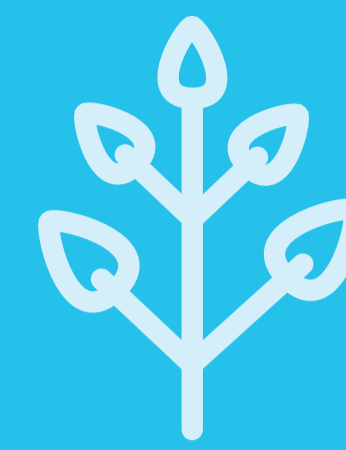


# Plant Variety Rights

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



# 1,289

VARIETIES UNDER GRANT  
AS OF 30 JUNE 2021

## Plant varieties in production

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

New Zealand's apple exports have diversified to include new apple varieties better aligned with market and consumer preferences. Over 50 percent of the apple planted area is in Intellectual Property protected varieties. Apple and pear export revenue reached \$916 million for the year ended December 2020 (an increase of 5.2 percent).

Despite shipping issues, market conditions look positive for 2021, with expectations of a similar export prices, high-value varieties in the 2021 export crop; reduced apple stocks in the US, but higher stocks in Europe; a lower New Zealand apple and pear crop; and a higher NZD against the USD compared with the previous year.

\* Situation and Outlook for Primary Industries report for June 2021, Ministry for Primary Industries

Kiwifruit export revenue rose to \$2.7 billion for the year ending March 2021. This is the third consecutive year of export revenue growth, driven by higher year-on-year yields and increasing planted area for the higher priced Gold3 variety (Zesy002). Consumer demand for kiwifruit has remained strong in major export markets despite COVID-19 impacts, resulting in a 6.3 percent price rise over the previous year.

\* Situation and Outlook for Primary Industries report for June 2021, Ministry for Primary Industries

# 116

NEW PVR APPLICATIONS  
WERE FILED IN  
2020/2021

# 362

VARIETIES ARE  
UNDER TEST AS  
OF 30 JUNE 2021

## 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

