

UPOV TRAIN-THE-TRAINER COURSE

PLANT VARIETY PROTECTION UNDER THE UPOV CONVENTION

Day 4

The role of plant variety protection
in supporting the development of agriculture

Session 2

Adding value for agriculture

“Perspective of an international breeding company”

John H. Duesing

Senior Research Director, IP Asset Protection
DuPont Pioneer



1

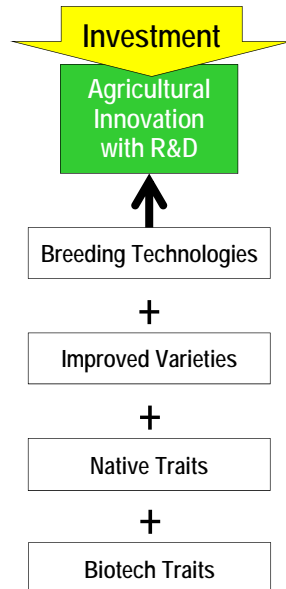
Global Plant Science Industry

- ❑ One of the world's top 4 R&D intensive industries with 7.5% of sales invested in R&D.
- ❑ Investments
 - to evaluate diverse germplasm
 - to deploy novel breeding technologies
 - to breed new varieties
 - to develop biotech traits



2

Investment Drives Ag R&D Innovation



Time and Cost for New Variety Development

Corn Hybrid

- average – 13 years and US \$23million
(*cost for inbred and hybrid development*)

Soy Variety

- average – 7 years and US \$2 million

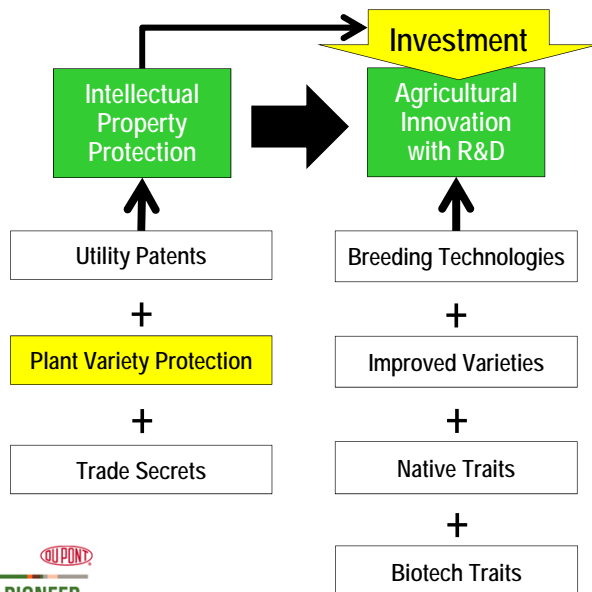
Breeding Technologies

- ❑ Molecular marker systems to accelerate breeding.
- ❑ Characterizing diverse germplasm populations.
- ❑ High volume inbred line development.
- ❑ Improved precision planting technologies.
- ❑ High-throughput field performance evaluation.



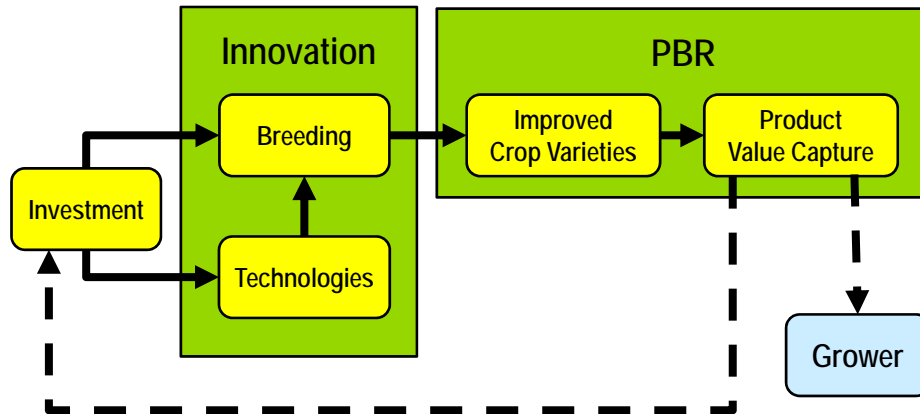
5

IP Rights Stimulate Investment & Innovation



6

Investment, Innovation and Value



PVP is essential to protect agricultural innovation and stimulate investment in R&D.



7

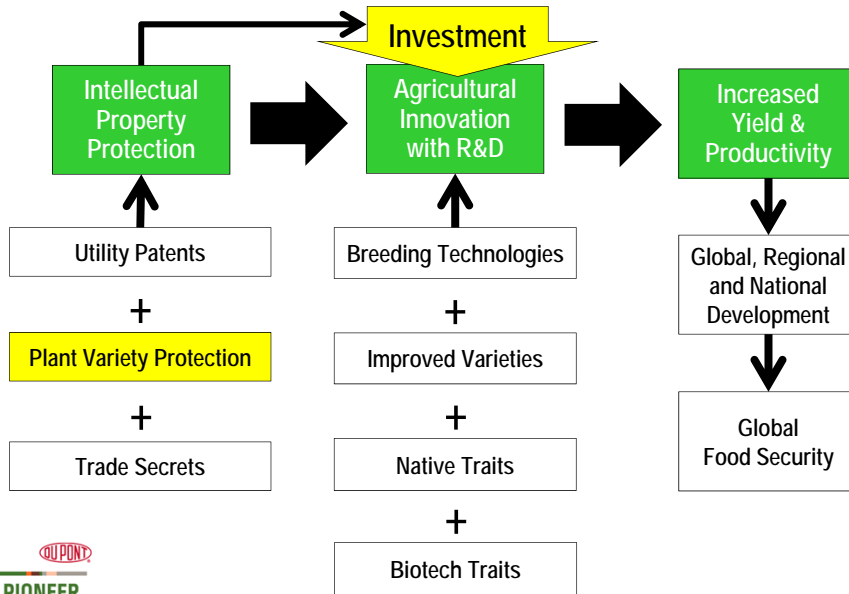
Importance of PBR

- ❑ Secures the formal seed sector and best products.
- ❑ Rewards commitment to breeding investment.
- ❑ Promotes introduction of improved genetics.
- ❑ Ensures livelihood of farmers and rural economies.
- ❑ Stimulates agricultural productivity.



8

PBR Contributes to Global Food Security



9

Thank you for your attention!

Questions?

10