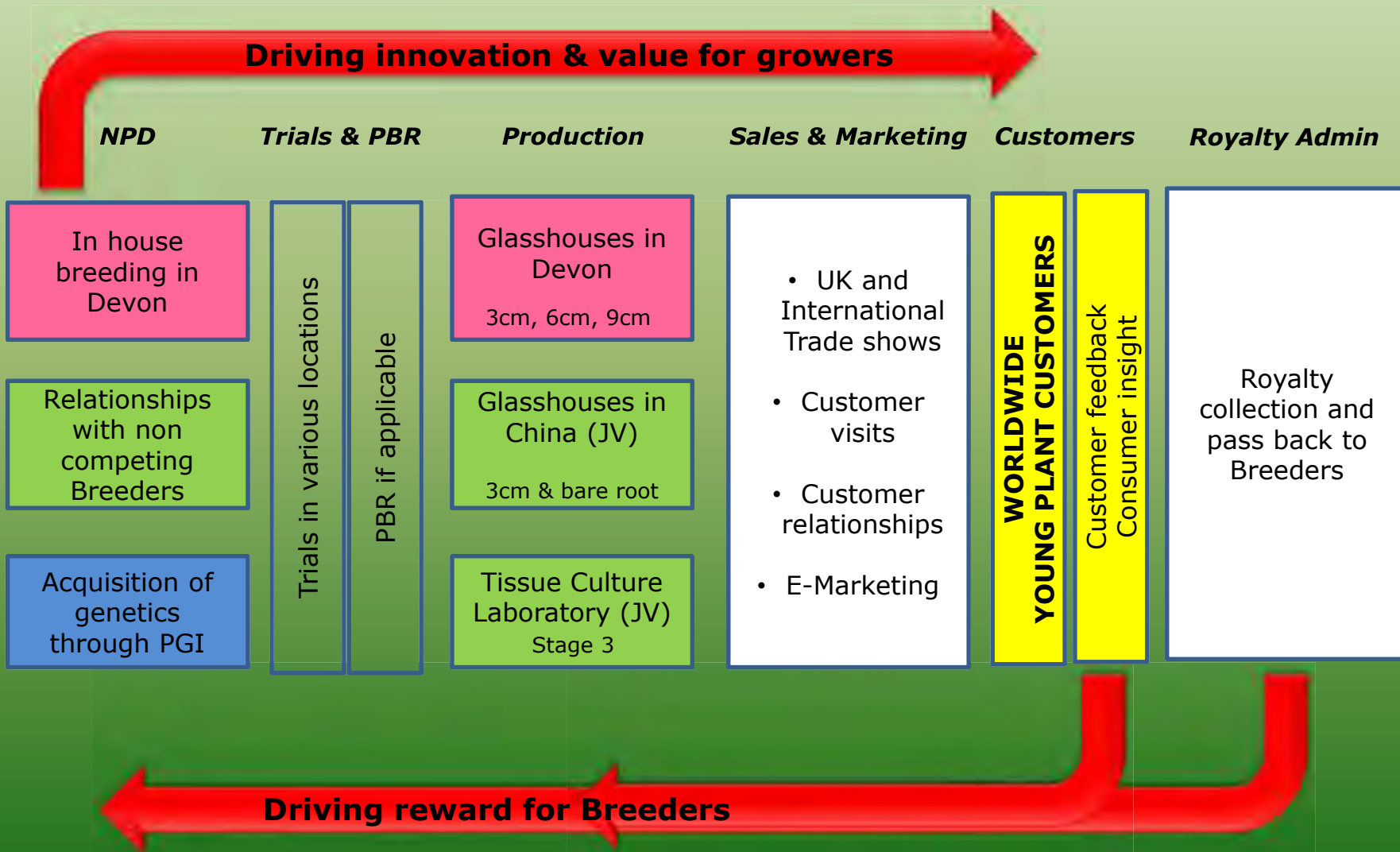


Langmead Group

- Today the Langmead group is made up of fresh food, produce, farming, horticulture, property and energy companies
 - Combined Annual T/O approx £200m
 - Operating in 5 countries
 - UK, Spain, Italy, USA, China
 - Employing circa: 2,000 people



How does Plant Genetics International (PGI), Whetman Pinks (WP) and Plant Marketing International (PMI) fit together?



What we do for Breeders

- **Maximising global opportunities** (60% USA, 15% Europe, 15% ROW, 10% UK)
- **USP Complete supply chain management of plants**
 - Own secure trials, initiation (if TC), Propagation, Strategic market positioning, Royalty collection
- **Expertise & experience**
 - Scientific R&D - 860 scientific personnel with 215 holding PhD Degrees
 - In UK the family group sells to most of the major supermarkets, DIY stores and garden centre chains = market reach
 - Worldwide, we aim to work with the largest and best placed growers (to maximise royalty income)
- **Communication**
 - Full 6 monthly report
 - Ad hoc communication when relevant
- **All this allows the Breeder to focus on what they are best at – Breeding - in the knowledge that their genetics are safe and earning them a global return on their investment of time and money**

Summary of the business

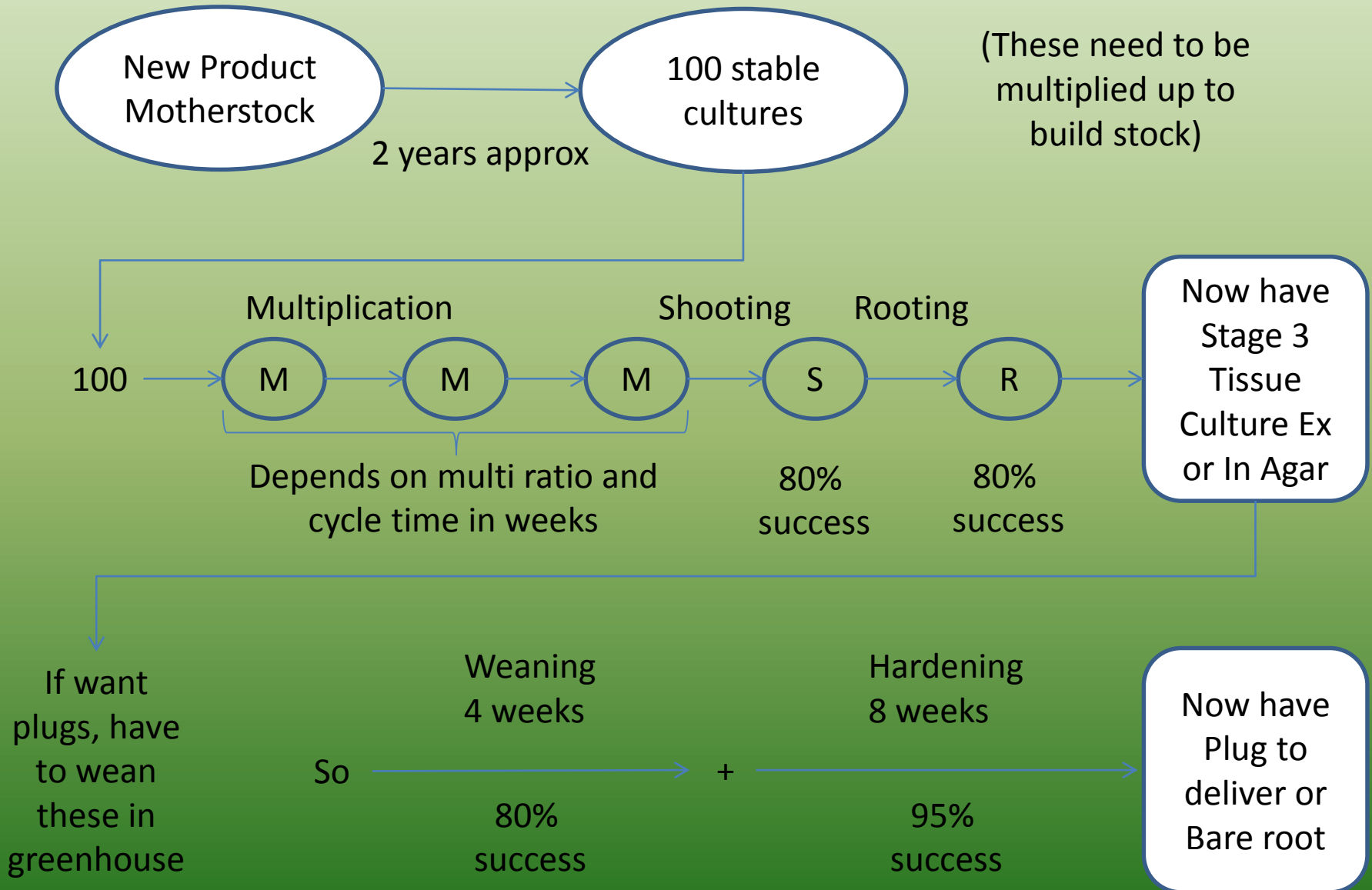
- Estb. 2003. Young Plant Supplier – worldwide (approx. 1.5 million plants)
- Chichester based but Joint Venture with Tissue Culture lab in Hangzhou (Centre of excellence for Science/R&D)
- 60% USA, 15% Europe, 15% ROW, 10% UK
- Currently Cordyline, Phormium, Yucca, Agapanthus, Grasses etc .
- 70% stage 3 Tissue Culture, 30% plug/other.
- Grow on facilities in Devon (one of the glasshouses at Whetman Pinks)
- Breeder's Agent

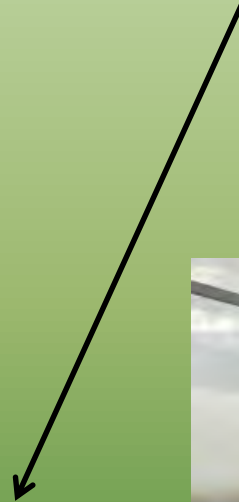




Candylic
Red Star
1000/1000/1000

New product into TC





Supply to the grower around the world



Conclusion

- Family business – Passion for plants
- Global young plant supplier and breeder agent
- Working hard for breeder – sustainable royalty stream
- Desire to promote the best range of plants on the market
- Well placed within market place
- Tissue cultured plants more reliable in production and allows easy access to a global market.
- Complete supply chain management.



Thank you for listening

Any questions?

Steve Austin Mhort (RHS)





Sharing the best in Gardening

PANEL DISCUSSION

The Impact of Brexit on the UK Horticultural Industry

Chair, Raymond Evison

PANELLISTS

Graham Spencer, Plants for Europe

**Penny Maplestone, British Society of
Plant Breeders**

Row Warlow, APHA

Graham Spencer
Plants For Europe Limited



Possible options for Plant Variety Rights post-Brexit

NB – views expressed are my own and not those of RHS or any other body.

You are responsible for your own actions or inaction.

Current situation

- EU Plant Variety Rights are valid in all 28 EU Member States including the UK
- UK national Plant Breeders Rights apply only in UK and cost roughly the same as an EU PVR
- Overwhelming majority of varieties with rights either granted or applied-for are covered under the EU system only
- Very few applications for UK-only rights
- **IMPORTANT** – UK is still in the EU, so EU PVRs are still valid and enforceable until UK completes Brexit process

Questions arising at Brexit

- What happens to existing granted EU PVRs after Brexit?
- What happens to EU applications in process after Brexit?
- What do we do about future applications for PVR on both sides of the Channel?
- DEFRA has established a stakeholder panel to discuss these issues. RHS, HTA, Plant Heritage, NFU, BSPB and others are represented.
- DEFRA has unofficially indicated that it believes a solution is possible – but no details!

Option 1 (Jersey Model)

- EU-administered PVRs continue to be effective/enforceable in the UK, subject to normal conditions (e.g. paying annual fee).
- Probably could be achieved by UK acting unilaterally – would require UK primary legislation.
- UK applicants/holders would require a procedural representative based in the EU27 (unless amendment of EU Regulation 2100/94).
- Benefits: all existing and applied-for EU PVRs continue to be valid; new PVRs would automatically also apply in UK. Best solution.
- Problems: may be politically unpalatable; would leave us with no say over changes of Regulation 2100/94; cost of procedural representative.

Option 2 (Montenegro Model)

- On Brexit Day, all valid existing granted EU PVRs are automatically added to the UK register with the same expiry dates.
- After Brexit Day, new applications would have to be made for both EU and UK rights if protection required on both sides of the Channel.
- Requires only UK primary legislation.
- Benefits: covers all granted rights; reasonably clear.
- Problems: what about applications in process? Future applications now much more expensive; duplicated admin; cost of procedural representatives.

Option 3 (Tuvalu Model)

- Similar to Option 2 (Montenegro Model), except existing EU rights are added to the UK register on Brexit Day only if rights owners opt-in for each variety, perhaps with a time limit.
- After Brexit Day, both UK and EU applications required to get protection on both sides of the Channel.
- Benefits: Only requires UK legislation.
- Problems: Cost? Time limit? Applications in process? Cost and duplication of future applications. Procedural representatives.

But if nothing happens?

- Existing and applied-for varieties may have no protection in UK after Brexit Day.
- Most existing varieties are “timed out” for new UK applications – they fail the novelty requirement.
- Contract law may offer protection for breeders who have contracts in place with a grower, but no protection against sales/production by third party growers.
- Chaos??

Summary

- Option 1 (Jersey Model)
 - UK recognises EU Plant Variety Rights, existing and future.
- Option 2 (Montenegro Model)
 - UK recognises existing EU Plant Variety Rights automatically.
 - Future varieties require two parallel applications.
- Option 3 (Tuvalu Model)
 - UK recognises existing EU Plant Variety Rights if rights holder opts-in.
 - Future varieties require two parallel applications.
- Or chaos??

Plants for the Future What Happens Now?

Moving Forward

Open discussion lead by

Raymond Evison & Sarah Cook

Plants for the Future

What Happens Now

- Report circulated by mid December with realistic aims and objectives listed
- Use of dedicated RHS webpage to raise awareness and archive information
- What do we do with the Initiative? How do we reach interested public?

To give your thoughts, complete a feedback form either on paper today, or by e-mail.

Your RHS contact is Partnership Coordinator

Vanessa Penn vanessapenn@rhs.org.uk 01483 226522



Sharing the best in Gardening

Plants For The Future What Happens Now?

Thank you for your time and input