



*Promoting Seed
Business in
the Americas*

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Challenges on Intellectual Property & Plant Breeders Rights

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The Challenge around PBR

*The challenge for the seed industry is to be leader and driver of
INNOVATION while contributing and facilitating access to these new
technologies to all beneficiaries downstream*

IP Recognition today: Southerncone case



The Canadian story...

An experience we can learn from



Some current challenges

- › Dialogue along the value chain
- › Modern Seed Laws / Seed Acts
- › Farmers exemption
- › Value creation
- › Enforcement of PBR
- › Court cases (litigation)
- › Coexistence of rights (PBR & Patents)
- › (IP + PBI) vs. Access
- › Social pressure
- › Communication
- › Sustainability

Some questions...

After so many years (*at least 15!*)

- Where are we regarding PBR?
- Where would we like to go & reach?
- What are we doing to make this happen?

IF WE KEEP DOING
WHAT WE ARE
DOING,
WE'RE GOING TO
KEEP GETTING WHAT
WE'RE GETTING.

“We have a great story to tell”

- Are we telling it?
- Are we telling it right?

➡ Wednesday PM = All invited!



Thank you

And enjoy the congress !