PBR Management & Control

1. How to select varieties
2. Authorize to the grower
3. How to monitor the contract
4. How to handle the infringement case
5. Infringement case in the past
6. PBR by Semilite

4th December, 2013

SemiLITE

1. How to select varieties

Visit breeder's show case	Pre selection by Semilite
Test at our key grower's greenhouse	Checking growing character at local climate
Select variety for commercial sales	Collect feedback from grower, auctioneer, wholesaler and florist to check market trend
Commercial sales	PBR application and marketing

1. How to select varieties

2. Authorize to the grower

1) Cut Rose

- Make a contract based on actual planting number.
- We count plant numbers after planting.

2) Cut Chrysanthemum and pot plant

A) Cuttings

- The cuttings are provided by the breeder or local propagator.
- We charged the royalty to the actual cutting sales.

B) Self propagation

- We authorized the grower who produce certain amount.
- The grower maintain own mother stock.
- We count actual production numbers by every production.

3. How to monitor the contract

1) Market search

- Visit auction and wholesale market to check producer.

2) Grower visit

- Collect other grower's information from our contract grower.
- Regularly visit other grower.

4. How to handle the infringement case

1) Illegal propagation : Order to up root(Destroy)

- Some case we did bring illegal growers to the law suit for protect our legal growers.
- We collect the proof of production and sales. Then We ordered up root(destroy) by contents-certified mail. If they don't do it, we bring to the law suit as a criminal.

2) Over production after contract

- We persuade to pay royalty.

5. Infringement case in the past

1) Cut rose

- We ordered to up root however, they rejected. So we bring to the law suit as a criminal case. They got order to destroy from court. After we won the case, we did bring a civil action to pay royalty for their illegal production.

2) Cut Chrysanthemum

- It has short growing period than cut rose.
- Therefore, we bring to the law suit as a criminal case immediately.

6. PBR by Semilite

1) Beginning

- It was 2001 when flower variety protection is started in Korea.
- At the beginning it was not easy to recognize about the royalty to the Korean grower.
- Until now we have strong policy to against illegal propagation.
- By this experience, we know how to control cut rose royalty and induce illegal grower to our contract grower.

2) Drive to right direction

- Because our strong policy, it was difficult to increase market share, but now we have many key growers who have good facility and growing skill.
- As a result of good reputation, it is just started to get good reputation from the grower and market now.

3) Semilite as a reliable agent in Korea

- Big growers who have good facility and big area want planting Semilite's variety because they trust the variety introduced by Semilite.
- They know we select variety very carefully and control the market to the right way for long term view.
- To support this activity, we improve our organization to share same goal and running together with our staffs and breeders+