



Introduction Wim van der Poel

- adviser and planthunter Valkplant BV
- former owner of W&A van der Poel BV horticultural trading company in Hazerswoude, the Netherlands
- botanical advisor to W. van der Poel & Zoon, a dutch open ground nursery established in 1887
- former president of book publishing committee Royal Dutch Horticultural Society (KVBC)



European Plant Breeders Rights a closer look

- what is EU PBR?
- What makes a plant new?

What makes a plant 'new'?

- **Totally different**
- **Hardiness**



Hydranga arb. 'NCHA1' Pink Annabelle®



Berberis thunb. 'Admiration'

What makes a plant 'new'?

- Easier to grow
- Quantities



Acer palm. 'Firecracker'



Hydrangea arb. 'ABETWO' Strong Annabelle®

What makes a plant 'new'?

- Good garden plant
- Invasiveness



Amelanchier aln. 'Obelisk'



Buddleja Purple Chip

What makes a plant 'new'?

- Impuls market



Weigela 'Slinco1' All Summer Red



Hebe Heartbreaker

What makes a plant 'new'?

- Easy maintenance



Buddleja Blue Chip



Hypericum kal. 'Deppe' Sunny Boulevard

What makes a plant 'new'?

- Disease resistant
- Cut flower use



Acer camp. 'Eco Sentry'



Clematis 'Zobluepi' Blue Pirouette

What makes a plant 'new'?

- Transport



Hydrangea pan. 'Jane' Little Lime®



Digitalis 'Silver Anniversary'

What makes a plant 'new'?

- Sun resistant
- Draught resistance



Berberis thunb. 'Tiny Gold'



Hibiscus Purple Pillar

What makes a plant 'new'?

- Good shelve life



Lonicera 'Scentsation'

European Plant Breeders Rights

- How do you obtain an EU PBR?
- What are the costs to establish EU PBR?
 - application
 - testing costs at trial stations per year (2 to 3 years)
 - annual fee after obtaining EU PBR
- Where is EU PBR valid? EU member countries
- Length of EU PBR: 25 / 30 years
- Registration of EU PBR: at CPVO
- Difference EU PBR and Community Trademark ®



Why protecting plants ?

- Income for Breeder as well as a motivation to continue
- Royalty returns provide funds for promotion and a good introduction
- It opens possibilities for professional breeding, funds for more breeding
- Licensed growers profit from having something special
- Industry and consumers can rely on exciting new plants



Services of Valkplant:

- Selecting new plants
- Testing new plants
- Protecting the new plants with EU PBR at CPVO or outside Europe
- Building network of growers
- Arranging all legal contracts
- Supporting and advising growers in maximizing production
- Introducing and promoting new plants together with growers
- Collecting royalties
- Inspecting by regular inspections at nurseries to check quantities, through agreements with label producers, internet.

Which plant to protect?



Which plant to protect?



Berberis thun. 'Admiration'



Berberis thun. 'Orange Rocket'

Which plant to protect?



Berberis thun. 'Fireball'

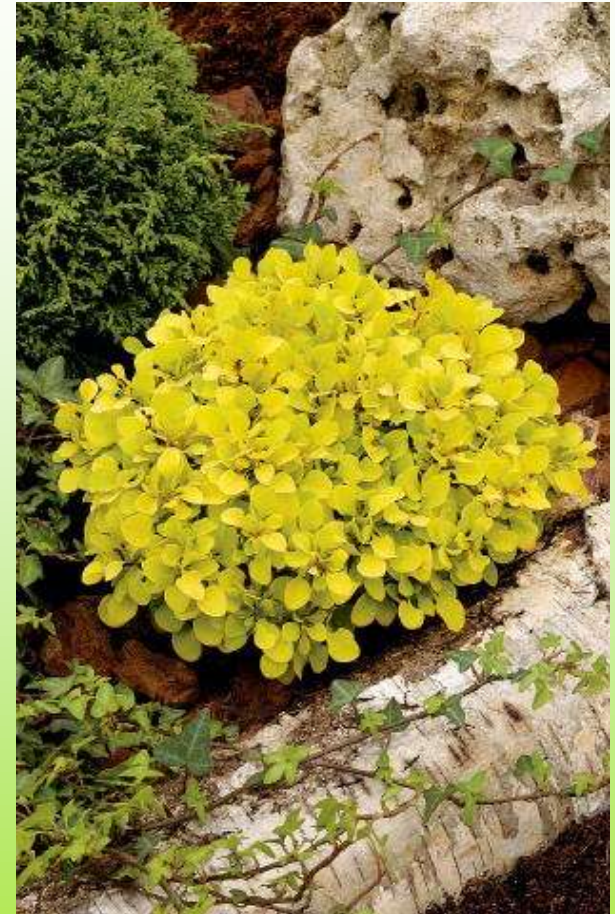


Berberis thun. 'Golden Rocket'

Which plant to protect?



Berberis thun. 'Rosy Rocket'



Berberis thun. 'Tiny Gold'

Successful protected Plants



Amelanchier aln. 'Obelisk'



Gleditsia tr. 'Draves'
Streetkeeper

Successfull protected plants



Frangula al. Fine Line®



Hydrangea arb. 'ABETWO' Strong Annabelle®

Succesfull protected plants



Spiraea bet. 'Tor Gold'



Spiraea x 'Tracy' Double Play® Big Bang

Successful protected plants



Berberis thun. 'Golden Dream'



Berberis thun. 'Orange Dream'



Berberis thun. 'Red Dream'



Cephalotaxus Duke Garden



Cephalotaxus Fritz Huber



Thuya occ. Anna Magic Ball



Thuja occ. North Pole



Thuja occ. Skywalker