



- Introduction Wim van der Poel
 - adviser and planthunter Valkplant BV
 - former owner of W&A van der Poel BV nursery and trading company in Hazerswoude, the Netherlands



Why protecting plants ?

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

Criteria for protecting

- **Totally different / hardiness**



Berberis thunb. 'Admiration'

- **Easier to grow**



Acer palm. 'Firecracker'

Criteria for protecting

- Quantities



Hydrangea arb. 'ABETWO' Strong Annabelle®

- Good garden plant



Amelanchier aln. 'Obelisk'

Criteria for protecting

- Impuls market



Weigela 'Slinco1' All Summer Red



Hebe Heartbreaker

Criteria for protecting

- Easy maintenance



Buddleja Blue Chip



Hypericum kal. 'Deppe' Sunny Boulevard

Criteria for protecting

- Disease resistant
- Cut flower use



Acer camp. 'Eco Sentry'



Clematis 'Zobluepi' Blue Pirouette

Criteria for protecting

- Invasiveness



Buddleja Purple Chip

- Transport



Digitalis 'Silver Anniversary'

Criteria for protecting

- Good shelve life / sun resistant
- Draught resistance



Berberis thunb. 'Tiny Gold'



Hibiscus Purple Pillar



European Plant Breeders Rights

- **what is EU PBR?**
- **which countries?**
- **costs**
 - **application costs: € 650,-**
 - **testing costs at trial stations (2 to 3 years): € 1250,- / 1430,-**
 - **annual fee after granting EU PBR: € 250,-**
- **length of PBR**



European Plant Breeders Rights

- registration and information (www.cpvo.europe.eu)
- USA Plant Patent
costs: once ± \$ 3000,-
- UPOV
- Difference EU PBR and Community Trademark ®



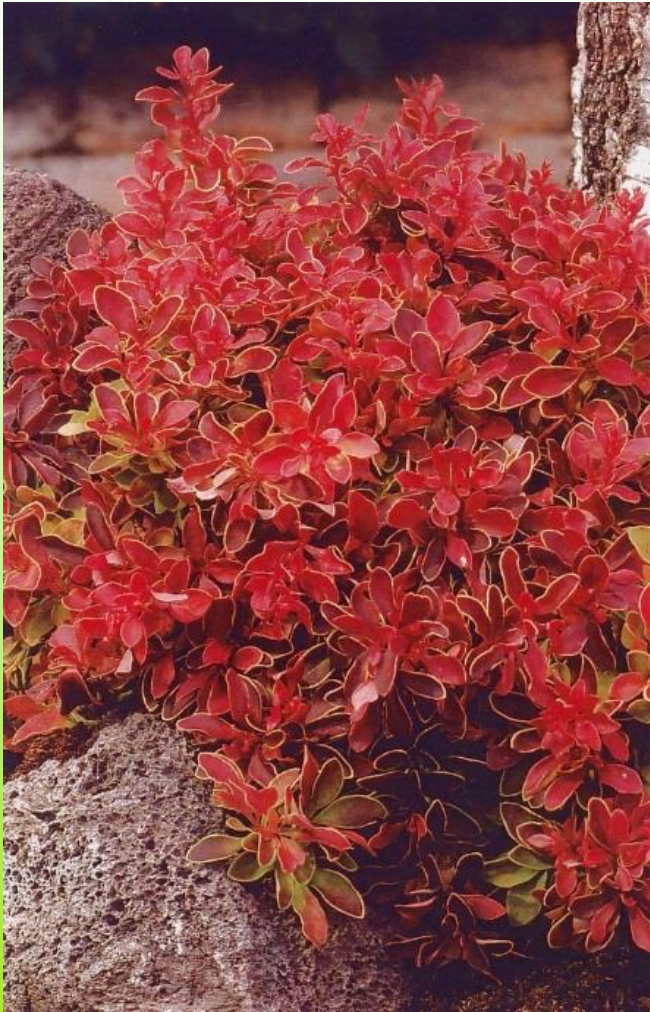
Valkplant BV, the Netherlands

- **Selecting and testing new plants**
- **Protecting the new plants with PBR at CPVO or outside Europe**
- **Royalty management**
- **Building network of growers**
- **Supporting and advising growers in maximizing production**
- **Introducing and promoting new plants together with growers**

Which plant to protect?



Which plant to protect?



Berberis thun. 'Admiration'



Berberis thun. 'Orange Rocket'

Which plant to protect?



Berberis thun. 'Fireball'

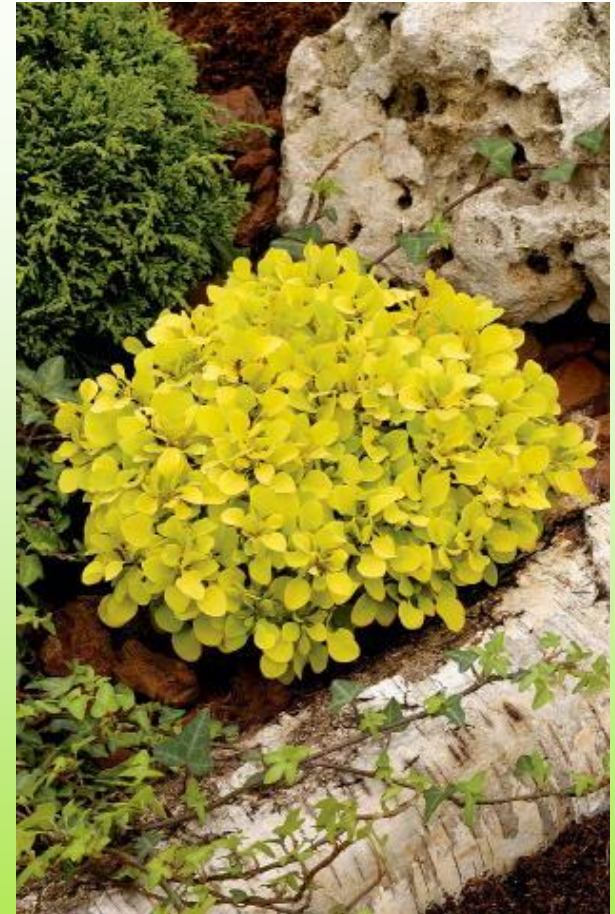


Berberis thun. 'Golden Rocket'

Which plant to protect?



Berberis thun. 'Rosy Rocket'



Berberis thun. 'Tiny Gold'

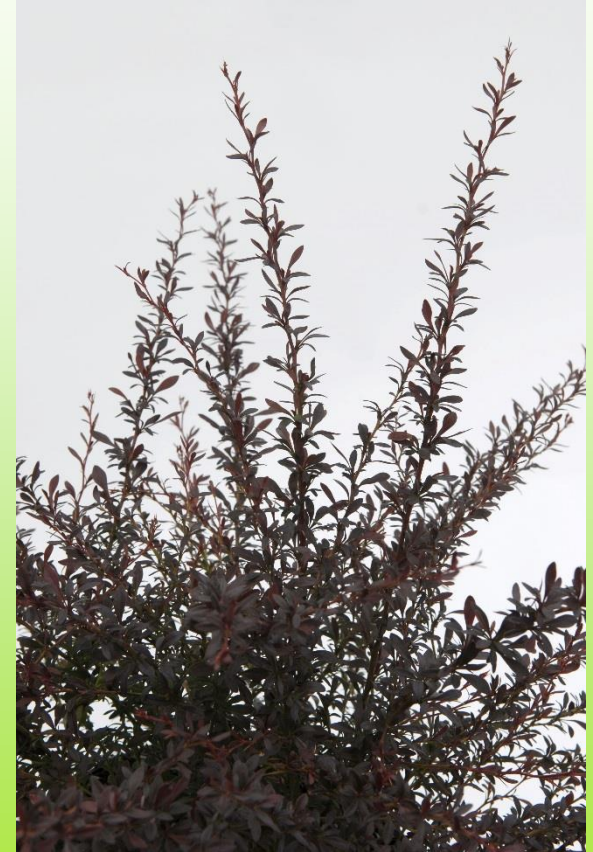
Which plant to protect?



Berberis thun. 'Golden Dream'



Berberis thun. 'Orange Dream'



Berberis thun. 'Red Dream'



Which plant to protect?



Physocarpus op. 'Tiny Wine



Deutzia Yuki Snowflake



Which plant to protect?



Thuja occ Thin Man



Thuja occ Polar Gold



Which plant to protect?



Thuja occ. Pancake



Thuja occ. Anna Magic Ball

Which plant to protect?



Thuja occ. North Pole



Thuja occ. Skywalker



Which plant to protect?



Cephalotaxus Duke Garden



Cephalotaxus Fritz Huber

Which plant to protect?



Ilex cren. Skypointer



Berberis thun. 'Silver Pillar'



Which plant to protect?



Cephalanthus occ. Sugar Shack



Sambucus Lemon Lace

Which plant to protect?



Calychanthus Aphroditae

Which plant to protect?



Chaenomelis Orange Storm

Chaenomelis Pink Storm

Chaenomelis Scarlet Storm

Protected Plants



Buddleja x 'Blue Chip'



Gleditsia tr. 'Draves'
Streetkeeper

Protected Plants



Frangula al. Fine Line®



Hydrangea arb. 'ABETWO' Strong Annabelle®

Protected Plants



Spiraea bet. 'Tor Gold'



Spiraea x 'Tracy' Double Play® Big Bang