Session 1: Measures for the effective enforcement of breeders’ rights: key challenges

b) Experiences of breeders’ enforcing their rights

Private seed company

Wednesday, September 7, 2016
Mikado Kyowa Seed Co., Ltd.
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Introduction II

Surplus + Food Supply → PVP

Agenda

Business Introduction
Social Welfare Discussion
Why
What
How
Pros & Cons
Summary
No border,
Conclusion
Understanding
Enforcement
Discussion I: Why Private Sector Need PVP?

(1) Research Oriented Business need to be covered its investment by long time protection.

Short = Low
Long = High
Discussion I : Why private sector need PVP?
(2) It is easy to copy plant variety without plant variety protection.

(3) In order to generate the cost of plant development, we need to protect variety from the infringement.
Coffee Break?
Let talking about what happen in the market!!
(2 sample cases)

Case 1
Strawberry Varieties Case in another country
Case 2
Tomato Seedling in Aichi, Japan

Illegal Multiplication

Creation of vegetative variety

Discussion II : What is the agenda for the implementation of PVP in the region.

Understandings
- Sustainability & Cost
- Long time investment

Production, Research & Breeding
- Actual Practice to know the reality
- Quality means

Legal structure
- Study UPOV and Implement UPOV
- Further education and implementation
Discussion III: How could we develop PVP in the region

- Legal
  - Study UPOV
  - Implement UPOV

- Understanding
  - Increase Breeders
  - Promote Farmers

Summary I: Pros & Cons

Pros:
1. Higher Productivity
2. Lower the risk
3. Overseas Investment

Cons:
1. Higher Price
2. Continue the risk
3. Slower Private Sector development
Summary II: No border, No country?

Conclusion I: Understanding & Enforcement

RESULT Oriented
- Enforcement
- Promotion
- Education & Information

COST Oriented
- Investigation & Legal action
- Event & TV Program
- Text book & Radio Program etc.
Thank you for your attention.

It will take long process for gaining the understandings from the farmers. On the other hand, you could set up the write legal structure on this subject. Start faster in legal structure under UPOV convention and continue your effort to gain understandings.