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December 11, 2009

FOR IMMEDIATE RELEASE

Most-Effective Monitoring Program™ Finds Illegal Propagation

Tens of thousands of New Guinea impatiens cuttings which had been propagated without permission were discovered earlier this year by COPF in Canada. The Most-Effective Monitoring Program™, started by COPF in 2007, does monitoring visits to growers within a specific time frame based on the shipping date and plant format. Several Canadian growers were fined for illegal propagation, including one Ontario grower who had 70,000 “extra” cuttings.

The result is that this grower has stopped the illegal propagation and placed a significant cutting order with a participating breeding company for this season. The value of the order is higher than the cost to the breeder for two years of the monitoring program.

“The goal of this program is to ensure a level playing field. We believe this is how our industry will develop strong and equitable market prices. When you play the right way, it’s a win-win all around,” says COPF President, Philip Thompson.

Greenhouse growers are reminded that many annuals are not allowed to be propagated without permission, even sticking tip cuttings. The best way to keep informed on what you can and cannot propagate is to be a member of COPF® in Canada or Plant Watch® in the US. For as little as \$25 per year you can be well informed and avoid fines for illegal cuttings.

COPF, established in 1964, is a non-profit organization with the mission “To provide effective solutions in the management of propagation rights to growers and breeders for the benefit of the horticulture industry.” To find out more about the Most-Effective Monitoring Program™, go to www.copf.org, and click on “News”.

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