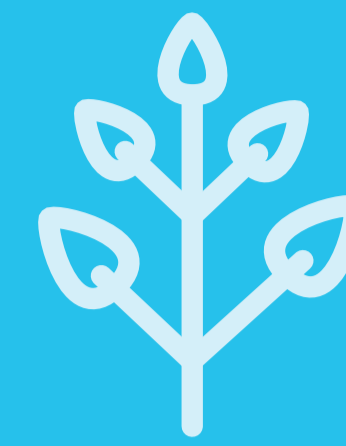


Plant Variety Rights

Plant variety rights (PVR) owners often earn royalties from licencing others to produce and sell propagating material from their protected varieties.



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PLANT VARIETY RIGHTS ARE GRANTED IN THE PVR REGISTER

Plant varieties in production

Protected varieties, or cultivars, are used in **pastoral farming, arable farming, vegetable production, fruit growing and ornamental, or gardening industries.** Collectively these activities contribute to a significant element of the NZ economy.

Pasture varieties are a critical component of both the dairy industry and the meat and wool industry, contributing to the combined export value of \$28 billion*. Arable exports are valued at \$236 million for the 2019 season, with clover and ryegrass seeds, a number being protected varieties, contributing a combined \$80 million in value. New Zealand is a world leader in grass endophyte variety development.

* Situation and Outlook for Primary Industries report for September 2019, Ministry for Primary Industries

Protected varieties of kiwifruit contribute to the forecasted revenue of \$2.53 billion* for the 2019/20 season. Gold varieties, the majority of which are protected, have now overtaken green varieties in volume of fruit production. Protected varieties also contribute significantly to the \$800 million export apple and pear industry. Unprotected varieties exported to Europe have dropped in value where newer, protected varieties are holding their value, particularly in Asia.

* Situation and Outlook for Primary Industries report for September 2019, Ministry for Primary Industries

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PVR APPLICATIONS WERE LODGED IN 2018/2019

What are the requirements for registering a distinctive variety / cultivar?

A grant of plant variety rights requires that the variety be new, have an acceptable denomination (variety name) and be morphologically or physiologically distinct from all other varieties, sufficiently uniform and stable through reproduction. The determination of Distinctness, Uniformity and Stability is carried out in a growing trial, usually in New Zealand.

The time period between application and granted rights is dependent on the plant species and on average takes two years but can be up to five years or longer.

Trial Period

