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I'm Jenn James and I'm the intellectual property manager for Grasslanz Seed Technology Limited in New Zealand.

Ok, so for the breeders I think it's, it's quite valuable they give them more confidence that they're gonna recoup whatever the cost of the labour, whatever they'll put into developing the new varieties so, and also a recognition of the work that they have done, that's what plant variety rights can offer. Then you've people like us, the people in the middle. We can protect particular varieties: that enables us to license out sort of exclusive rights if that's the case, with some sort of protection on that variety so PVR enables this to happen so we keep the research and development for the breeders, take it through. We license it to seed companies who commercialize it, they market it and sell it and the royalties we get from the seeds sold we can put back into the research so it completes that cycle.