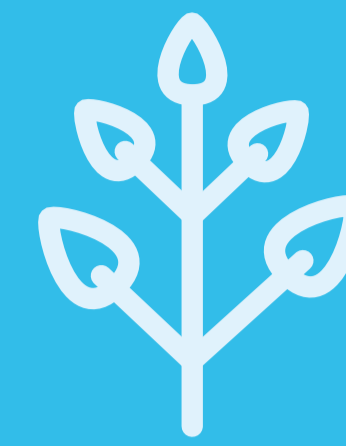


Plant Variety Rights

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 an important part of dairy and meat industries. Ryegrass contributes \$14.6B in added value to the economy, clover contributes \$2.4B*. New Zealand is a world leader in grass endophyte variety development.

* How Valuable is that Plant Species? NZIER report to the Ministry of Primary Industries July 2015

Kiwifruit contributes \$837 million to GDP in New Zealand.* Registered yellow or gold kiwifruit varieties returned over \$70,000 per hectare of vines in 2015/16.*² 49 million trays of New Zealand bred, protected yellow varieties are packed annually. These account for approximately 65% of the global market in yellow flesh kiwifruit.

* How Valuable is that Plant Species? NZIER report to the Ministry of Primary Industries July 2015 *²Zespri Annual Report 2015/16

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PVR APPLICATIONS WERE LODGED IN 2015/2016

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

