

Branding on Agricultural Products utilizing Plant Breeders Right Under the UPOV Convention

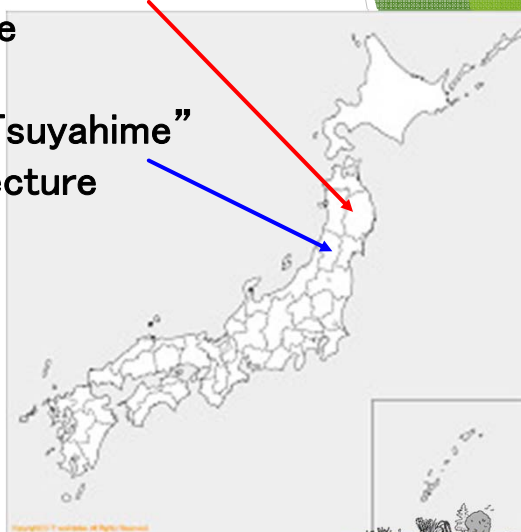
Train-the-trainer Course on Plant Variety Protection Under the
UPOV Convention
Geneva, Switzerland, May. 18, 2017

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1. Gentian “Ashiro Rindo” Hachimantai city,
Iwate Prefecture

2. Oryza sativa “Tsuyahime”
Yamagata Prefecture



1. Gentian “Ashiro Rindo” Hachimantai city, Iwate Prefecture



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3



Background of Development of Ashiro Rindo

<Challenges>

- The cool climate of the mountainous area
- Migrant farming
- Competition between production areas



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4



Background of Development of Ashiro Rindo

<Target>

- ✓ Realization of Japan's leading production area of Rindo
- ✓ Promotion of agriculture and regional development utilizing new plant varieties



Production strategy of Ashiro Rindo (1)

1. Maintaining superiority of Gentian production area in Hachimantai city
2. Expansion of demand by international branding



Production strategy of Ashiro Rindo (2)

3. Continuous development of new plant varieties through collection of royalties

4. Regional development



Activities for promote Ashiro Rindo (1)

**1. Registering varieties in Japan and overseas
JP(16), EU(4), NZ(2), CL(1), US(1)**

2. Trademark "Ashiro Rindo" registration in Japan and overseas (JP, CN, EU, NZ, US)



Activities for promote Ashiro Rindo (2)

3. Development new plant varieties in Japan and overseas
Development red color pot flower variety collaboration with NZ company
4. Market development, expansion of overseas cultivation areas
Entry into the Dutch pot flower market
Trial production in Africa



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9



➤ Registered Varieties of Ashiro Rindo (Ashiro Gentian)

Ashiro no Aki (1996)
Merhen Ashiro (1999) **E**
Lovely Ashiro (2002) **E,N,C**
Ashiro no Hatsuaki (2007)
Ashiro 2007-1 (2009)
Ashiro 2008-1 (2010)
Ashiro 2012-1 (2014)
Ashiro 2012-3 (2015)

Ashiro no Natsu (1999)
Shine Blue Ashiro (1999) **E**
Ashiro no Hitomi (2007)
Cristal Ashiro (2008)
Ashiro 2007-2 (2009)
Ashiro 2010-1 (2012)
Ashiro 2012-2 (2014)
RI0405128 (2015) **E,N,U**

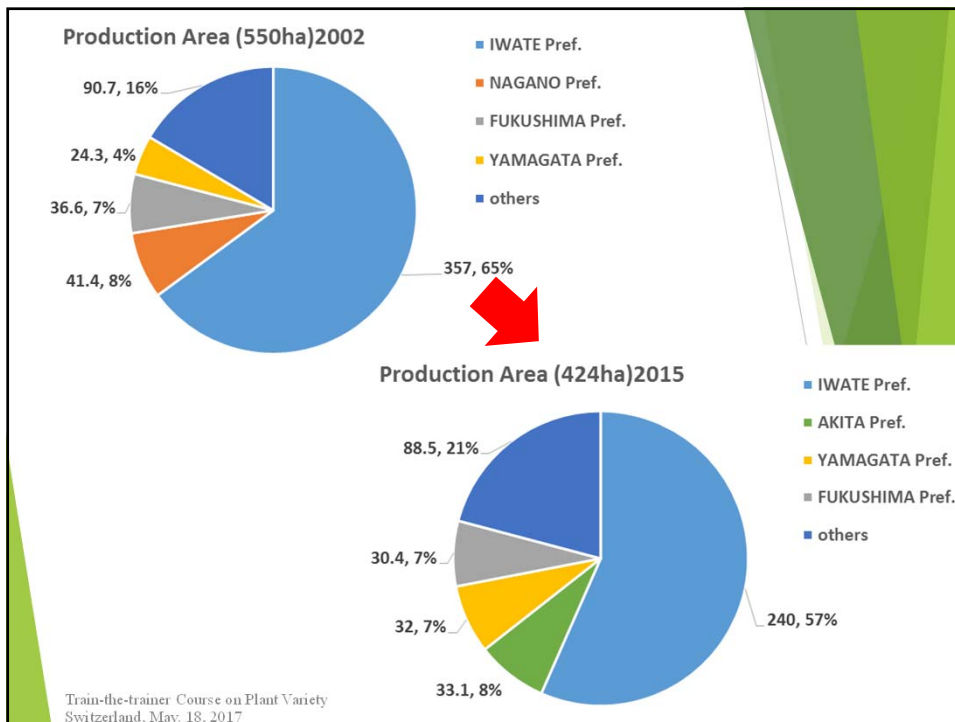
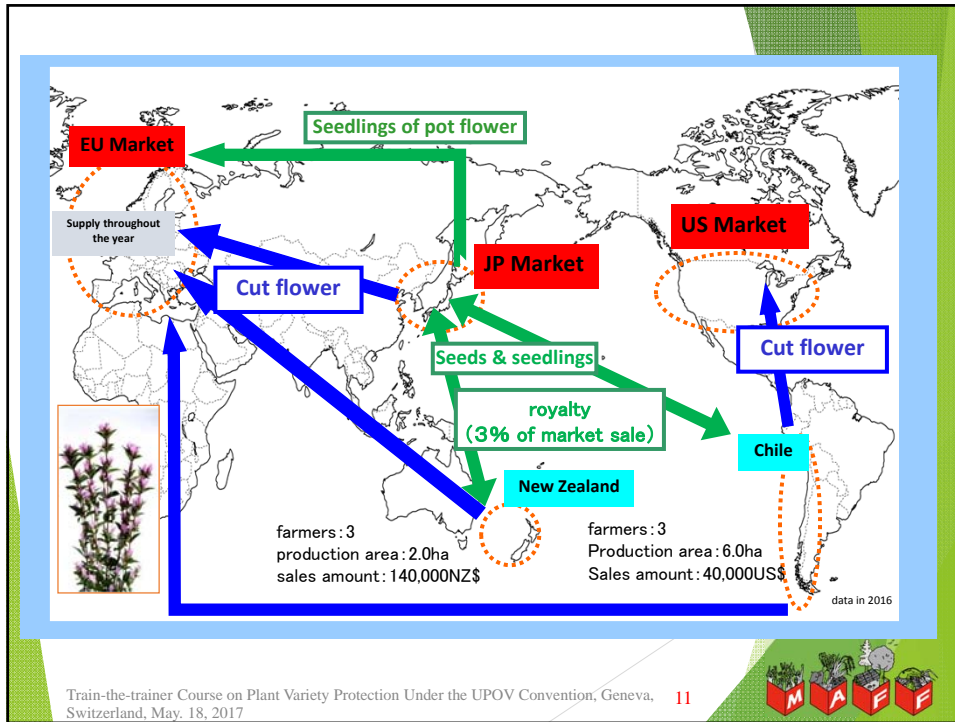
E: EU, N: NZ, C: CI, U: US

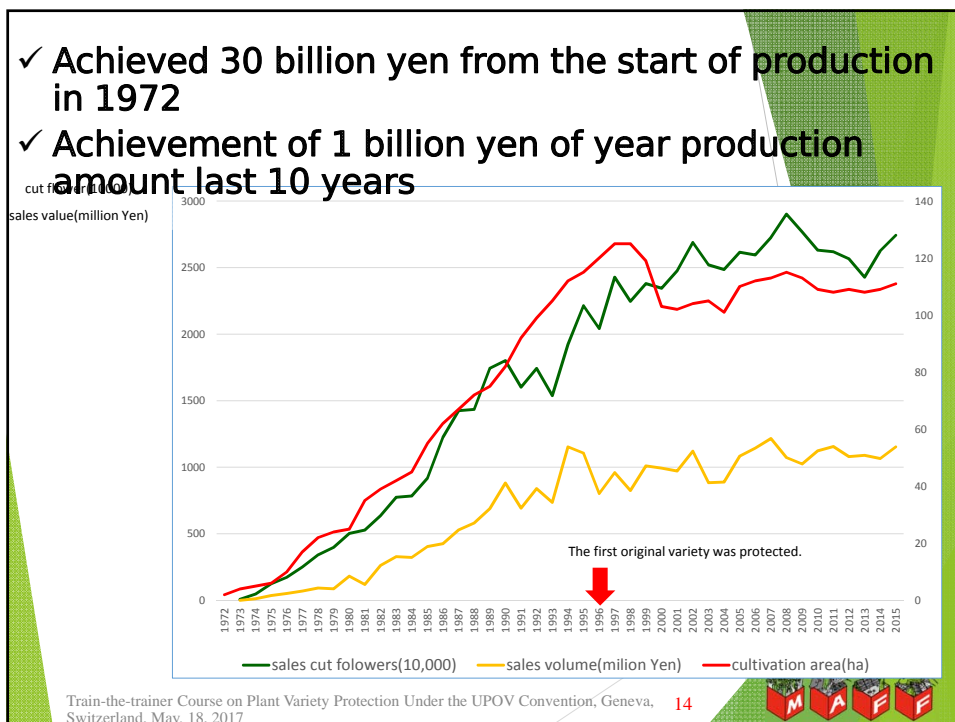
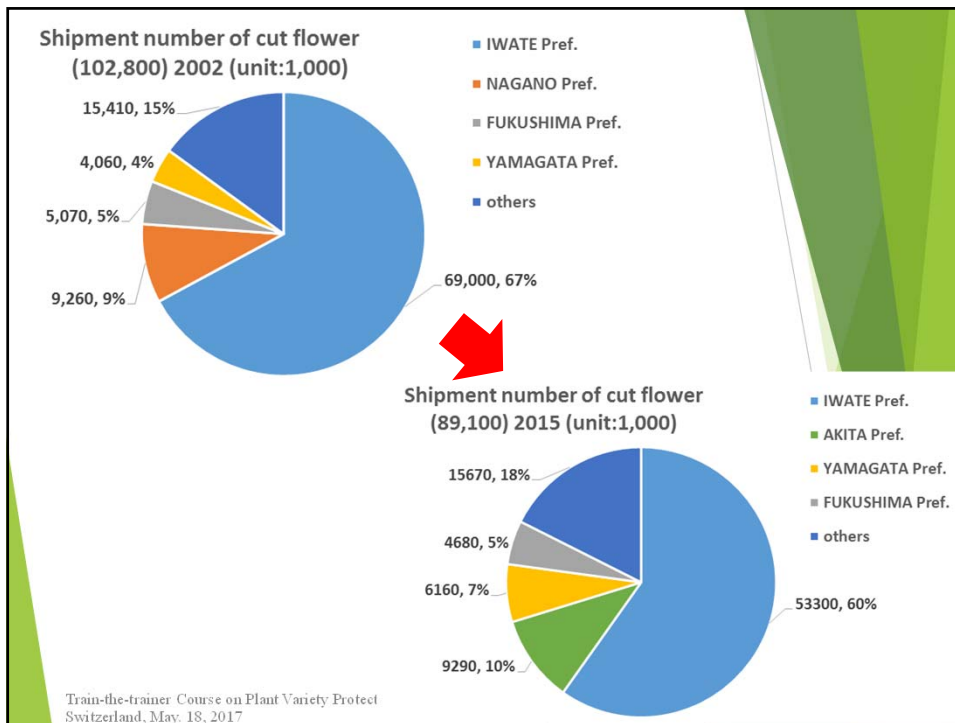
➤ Registered Trade Mark “Ashiro Rindo” JP, CN, EU, NZ, US

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10







2. Rice Variety “Tsuyahime” Yamagata Prefecture

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Background of development “Tsuyahime”

<Challenge>

- Agricultural downturn in Yamagata Prefecture (Aging of farmers, competition between production areas)
- Low recognition of Yamagata prefecture as a rice production area
- Yamagata Prefecture's main rice cultivar "Haenuki" is for business use



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Background of development “Tsuyahime”

<Target>

- ✓ Development of brand rice representative of Japan
- ✓ Promotion of Yamagata prefecture agriculture and regional revitalization utilizing rice varieties



History of Development of “Tsuyahime”

- 1998~ Crossing, selecting
- 2007 Establish Branding strategy committee
- 2008 Establish Headquarters for Branding Strategy Implementation, Public offering of variety denomination
- 2009 Apply for Plant Breeders Right
- 2010 Full-scale planting, sales start
Trademark registration of package design
- 2011 Granting Plant Breeders Right



Production strategy of “Tsuyahime” (1)

Contents different from breeding cultivars so far

- Cultivation area is limited to suitable cultivation
- Cultivation method is limited to organic cultivation and special cultivation
 - Organic cultivation : Cultivation without using pesticides and chemical fertilizers
 - Special cultivation : Cultivation with reducing use of chemical synthetic pesticides, chemical fertilizers



Production strategy of “Tsuyahime” (2)

Contents different from breeding cultivars so far

- Growers are limited to certified farmers
- Set shipping standard
 - brown rice crude protein content of 6.4% or less
- License promptly to outside the prefecture



Build brand promotion structure for “Tsuyahime” (1)

Formulated a strategy to provide high quality, good taste and safe brand rice to consumers, hotels, restaurants, etc. through collaboration among related organizations in the prefecture



Build brand promotion structure for “Tsuyahime” (2)

“Tsuyahime” Branding strategy committee (2007,7)

- Formulation of branding strategy
- Advise on strategy implementation · Progress management · Evaluation verification



“Tsuyahime” Headquarters for Branding Strategy Implementation (2008,2)

- Formulation of action plan
- Formulation and implementation of business plan



“Tsuyahime” Promotion and advertising activity (1)

- Implementation of TV commercials, newspaper advertisements, etc.
- Introduction on nationwide TV / radio programs
- Introduction in magazines etc.
- PR at sports events etc.



“Tsuyahime” Promotion and advertising activity (2)

- Setting up cooperating shops inside and outside the prefecture
- PR by “Tsuyahime Lady” at events etc.
- Storefront tasting campaign
- Execution of top sales by governor



Evaluation and assignment of "Tsuyahime" (1)

- Secure price position equal to or better than Niigata Koshihikari
- Certain repeaters tend to increase, Awareness rises, but it is still insufficient.
- Nationwide evaluation as luxury brand rice is still inadequate.



Evaluation and assignment of "Tsuyahime" (2)

- In the short term, the cultivation area and distribution volume increase about 3 times
 - cultivation area 2,500ha(2010) → 8,807ha(2016)
 - growers 2,520人(2010) → 5,320人(2016)
 - distribution inspection amount 12,267t(2010) → 35,949t(2016)



Evaluation and assignment of "Tsuyahime" (3)

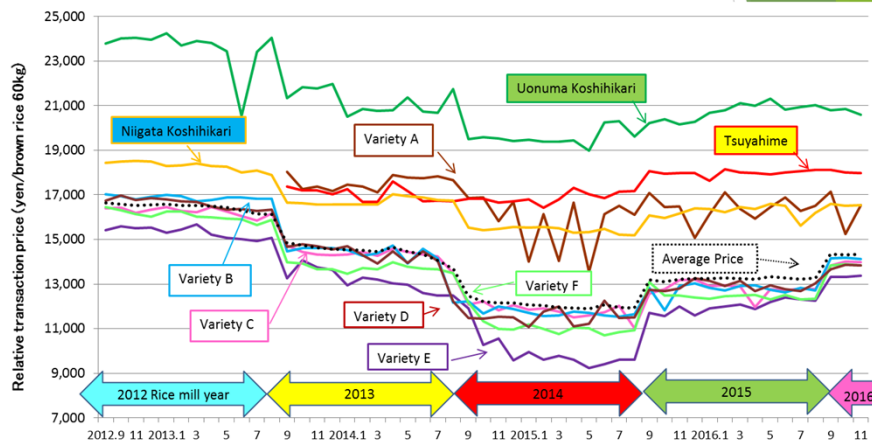
- ✓ In order to establish a price position and raise awareness until it is nominated from consumers, it is necessary that Prefecture continues to undertake branding.



	PBR	Denomination	Breeder	Date of registration	Share (%)
Top 20 Cultivars of Rice (1,505,000 ha (2015)) There are 17 registered varieties in top 20 cultivars of rice. ◎ registered ○ invalid registered ※ unregistered but include registered back cross variety	1	※ Koshihikari	National Institute	-	36.1
	2	○ Hitomebore	Miyagi Pref.	1992/2/29	9.7
	3	○ Hinohikari	Miyazaki Pref.	1990/8/4	9
	4	- Akitakomachi	Akita Pref.	-	7.2
	5	◎ Nanatsuboshi	Hokkaido Pref.	2004/11/8	3.4
	6	○ Haenuki	Yamagata Pref.	1993/1/18	2.8
	7	○ Kinuhikari	National Institute	1989/9/19	2.7
	8	◎ Masshigura	Aomori Pref.	2009/7/31	1.9
	9	◎ Asahino yume	Aichi Pref.	2000/3/30	1.6
	10	◎ Koshiibuki	Niigata Pref.	2003/8/19	1.5
	11	◎ Yumepirika	Hokkaido Pref.	2011/3/15	1.4
	12	◎ Kinumusume	National Institute	2008/3/17	1.1
	13	◎ Tsugaruroman	Aomori Pref.	2000/9/5	1
	14	○ Yumetsukushi	Fukuoka Pref.	1995/3/23	1
	15	○ Kirara 397	Hokkaido Pref.	1990/4/3	0.9
	16	○ Aichinokaori	Aichi Pref.	1988/12/13	0.9
	17	◎ Tsuyahime	Yamagata Pref.	2011/8/9	0.8
	18	◎ Sainokagayaki	Saitama Pref.	2005/2/7	0.6
	19	※ Hatsushimo	Gifu Pref.	-	0.6
	20	◎ Chiba 28 go (Fusakogane)	Chiba Pref.	2007/3/2	0.6
				total	84.8

Trend in sales price of "Tsuyahime"

When the rice price declined, the rate of decline of Tsuyahime was smaller than that of other varieties



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Infringement proceedings

- In Apr. 2012, a worker of Yamagata prefecture found that seeds of Tsuyahime had been sold through a webpage of an individual and informed Yamagata Prefectural Police Department (YPPD) of the fact.
- After investigation, it became obvious that the suspect had germinated commercially-available brown rice of Tsuyahime and harvested its seeds, and sold them to three persons through the webpage from Nov. 2011 to Feb. 2012.
- In July 2012, YPPD arrested the suspect on suspicion of violating the PVP and Seed Act.
- In Oct. 2012, the Yamagata District Court gave a sentence of one and half years' imprisonment with a three years' stay of execution, and a fine of 500,000 yen (the prosecution's demands: one and half years' imprisonment and a fine of 500,000 yen)

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Thank you for your attention