

## **Successful Stroke Against Illegal Flower Trade**

With a surprise confiscation action at Amsterdam Airport in Holland late in 2007, German rose breeder Kordes, in co-operation with the Dutch customs authorities, defended their Plant Breeders' Rights (PBR). 20.000 flowers of the rose varieties Pascha® and Duett® were confiscated. They had been produced by an Ethiopian grower who planned to sell them illegally in the European Union. By this action Kordes has also hindered sales of illegal flowers valued at approximately €20,000 which would have caused significant competitive disadvantages.

## **More of the Same During Valentines' Week**

In early February, 15 leading cut-rose breeding companies from all over the world, with the co-operation of Customs authorities in six member countries of the European Community, determined whether imported cut-roses infringed the intellectual property rights of these breeders.

The purpose was to give a strong message both to infringers and their licensees and traders, exporters and importers of cut-roses, that infringement of Plant Breeders' Rights will not be tolerated anymore and that those not following the rules will have consequences.

During the 8 days of the action, the Customs authorities suspended the free release of dozens of shipments. After detailed checks by the breeders, some 20 shipments have been confiscated. All in all ten thousand cut roses from unauthorised sources have been found. Breeders have made the point that they have effective means at hand to enforce their intellectual property rights.

The action was co-ordinated by CIOPORA, the International Association of Breeders of Asexually Reproduced Ornamental and Fruit Varieties, which represents its members in Intellectual Property matters on international and national level.