

## **Protecting New Plant Varieties** **the Plant Watch® - COPF® New Plant Incubator™**

Plant Watch® - COPF® announces the creation of a novel approach to protecting new genetics before they're released in the market . . . the **New Plant Incubator™**.

The **New Plant Incubator™** creates a safe harbor for plant inventors to evaluate and get feedback on new genetics. The interest in new varieties is tremendous and plant breeders have asked Plant Watch® - COPF® to develop a process that protects new inventions & allows breeders time to arrange secure & successful new plant introduction.

Services of the New Plant Incubator™ include:

<b>Provide a list &amp; description of comparison varieties</b>
<b>Arrange test plot &amp; 1 opinion</b>
<b>Arrange test at university evaluation plot</b>
<b>Arrange evaluation by industry/research committee &amp; provide results</b>
<b>Arrange evaluation with opinion-makers &amp; provide results</b>
<b>Provide sample trialing license</b>
<b>Develop grower license</b>
<b>License growers</b>

Many growers comment on plants being rushed to market and introduced with inadequate testing. Plant originators and breeders often report feeling forced to sign exclusive distribution agreements before they feel confident about the true value of the new introduction.

Plant Watch® - COPF® offers an à la carte set of services to provide breeders with a protected environment to evaluate their products without requiring a commitment to any individual branding program. Once the independent evaluation is completed, plant originators and breeders can then negotiate with branding programs from a position of strength.

See more on our website: [www.copf.org/about.asp](http://www.copf.org/about.asp) or contact Peggy Walsh Craig, Managing Director at 1-800-265-1629 or [peggy@copf.org](mailto:peggy@copf.org).