



FLEUROSELECT EXTENDS SCOPE OF ACTIVITIES

OPTIMAL PROTECTION AT MINIMAL COST

Fleuroselect is continuously searching for ways to meet the industry's need for better and more effective protection of their ornamental varieties. The latest development in this process is the Board's approval of plans to set up a register of legally protected varieties. Planning is for 2004.

Fleuroselect will collate and publish all registered varieties among members. The registered varieties would then be protected under the Fleuroselect codes of conduct for members and be subject to the **same conditions as Fleuroselect Novelties**. The codes of conduct will apply to all ornamentals and not just seeds and rules will apply to all registered varieties that have legal protection in any part of the world. This register will add value to the Fleuroselect protection system. **Registration is open to all members.**

Like in Novelty Protection, members may not reproduced registered varieties without explicit authorisation from their breeders. Furthermore, members may not market illegally propagated varieties and may only make purchases directly from the breeder and those authorised by the breeder. Finally, members from all over the world will watch over each other's varieties in the market place and inform the secretary of any violations they notice or suspect.

The need for a register of legally protected varieties is apparent. Currently, breeders go through considerable trouble and expense to acquire and enforce legal protection for their innovations. E.g. examination fees for Community Plant Variety Rights was raised to EUR 1000 - 1200 per variety per year as per 1st April 2003. Yet, this protection is always restricted to certain geographical areas.

Fleuroselect's register will offer additional protection for legally protected varieties at the rate of EUR 50 per variety per year. This service is of particular interest to members having **vegetative varieties** that are not yet covered under the Fleuroselect Novelty Protection.

NOVELTY PROTECTION EXTENDED

In addition to the above, the Fleuroselect Board of Directors, recognising the impact of the Fleuroselect Novelty Protection system, has **extended the maximum length of Fleuroselect Novelty Protection from 20 to 25 years**. This is also equivalent to the maximum period for legal PBR protection.

Increased investment in research and development and the high costs of marketing new varieties mean that breeders are looking to reap benefits from their varieties over a longer period of time. Extended variety protection fits their strategy and Fleuroselect Novelty protection remains the most cost-effective form of protection.

FLEUROSELECT PACK TRIALS

Pack Trials have evolved into a very important and effective marketing tool for new developments in the ornamental industry. The character of the Pack Trials has changed from being a mere side by side comparison of species to being a **showcase** for individual breeders. Breeders are able to expose **current and upcoming innovations**, as well as cultivars that are already established in the market, to professional horticulturists from around the world.

In recent years, trials have grown and diversified. The trial holders focus on drawing the attention of the **professional trade press** as well as consumer editors and local media. Other groups targeted include growers, wholesale distributors and other industry professionals. Many decisions by brokers, growers and retailers are made because of what they see at the Pack Trials. The **increasing number of visitors** each year proves that trials are becoming increasingly popular and the influence of the trials goes on long after the event is over.

Fleuroselect is once again pleased to invite you to visit its **European Pack Trials** held at member companies across the continent. A **list of the 2003 pack trial grounds** is attached for your information. Field notation booklets featuring all entries are available from the secretariat upon request.