

Newsletter

#02: Monday 01 June 2020

Dear readers, welcome to our second SVM newsletter. We want to keep you posted with what has happened in our company recently, first-hand information on the Chinese fruit market and IP protection. We want this newsletter to be useful so please share your feedback and suggestions to help us improve.

1. Company Update

1.0 Our Team



[John Morton](#)



[Julie Greene](#)



[Chang Liang](#)



[Nina Wang](#)



[Alisha Dai](#)

1.1 Salver visit

The SVM team visited our strategic partner, Salver nursery in Rizhao, Shandong Province recently. The main purposes of this visit were to strengthen the relationship with Salver and follow-up ongoing projects. We had lots of meaningful discussions and great progress was made. Here, we want to share some interesting points with you.

(a) Salver and SVM

Salver is a modern high-quality fruit/ornamental tree nursery. SVM and Salver established a strategic alliance in 2019.



(1) Meeting with Salver



(2) SVM office at Salver

(b)

Variety

hub

SVM is establishing a 2-hectare variety hub to hold our mother plants at Salver, the finished facility will be fully fenced with 24h video camera installed.



(1) Panorama of variety hub



(2) Chang, Nina, and Alisha

(c) Budwood repository
SVM is also establishing a budwood repository at Salver, where we store virus-free graft wood to meet the further nursery production requirements.



(1) Apple budded in Sep 2019



(2) Pear grafted in Apr 2020

1.2 New staff member

New member on board! Welcome Nina Wang to the SVM family. Nina is a young specialist having plenty of experience in fruit tree nursery/orchard practice. She obtained her Master degree on Plant Pathology at China Agricultural University. Nina started to work with us early in May and she will be in charge of the assessments and DUS testing of our new varieties.



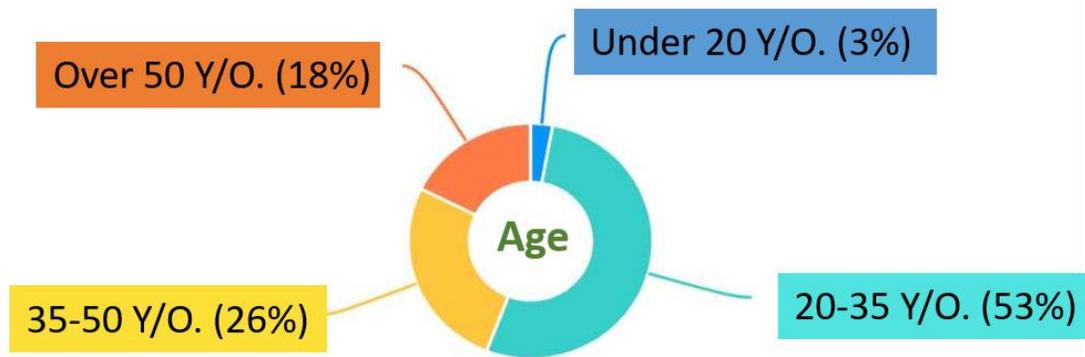
2. Market Information



PremP009 Piqa[®] Boo[®] pear is a very hot variety in the Chinese market. In order to understand its popularity among Chinese consumers we designed a questionnaire. We received 34 valid responses. So what were the results?

(a) Who participated in the surveys?

56% women, 44% men. The details of age distribution are shown in the following picture. Among them more than 76% did not buy pears in the last month, which means that they don't like eating pears so much. But nearly 61% have heard about Piqa[®] Boo[®].



(b) What do they think of Piqa® Boo®?

The evaluation is based on the pears' appearance and taste. For its appearance, we evaluated its form, color, size, and skin smoothness, with an average score of 4.8 from a maximum of 5 points total. The color of Piqa® Boo® is extremely popular, with more than 94% of participants scoring it at 5. For its taste, we evaluated it for aroma, sweetness, crispness, and grittiness, which the average score is 4.4. (See the details in the following chart.)

(Note : Score 1-5--the higher score indicates the higher favorite. 5 means the most favorite.)

Score	Appearance			Taste			
	Color	Size	Skin Smoothness	Aroma	Sweetness	Flesh Crispness	Flesh Grittiness
1	0	0	0	0	0	0	0
2	0	0	0	2.94%	3%	0	0
3	0	2.94%	0	11.76%	15%	17.65%	18%
4	5.88%	23.53%	26.47%	35.29%	26%	20.59%	18%
5	94.12%	73.53%	73.53%	50%	56%	61.76%	65%
Average	4.94	4.71	4.74	4.32	4.35	4.44	4.47

(c) Other pear varieties in Chinese market.

Among the 7 common pear varieties, the participants were asked to vote top 3 pear varieties impress them the most. They voted Korla pear, Ya pear, and Qiuyue pear. More than 55% of the participants agree that 6-10 RMB for one piece of Piqa® Boo® fruit is reasonable (1RMB= 0.14USD).



3. Plant Breeder Rights & IP Affairs

3.1 China National Lists of Protected Plant Species

In China, the protection of new plant varieties is under the administration of Ministry of Agriculture and Rural Affairs (MARA) and National Forestry and Grassland Administration (NFGA). A total of 191 species/genus are listed on the National Agriculture Protectable List and 206 are listed on the Forestry List. If a plant species is not on the list it can't be given PBR protection. Please check the lists below.

[China Plant Variety Protection List 202005.pdf](#)

3.2 How to Add New Species to The List?

Options exist to submit a request for inclusion of new species to MARA and NFGA. To submit the request you to fill an advice form first to explain the value of this species and the importance and benefits of protecting the species. Then you need to submit this form through a PBR agent who has a close relationship with MARA and NFGA. The process is straightforward but it is expected to take some time and there is no guarantee whether it will be approved or not.

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