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
(2nd or 3rd generation) and employs 8 people
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

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

Initiator, directly or indirectly, of development projects,
- Global industry approaches, breeders and breeders rights management companies
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

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
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

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
星果

- **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
**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
It is really the use of protection of the vegetal breeding, base for building the variety club, that generates an added value for the fruit growers.
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)

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