



New PVR trademark launched to promote plant breeding and seed innovation

A new information campaign to highlight the critical role of plant breeding innovation and quality seed moved a step closer this week as participating seed companies and plant breeders unveiled the new EU-registered PVR trademark for the first time at the LAMMA event in Lincolnshire.

Initiated jointly by BSPB and AIC on behalf of the UK plant breeding and seeds sector, the campaign will focus on the importance of Plant Variety Rights (PVR) as a unique form of intellectual property to protect, stimulate and reward progress in crop improvement.



The PVR trademark will soon start appearing across the seed industry on seed bags, stationery, invoices, websites, variety boards and marketing material. Supporting information about Plant Variety Rights, plant breeding and seed production will be provided through a dedicated campaign website and literature, as part of a wider drive to highlight the vital contribution of our plant breeding and seeds sector.

BSPB chief executive Dr Penny Maplestone said:

“Access to genetic innovation, delivered to the market through high-performing varieties and quality seed, is the foundation for successful crop production. Faced with the global challenges of food security, climate change and sustainable development, recent reports from Foresight and the Royal Society have highlighted the urgent need for continued progress in crop genetic improvement as the single

most important factor in improving the yield, climate resilience and production efficiency of our major food crops.”

“The PVR campaign will highlight the critical role of IP protection in supporting a dedicated process of investment, innovation and independent evaluation within the plant breeding and seeds sector, and the enormous benefits this brings to farmers, food producers and their customers.”

AIC Seed Sector chairman Paul Taylor said:

“Companies and organisations licensed to use the trademark are demonstrating their commitment to providing the best product, backed by science and delivered to the market through proven testing procedures. Users of the trademark are investors in R&D, committed to supplying high quality, innovative products to their customers.”

“The PVR trademark will serve as a prominent reminder of the research, innovation and independent evaluation behind each new variety and bag of purchased seed, and the need for continued investment in plant breeding to support a competitive farming industry and a dynamic value chain.”

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