



Emma Brown

**Business Development Manager, Plant Varieties Team,
The New Zealand Institute for Plant and Food Research Limited**

The New Zealand Institute for Plant and Food Research Limited (Plant & Food Research) is a Crown Research Institute (CRI), which was formed in 2008 from the amalgamation of two other New Zealand CRI's. While as a CRI it is a government owned company Plant & Food Research, it is operated as a corporate entity. Our purpose is to enhance the value and productivity of New Zealand's horticultural, arable, seafood, and food and beverage industries, to contribute to economic growth and the environmental and social prosperity of New Zealand. Plant & Food Research operates a wide variety of plant breeding programs in the fruit, arable, and ornamental sectors with breeding programs located both in New Zealand and offshore.

The Plant Varieties Team is tasked with taking a cross-functional approach combining science/technical competence, legal approaches, and business acumen to maximize profitability and business opportunities for new plant varieties. To enable the business opportunities for both Plant & Food Research and our commercialization partners the Plant Varieties Team is also responsible for securing and maintaining robust defensible Plant Variety Intellectual Property for these new plant varieties within the various legislative frameworks around the world.

Highlights:

- Collaborating in Hot Climate apple and pear breeding program with Plant & Food Research, IRTA and Fruit Futur in Spain and T & G Global as the strategic commercialization partner. Utilizing conventional plant breeding techniques to create high-quality apple and pear varieties with excellent consumer appeal and eating experience, producing apples and pears specifically designed to be produced in hot climate environments.
- Developing an umbrella brand within a joint venture company, Pacific Berries, for a suite of raspberry varieties with the initial audiences of growers and buyers with the potential extension to consumer recognition and differentiation of premium process raspberries.

Background

- 2010 – 2014 Intellectual Property Coordinator, Plant Varieties Team, Plant & Food Research
- 2014 – present Business Development Manager, Plant Varieties Team, Plant & Food Research

Qualifications

- Bachelor of Science, Horticultural Science and Physiological and Molecular Plant Biology – Massey University, New Zealand
- Master of Science, Horticultural Science - Massey University, New Zealand
- Introduction to the UPOV System of Plant Variety Protection under the UPOV convention – UPOV
- New Zealand Diploma in Business - Eastern Institute of Technology, New Zealand
- Inaugural Graduate, IP Competence Certificate, CIOPORA Academy