

**star fruits®** *Who are we ?*

- ⊕ Group of French nurseries of the South of France
- ⊕ Breeders rights management

**1968**  
Creation of Star Fruits®  
as a R&D service for the 6 founding nurseries

**2012**  
Star Fruits® is held by 4 French Nurseries  
(2<sup>nd</sup> or 3<sup>rd</sup> generation) and employs 8 people

**VEAUUVY**  
Jerome VEAUUVY  
Hubert VEAUUVY

**CROS-VIGUIER**  
Pierre VIGUIER  
Sébastien VIGUIER


**VAL d'OR**  
Bernard ROBIN

**TOULEMONDE**  
Dominique TOULEMONDE  
Philippe TOULEMONDE




**star fruits** —————● *Goals, Commitments & Approach*

- ⊕ Key role : between breeders and production & fruit trade operators
- ⊕ Provide plant material to Star Fruits nursery Members and third nurseries.
- ⊕ Generate interest by innovative varieties & satisfy consumers by high quality products
- ⊕ When great opportunities, development based on selective distribution system with coordination of both technical and marketing programmes



**star fruits** —————● *Activities*

- ⊕ Identification and assessment of high potential varieties
  - 90 breeding & evaluation partnership worldwide
- ⊕ Protection via variety certificates and brand registrations for interesting varieties



**OCVV**  
Office Central des Variétés et des Semences


- ⊕ Propagation of a wide range of species and varieties :
  - peach/nectarine, apricot, plum, cherry, apple, pear
  - Master licensee of the main fruit breeders in the world
  - Varieties and brands associated displayed via selective distribution system.
- ⊕ Defense activities for enforcement of rights on varieties and trademarks

 **star fruits®** ————— *Activities*

Examples of successful partnerships








- Inra/ Novadi with apple ARIANE(cov),
- AC fruit / Monteux Caillet with peach ZEPHYR®...
- UEB-Praha-J.Tupy with apple OPAL® UEB 32642(cov)
- Bradford for peach, nectarine, cherry and plum (with September Yummy)
- Rutgers for peach, nectarine, cherry, apple and apricot (with ORANGERED®)
- Harrow-Vineland for peach, nectarine, and pear (with AC HARROW DELICIOUS®)
- DAFWA Australia with apple Cripps Pink(cov), Cripps Red(cov)
- PREVAR New Zealand with apple and pear




 **star fruits®** ————— *Projects*

⊕ Initiator, directly or indirectly, of development projects,

- Global industry approaches, breeders and breeders rights management companies



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## REMINDER OF THE ADDED VALUE FOR PROTECTION OF VEGETAL BREEDINGS

▫ BREEDING creates the INNOVATION source of capital gain for PRODUCERS

- Differentiation with competitors
- Improvement with fruit quality
- Improvement on cultural practices

▫ VIRTUOUS CIRCLE: capital gain generated by producers allows a return to BREEDER. It allows him, in his turn, to continue to invest in his variety creation program.

▫ Quality approach by organizing the distribution

▫ Fight against the imitation/infringement, synonym of capital loss



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⊕ USE OF THE PROTECTION OF THE PLANT BREEDINGS

⊕ CREATION OF ADDED VALUE FOR PRODUCERS



**EXAMPLE: THE VARIETY CLUB**

**Binomial CPVR + Trademark**

**Protection from the orchard to the point of sale**



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⊕ **CPVR: BASE OF THE COLLECTIVE ORGANIZATION**  
⊕ *BASIS OF THE BUILDING*

The CPVR is the only tool to put in place a complete organization

Federate the production /scattered production

=

Avoid an uncontrolled development

**WAYS:**

- Contracts with
- the nurseries propagators
- Producers - Growers
- Packing stations
- distributors



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⊕ **CPVR → QUALITY POLICY**

- High technicality at every level of production
- Choice of the zones of production adapted to the variety
  - Define specifications of :
    - *the tree*
    - *the fruit*
    - *the packing*
    - *the storage*

Specifications at every level of production

- A good, irreproachable, homogeneous, regular and quality product during all the period of consumption





⊕ CPVR+ Trademark = Rational development policy

Adaptation of supply to demand  
Traceability from 1st tree to the target consumer  
Participation of all the actors to the overall project  
(Nurseries, producers, packers, distributors)



⊕ CPVR + Trademark = Marketing policy  
⊕ → ADDED VALUE

Definition of a global marketing plan

- Product
- Communication
  - Publicity
- Commercial policy

Taking into account

- Political environment (residue)
  - Type of distribution
  - Competition





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⊕ CPVR + Trademark = DEFENSE

✓ Internally:

- Organization allows the respect of collective rules of distribution and forbid any infringement from the authorized growers or packers (land registry)

✓ Externally:

- CPVR allows fight against any infringing production
- The trademark protects the fruit on the place of sale and allows fight against any imitated marketing



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CPVR + Trademark

FEDERATE THE PRODUCTION

+

QUALITY

+

RATIONAL DEVELOPMENT

+

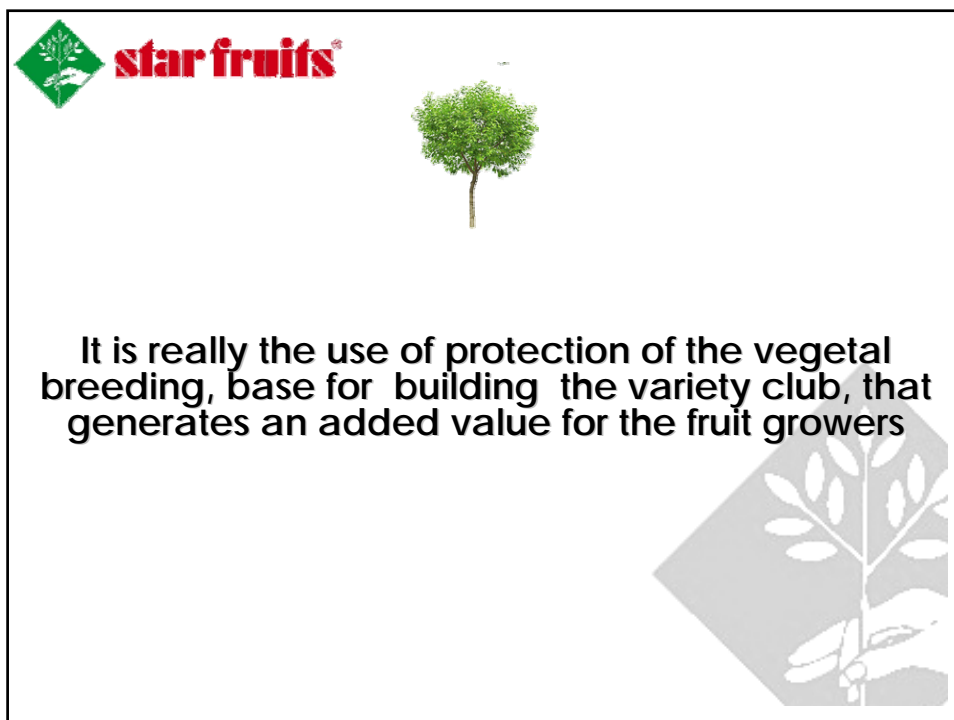
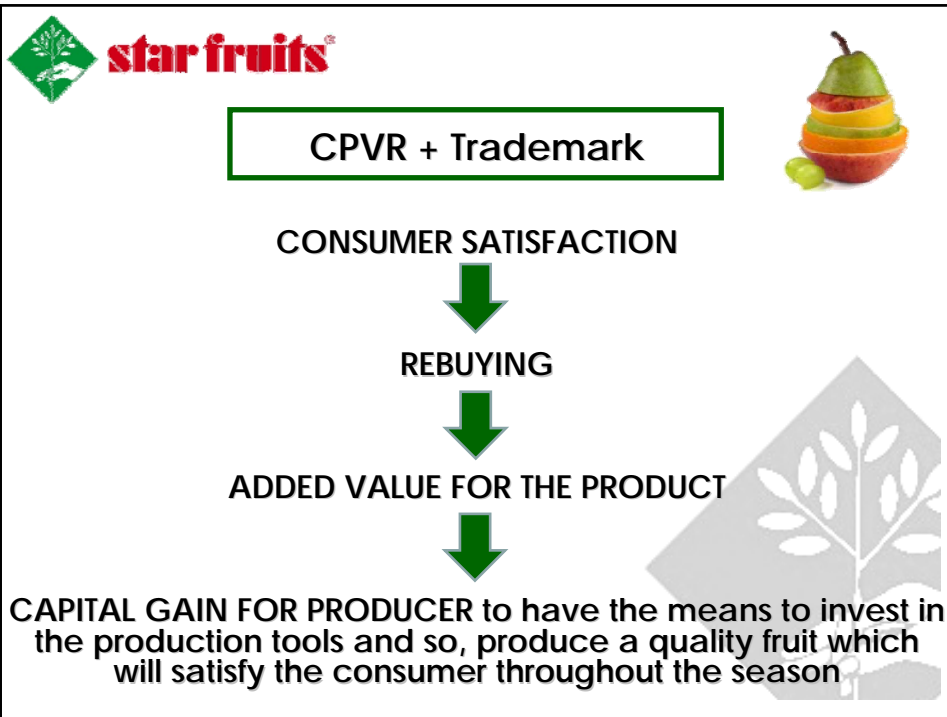
MARKETING POLICY

+

DEFENSE



→ **Consumer satisfaction**







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*PINK LADY®  
case*

- ⊕ **Holder of the rights on Cripps Pink and Rosy Glow (cpvr) apple varieties in Europe**
- ⊕ **Initiator of the PINK LADY® Trademark distribution system in Europe and work closely with the association PINK LADY® Europe**
- Manages a global licensing system based on pier-to-pier arrangements
- Deals with sublicensees (14 licensed distributors, 102 packers, 3000 growers)



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*PINK LADY®  
case*

### ⊕ **PINK LADY® approach in Europe**

- APLE dedicated to the marketing and quality programmes for PINK LADY® apples in Continental Europe – team of 15 people
- Orchard and market tours to check authenticity and the legal origin of apple trees as well as fruit displayed on the market.
- Data crosschecks and trademark watches to ensure the respect of right on the trademark.
- Quality, product presentation standards for apples released on the market under PINK LADY® trademark and also requirements for food quality and quality insurance
- Intensive quality inspection program all along the supply chain
- PINK LADY®, the premium in apple stores





*Thank you for your attention*

