

The Most Effective Monitoring™ Program

It is a problem that growers receiving non-licensed off-shore-produced cuttings sometimes take unauthorized cuttings. Most growers are aware they are not allowed to propagate these lines, but some are not. Stemming this unauthorized propagation at a reasonable cost while maintaining agreeable customer relations is the challenge.

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. COPF has invested tens of thousands of dollars in custom computer programming so that during the height of the season we can generate timed monitoring visit reports which include all of the most recent shipping information. Significant breeding companies such as Syngenta Flowers and Ecke Geraniums participate in this program.



Hundreds of thousands of illegal cuttings of New Guinea impatiens and calibrachoa have been discovered and growers fined through **The Most Effective Monitoring™ Program**. Last year, **10%** of all growers receiving shipments were found to be infringing the breeders' varieties.

The result is that growers who are found to be propagating without permission usually place a cutting order with a participating breeding company for the following season. Sometimes the value of one order is higher than the cost to the breeder for the monitoring program for a whole year, in our experience.

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 we can help you avoid fines for illegal cuttings.