

Royalties

Income for the breeder is derived directly from plant royalties, the exact total of which will be negotiated with the breeder depending on the variety and its merits in the marketplace.

PMA places the royalty on the plant label. All PBR protected plants are required to be sold with a label displaying the PBR logo – it is a breach of the law for plants to be sold without this. The label company collects the royalties on behalf of PMA and forwards the total sales every six months. Therefore we provide our breeders with two royalty returns each year. Along with the royalty payments we also provide updated notes on the progress of each plant, future directions and other relevant breeder information.

International royalties are monitored on our behalf by our international partners, who have regular access to growers' records and frequently monitor sales. International agents police unlicensed sales and the promotional activities of growers in their territories. PMA staff travel frequently to meet overseas growers and agents to be sure that our breeders are receiving maximum revenue.

Cost of Services

PMA usually absorbs the costs of intellectual property protection by means of royalties in advance. This means that PMA will cover the upfront costs and that these will only be deducted from royalties once the plant is earning income.

There are significant costs associated with shipping of material to international agents and growers. These include quarantine fees, inspection services, and shipping and handling charges. In these instances, PMA generally absorbs the costs of transport, however requests that the breeder supply the material at no charge to PMA. This is the only outlay a new breeder can expect to incur.

Advertising and Marketing

PMA provides smooth and notable introductions of new plant to consumers and encourages the establishment of long term product recognition through 'branding' to ensure lengthy commercial success. PMA's team includes a graphic design department who specialise in horticultural marketing. Our staff customise strategies for individual plants including labels, fact sheets, promotional literature, point-of-sale signage and internet advertising. PMA has created strong links with the horticultural media. PMA varieties are consistently featured in national magazines and newspapers, on popular television programs and industry publications. PMA regularly displays at key industry events and expos with Australia and overseas.

Visit the PMA website for comprehensive information on our varieties, as well as advice for breeders and growers.

Resources available on www.pma.com.au:



Labels



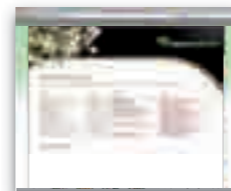
Fact sheets



High resolution images



Media Room



Locate a plant



Sales support



YOUR PLANT

Licensing · Marketing · Distribution

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PMA is a leading plant licensing, marketing and distribution company.

We represent the needs of plant breeders worldwide, managing the protection and introduction of new plant varieties across the globe.

We manage the entire process from initiating intellectual property protection, securing Plant Breeders Rights (PBR), establishing grower networks, the distribution and production of greenlife and all marketing and advertising requirements.

Product Appraisal

Will my new variety be successful?

Any new plant must offer advantages over other existing varieties available. Consider the distinguishing features of your new variety- does it have a new colour break, improved habit, season of interest or improved disease resistance? What is its suitability for production? Does it transport well? How does it perform in different climatic zones?

PMA offers a no-obligation, confidential assessment of your plants potential. This is based on the information you provide on our New Variety Form and associated images. This evaluation includes feedback of potential in both domestic and international markets.

Photography

The more images available, the better chance we have of giving growers and agents a sound understanding of your variety. Clear, focussed images are crucial to success. It is advantageous to have images at different stages of growth and the plant in different applications. If you're not sure how to take these, please contact PMA and we will be happy to guide you.

Trialling and Growing

PMA selects the most appropriate growers within Australia as well as international agents that have an interest in, enthusiasm for and experience with similar varieties. Each plant is supported by a comprehensive network of well respected propagators, production nurseries, tissue culture laboratories and distributors.

After an initial successful evaluation, PMA will arrange comprehensive trials for your variety. We evaluate each plant under a range of climatic conditions, propagation methods and transport systems. Along with the fundamental plant characteristics we then make a decision as to whether to proceed with the variety. Trials provide the knowledge and information to proceed with PBR protection with confidence, knowing that the plant will generate sufficient royalty revenue to cover these costs.

Agreements

PMA uses a standard Plant Evaluation Trial Agreement when a variety is in the trial process. This ensures that the company, or person, conducting the trial agrees that the plant is the intellectual property of the breeder. It also prevents them from using the variety as part of a breeding program, or promoting and distributing it. Essentially, it ensures that the trial process remains under PMA's control, acting on your behalf under your instructions.

Subject to a positive trial, PMA will offer a Breeder Agreement which outlines the relationship between PMA and the breeder and specifies the responsibilities of each party. It also includes details of royalties and PMA's commission.

Protection

PMA can manage the entire process of obtaining intellectual property protection for your new plant. Plant Breeder's Rights (PBR) are the exclusive commercial rights to a registered variety. The successful applicant (the breeder) has exclusive rights to produce, reproduce, sell, import/export and stock the registered variety. Unless we act to safeguard your variety you may lose opportunity to derive income from it. PMA will not take any stake in your rights – the plant will always remain your own property.

PMA can complete all paperwork, lodge applications, conduct the necessary trials and liaise with the PBR office to complete property protection. It is also a good idea to become familiar with the PBR process – visit www.ipaustralia.gov.au for further details.

We can also arrange trademarks and international plant patents.

The Plant Journey



BREEDING

Plant presented by independent breeder



TRIALS & GROWING

Climatic & commercial trials



NETWORK & DISTRIBUTION

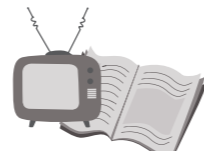
Australian growing network & distribution international

Decision to proceed



PROTECTION

PBR & international patents filed



MARKETING STRATEGIES

Advertising & promotion



LAUNCH

National & international



ROYALTIES

Returned to breeder every six months



ONGOING

Marketing & maintenance

* A generalised summary for a new plant variety