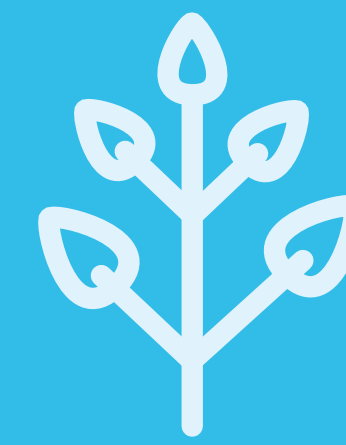


Plant Variety Rights

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



1,295

VARIETIES UNDER GRANT
AS OF 30 JUNE 2020

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.

Apple and pear export revenue reached \$870 million for the year ended December 2019 (an increase of 12.3 percent), driven equally by increased export production and prices.

* Situation and Outlook for Primary Industries report for March 2020, Ministry for Primary Industries

Following a favourable growing season, early harvested cereal, oil seed and ryegrass crops have generally had good yields and quality.

* Situation and Outlook for Primary Industries report for March 2020, Ministry for Primary Industries

Provisional data from Stats NZ reflects [a] strong start to the season for apple and kiwifruit exporters, with revenue up \$274 million (18 percent) on last year since the start of March. An early start to the kiwifruit season with increased production of the earlier gold variety has been the main contributor to the increase.

* Economic Update for the Primary Industries report for June 2020, Ministry for Primary Industries

87 NEW PVR APPLICATIONS WERE FILED IN 2019/2020

347 VARIETIES ARE UNDER TEST AS OF 30 JUNE 2020

What are the requirements for protecting 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.

Ongoing PVR trials

