

Why apply for plant variety rights?

Applying for Plant Variety Rights (or PVRs) is one way to commercially protect the efforts of a plant breeder and many businesses dependent on the development of new plant varieties file for plant variety rights in New Zealand and overseas.

Once these rights are granted, the breeder has the exclusive right to:

1. Produce for sale any reproductive material of that variety;
2. Sell any reproductive material;
3. Propagate the variety for commercial production of produce: or
4. Authorise anyone to do any of the above.