

The Perspective of a Farmer- breeder

BY

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The Perspective of a Farmer-breeder



WHAT I DO

HOW PVP WORKS FOR US

WHY AM I WORRIED?

Farmer.....

Grasseed



Wheat



Sugar Beets



Onions



Seedpotatoes



Breeder



Breeder



Breeder





A WORLD LEADER IN THE MARKETING OF SEEDPOTATOES

18.000 TRUCK LOADS EXPORTED TO 70 COUNTRIES



Growers

800



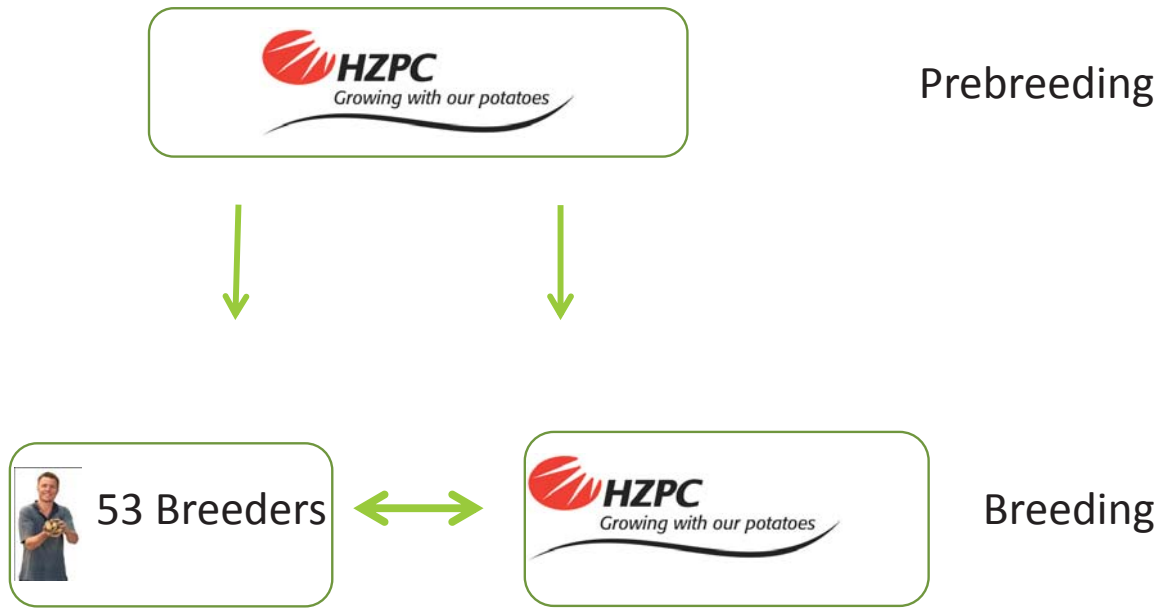
Employees

300

Breeders

55





70% of varieties

ARE PRODUCED BY FARMER BREEDERS

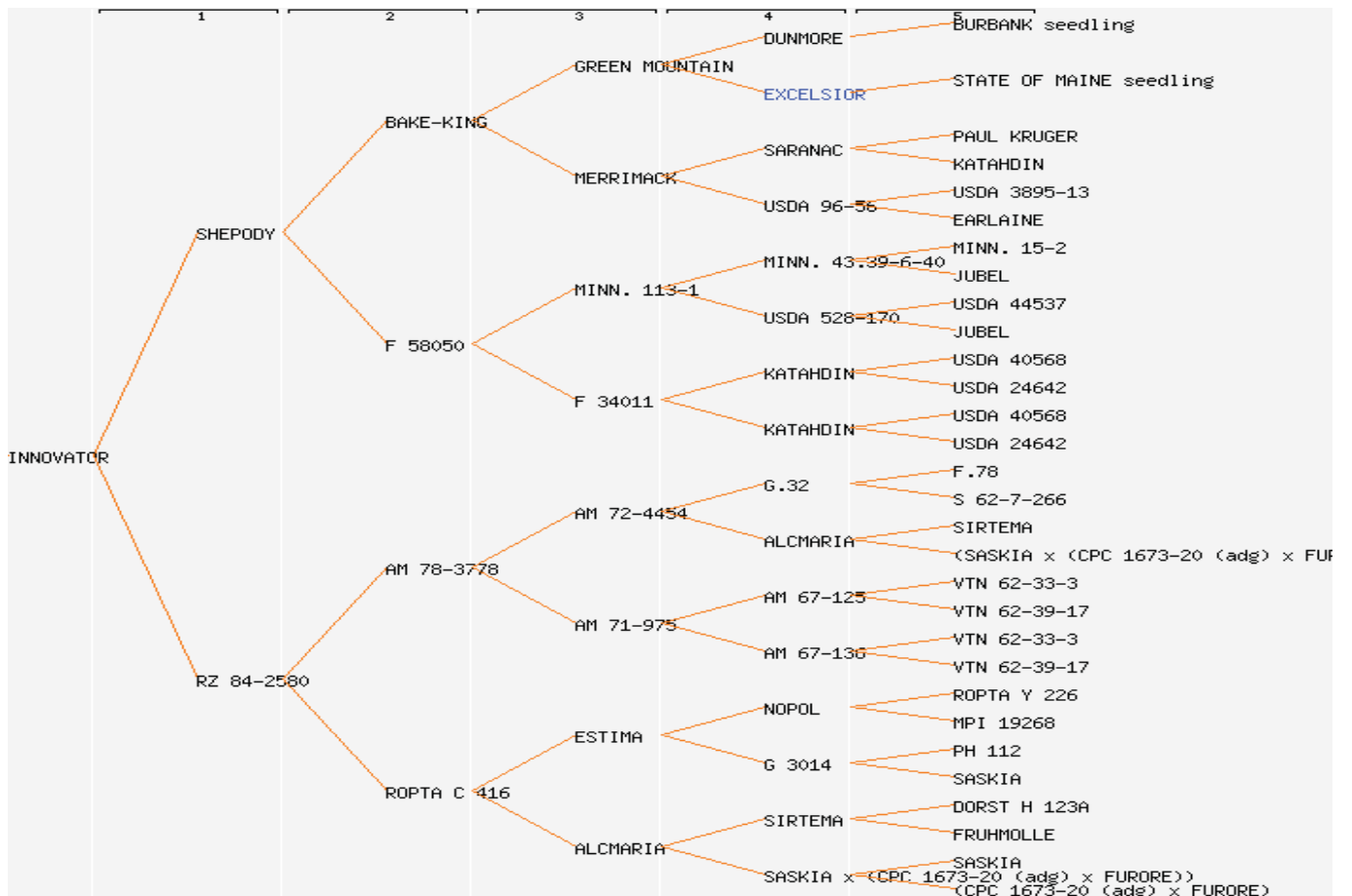
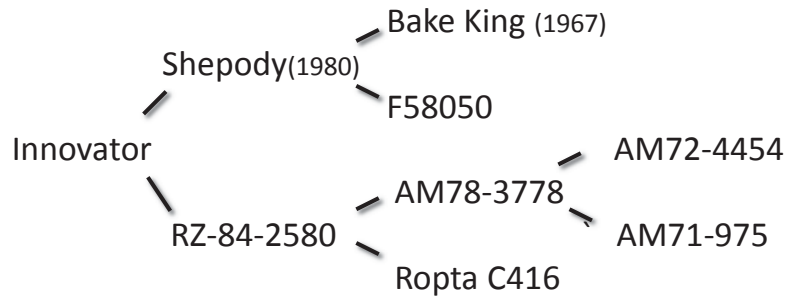
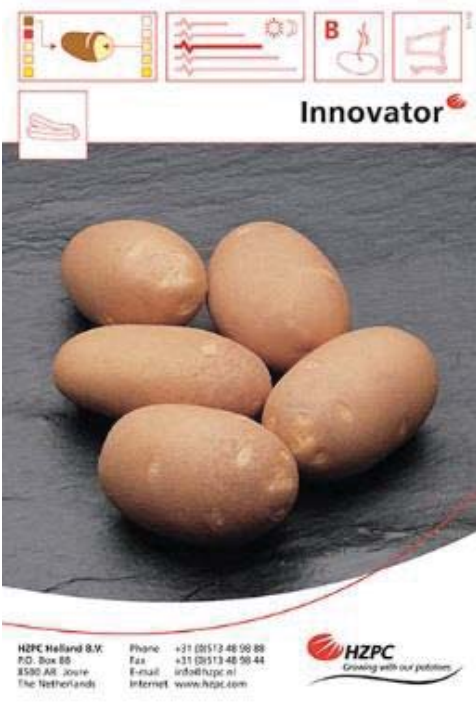
Breeding & PVP

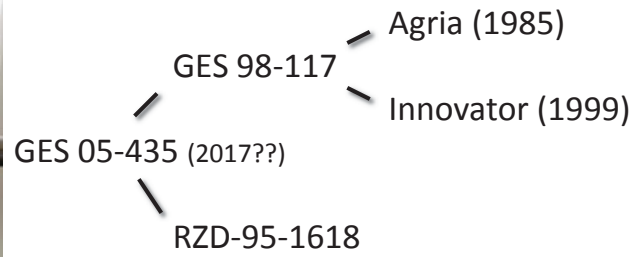
AN EXAMPLE: VAR. "INNOVATOR" (1999)

FIRST POTATO CYST NEMATODE RESISTANT VARIETY

Potato Cyst Nematode







PVP

Breeders exemption

Natural Timeslot about 8-10 years

“Me too” variety

Maximum innovation for growers and breeders

Problem:

WHO FINANCES PRE-BREEDING?



Patents

THE GAME MONOPOLY



THAT AWKWARD PART IN MONOPOLY



**when the board is lined with so many hotels
that going to jail becomes a good thing**

Solution ?

A sustainable world means
working together to
create prosperity for all.



**“Simplicity
is the
ultimate
sophistication.”**

— Leonardo da Vinci