



*Promoting Seed
Business in
the Americas*

*September 9 - 11, 2019
Buenos Aires, Argentina*

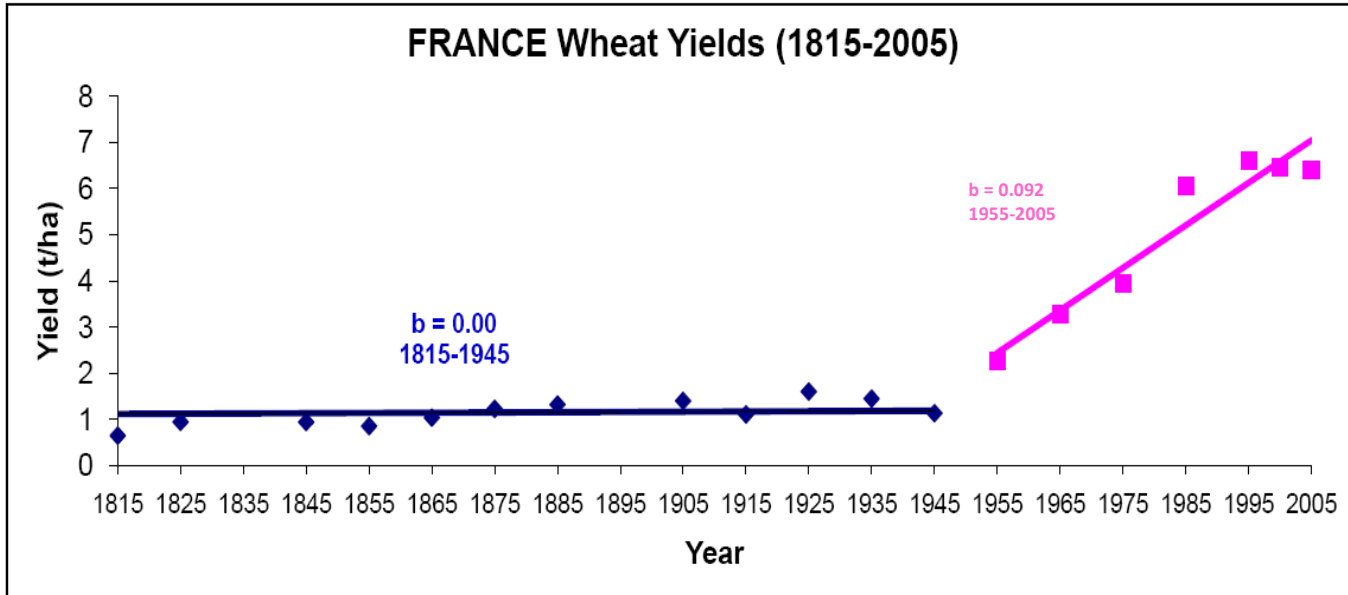
Plant Breeders Rights: The key to innovation flow

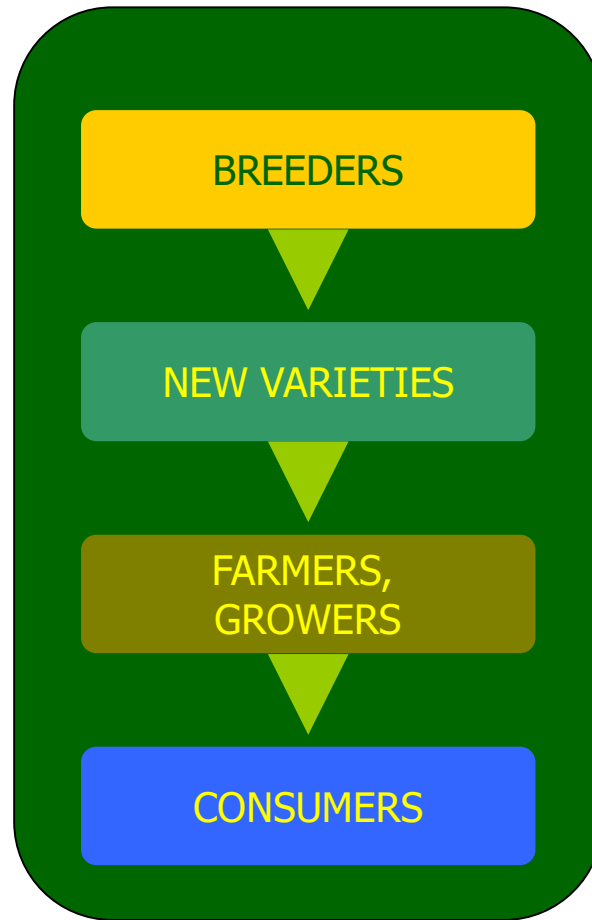
Peter Button
Vice Secretary-General, UPOV



- Starting the flow of innovation
- The “right innovation” flowing in the “right direction”
- Increasing the flow for the future

Evolution of Wheat yield in France





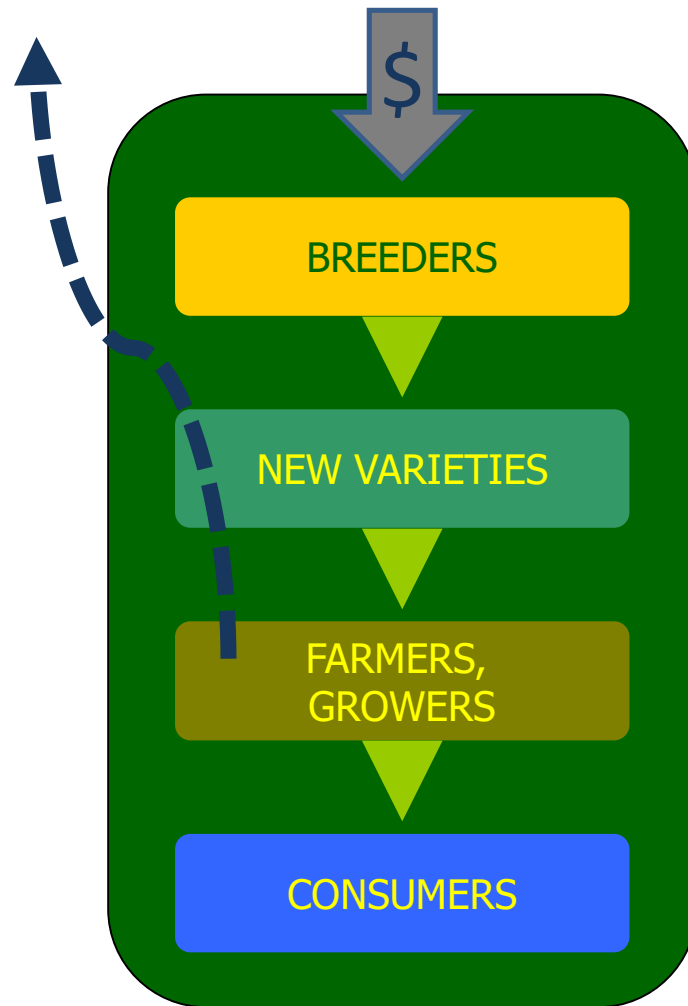
- Starting the flow of innovation
- **The “right innovation” flowing in the “right direction”**
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Mainstreaming the farmer driven approach in agricultural innovation

Introduction:

...Several innovations however are not demanded nor are relevant to farmers' circumstances and therefore are not adopted nor accepted by farmers as expected. It is necessary to explore some aspects of Farmers driven innovations. For the purposes this session it is proposed to analyse the following aspects of Innovations: 1) Farmers Driven Research and Innovation; 2) Innovating ways of involving the farmers in global debate on agriculture-related matters.







PUBLIC SECTOR

PRIVATE SECTOR

BREEDERS

International
Breeding
(Institute)

National
Breeding
Institute

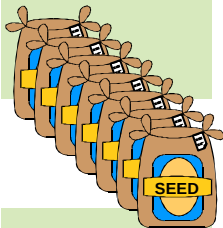
Large enterprises
(e.g. companies,
cooperatives)

SME's

Individuals
(e.g. farmers)



PRODUCTION
&
DISTRIBUTION



FARMERS

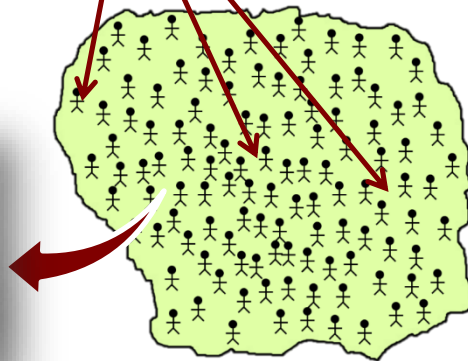
PBR
LICENCES

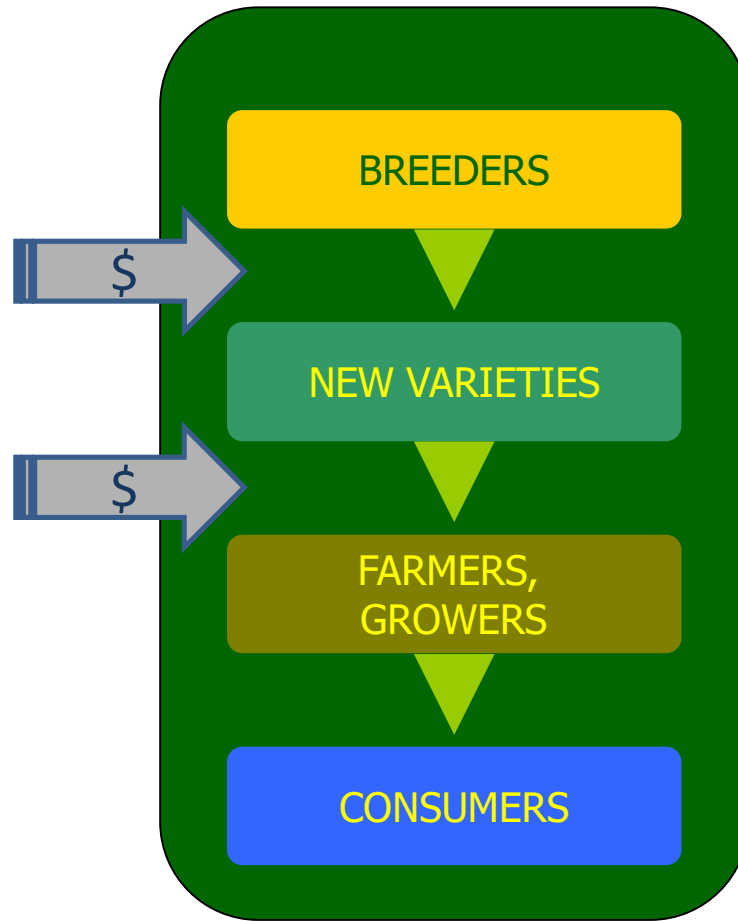
SEED PRODUCERS / PLANT
PROPAGATORS

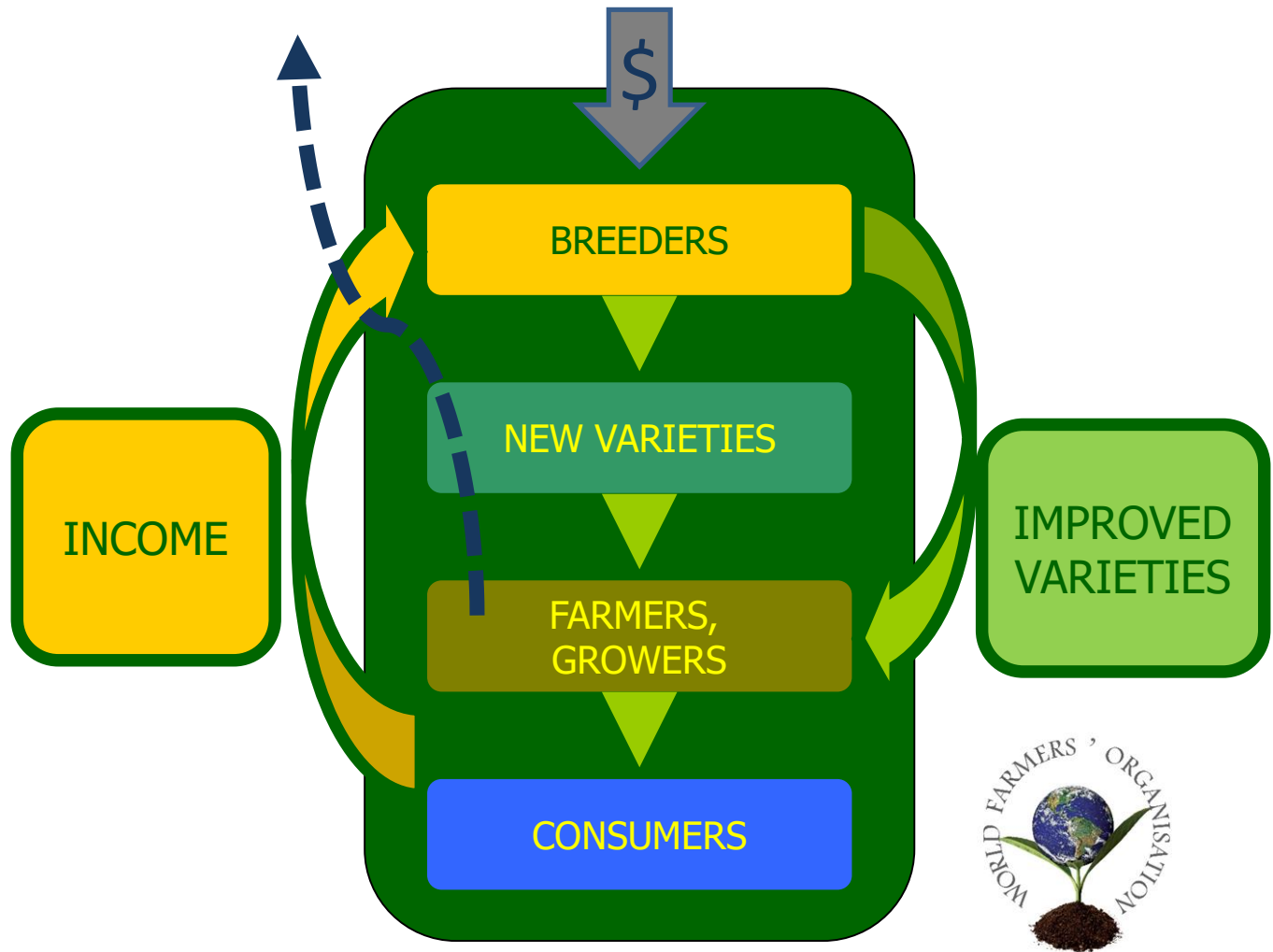
DISTRIBUTORS

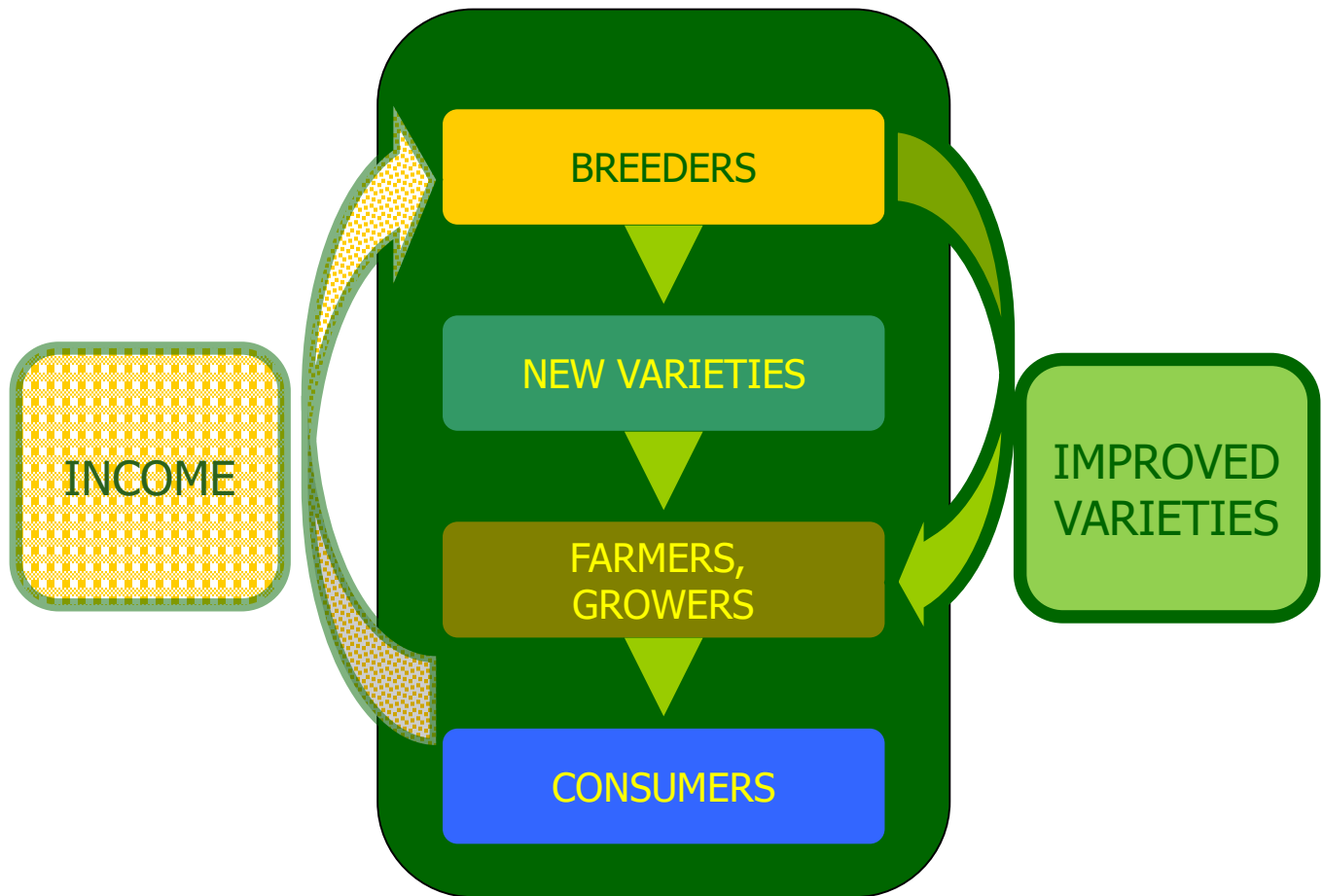
SEED

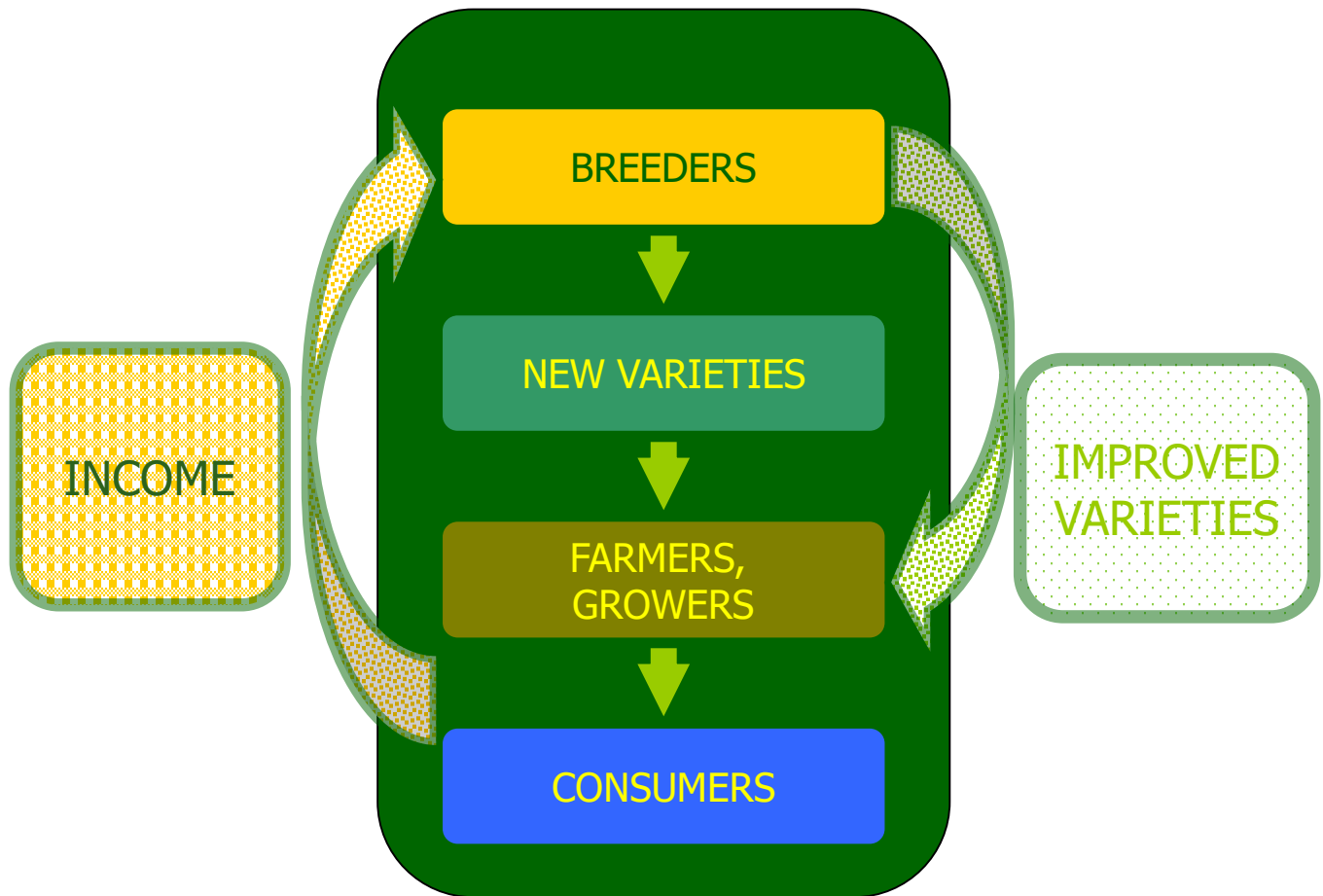
INFORMATION



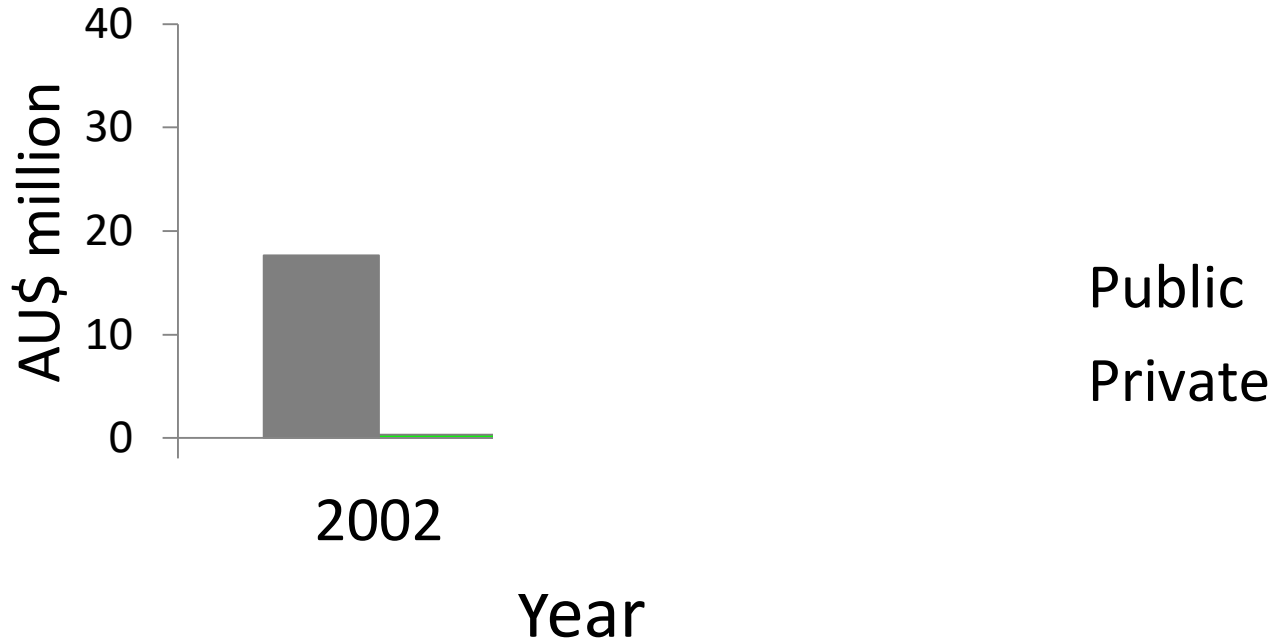








Plant breeding investment in Australia



Source: 2014 Mr. Kerrie Gleeson, Australian Grain Technologies Pty Ltd

Experience Moving to UPOV'91?



Photo Courtesy of Grainswest Magazine: UPOV'91 January 23, 2014

The Partners

Partners in Innovation was founded by a group of leading Canadian farmer and agricultural organizations which joined forces to support Canadian government legislation intended to improve Plant Breeders' Rights (PBR) in Canada.

Partners in Innovation believe that amended Plant Breeders' Rights legislation will foster investment in seed research and innovation, to deliver varieties developed in Canada and outside our border, and to benefit farmers and the Canadian economy. The partnership is committed to supporting the amendments.

News

Canada takes place on world stage with ratification of UPOV 91 Convention

News Release

Partners in Innovation Celebrate Royal Assent for PBR Amendments

Increased Investment

Canada ratifies UPOV '91 seed treaty



By Staff

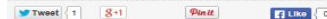
Published: June 22, 2015
Crops, Markets



(Country Guide file photo)

Ritz: UPOV 91 Part Of Reason For New Wheat Seed Development Partnership

By Ray Saynton on July 6, 2015 8:43am

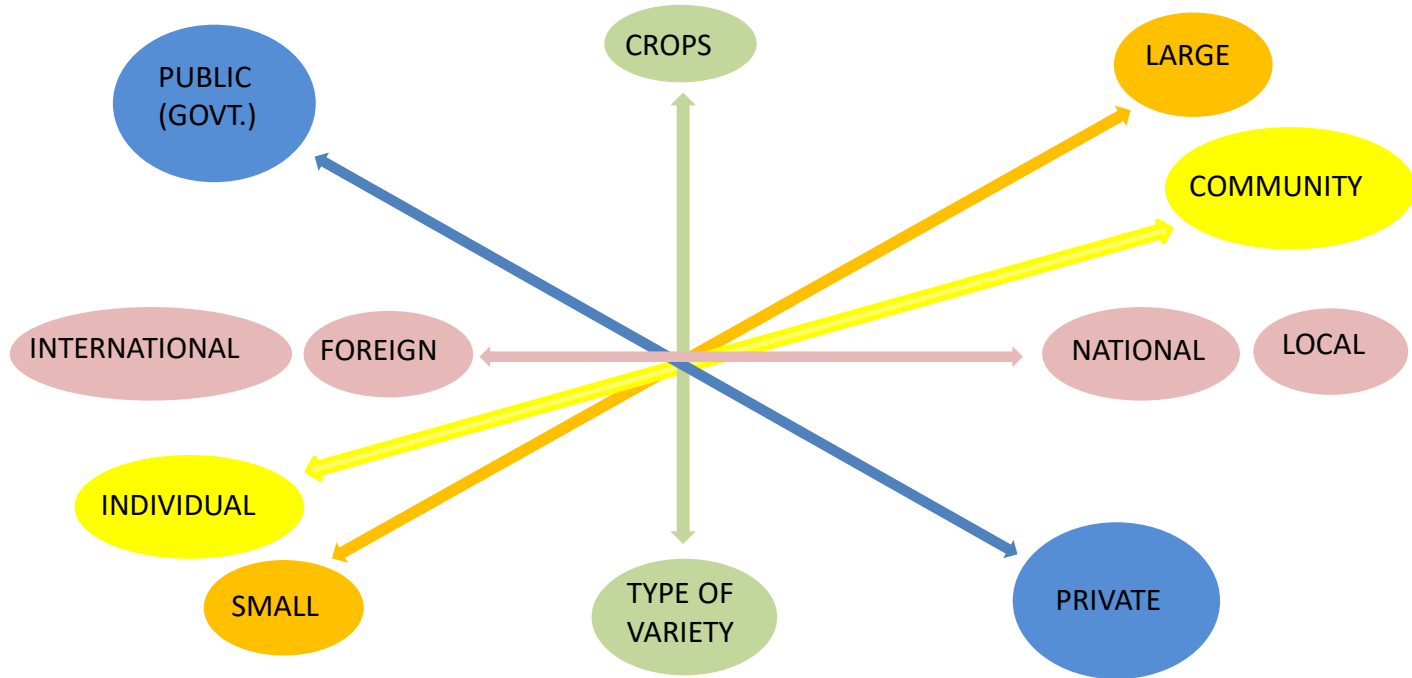


BlackburnNews.com file photo by Simon Crouch

- Bayer Crop Science new investments in wheat breeding
- Limagrain/Canterra Seeds partnership – cereal breeding
- Public/private/producer breeding consortium to fund Canadian Prairie Spring Red Wheat (CPSR)
- New PBR applicants in the agriculture sector

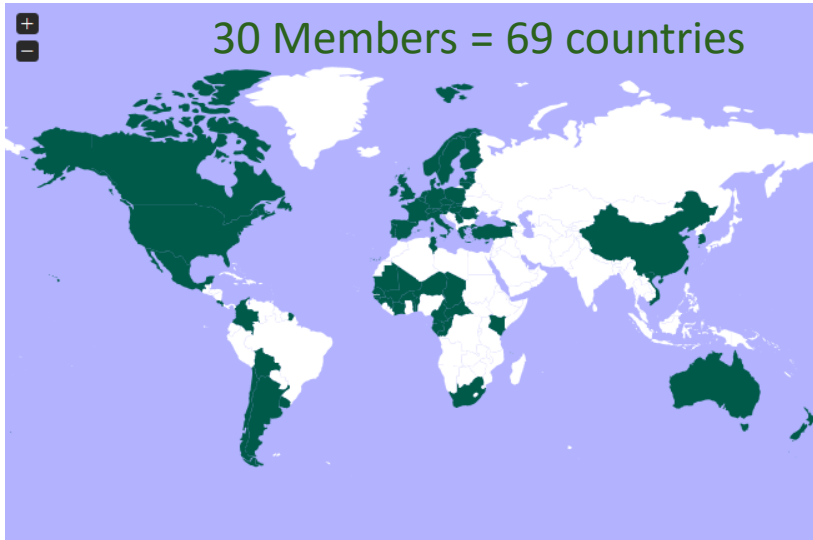


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UPOV PRISMA

Online PBR Application Tool



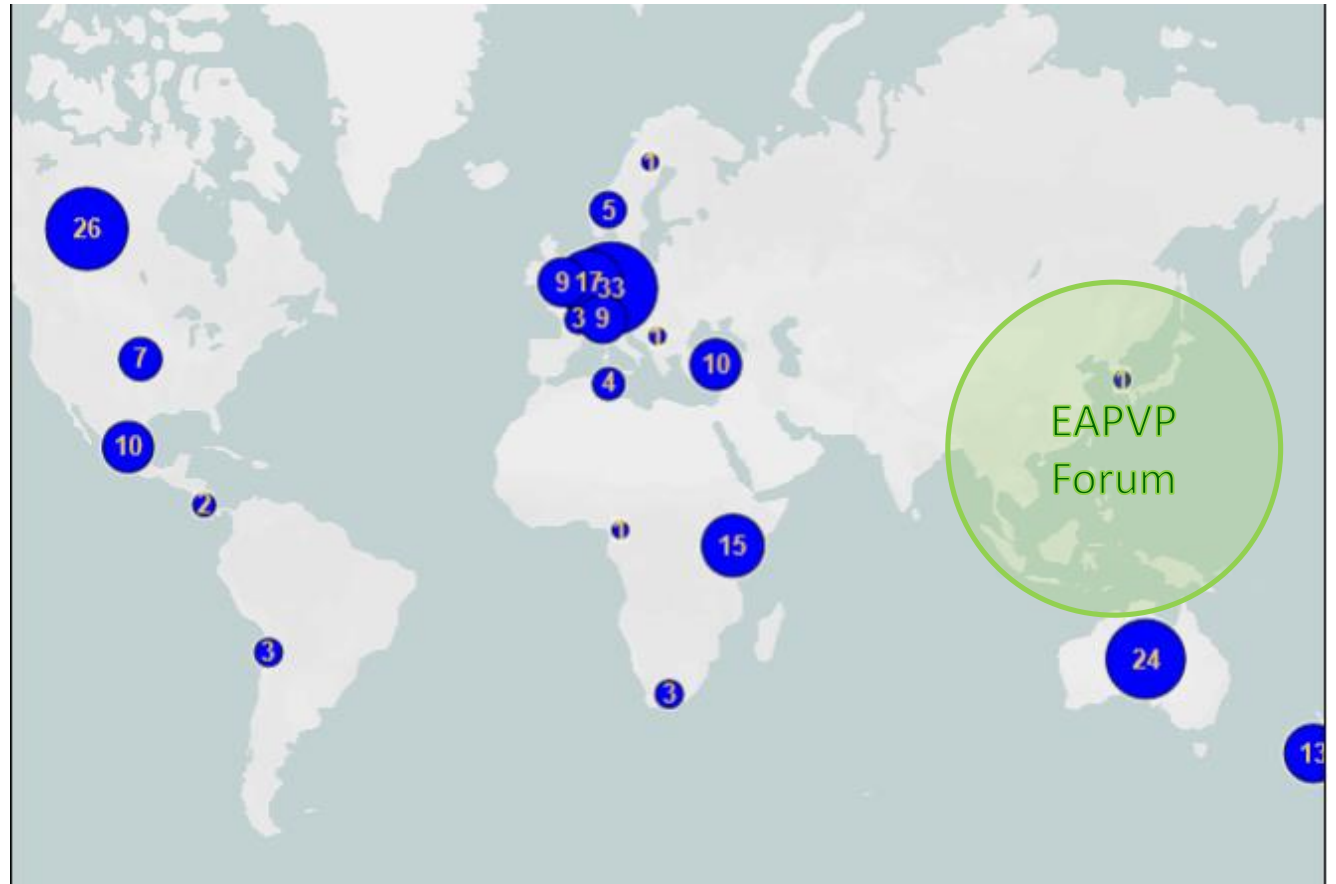
Online tool to apply for
PVP around the World

Access all forms in one
place

Read forms in range of
languages

Some information will be
automatically translated

Copy data to subsequent
applications





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