INDEPENDENT
PLANT BREEDER’S
CONFERENCE

November 18-20, 2005
Fort Lauderdale Marriott North
Ft. Lauderdale, Florida, USA

http://conference.ifas.ufl.edu/IPBC/

UNIVERSITY OF
FLORIDA
IFAS EXTENSION
Environmental Horticulture Department
The demand for new crops in the American market is skyrocketing. The independent breeder is now a key source for new plant introductions. Breeding quality hybrids can be a lucrative business \textit{IF} handled correctly. However, most independent breeders hybridize plants because they love them, not because they are experts in the business of marketing. Most do not know how to take their hybrids to market. There are horror stories everywhere of deals gone bad, stolen plants, and “millions” lost. It is time to learn the realities of plant patenting. It is time to learn how to succeed!

\underline{Why You Should Attend}

Independent plant breeders who attend this program will have opportunities to:

- Learn where to find the best deals for the release of hybrids
- Learn how to market to the top firms in the United States
- Learn how long it takes to bring a plant to market
- Learn the advantages of working with horticultural distributors
- Obtain feedback on how to improve hybrids
- Network with national and international plant breeder industries
- Hear what the industry is looking for in new crops
- Hear the latest information on the plant patenting process
- Network with other independent plant breeders
- Show photos of hybrids at the Breeder Showcase and Reception

This is your chance to hear from the experts in plant patenting and from successful small breeders. You will also be able to show your work (Photo Albums Only) and interact with regional and international companies. Partnerships can be very beneficial for the independent plant breeder and may offer the potential of going from your backyard to an international marketplace. Ultimately, as an informed breeder, you will spend less money, endure less heartache and learn how to ensure the future of your plant collection. If you are active in the plant-breeding field, you cannot afford to miss this event!

\underline{Who Should Attend?}

\textbf{Hobbyist and/or Independent Breeders of all Plants}

It doesn’t matter what kind of plants you are working with, the rules remain the same. If you are breeding annuals, perennial, bulbs, trees, shrubs, orchids, camellias, roses or any other crop, join us to learn how to be successful at your passion.

\underline{Sponsors}

It is only through the generous financial contributions from leaders in the plant introduction industry that make this conference possible. We would like to extend a very special thank you to these companies for actively supporting this educational program. Please contact Terril Nell, Program Organizer, if your plant introduction firm is interested in becoming a sponsor.
Friday, November 18, 2005
4:00pm-7:00pm
Registration; Sponsors Set-up
Displays in Pre-function Area

Saturday, November 19, 2005
7:00am-8:00pm
Welcome and Overview of the Conference
Dr. Terril Nell, University of Florida

Understanding How What You Do Fits into the Market
Mr. Paul Talmadge, PanAmerican Seed
Find out how the crop you are working on (seed produced, cutting grown, or tissue cultured) fits into the commercial system, and how this affects the industry’s ability to adopt your introductions. Understanding a commodity market will relieve confusion later.

How to Protect Your Work
Dr. C. Anne Whealy, Proprietary Rights International and Dr. Beth Lamb, Tissue Culture Lab
The concept of the “get rich quick” plant patent is mostly a myth. There are many ways to go wrong if you are not careful, but very few risks if you have a plan and understand the timelines most companies need before releasing a crop. Know your options – Trial Agreements, PVP patents, the 1-year law, international patents, legalities and details – and the pros and cons of each.

Keeping It Clean!
Mr. Phil Harmon, University of Florida
One of the biggest problems commercial industry faces with new crops is a lack of hygiene at the breeder level. From diseases, to bugs, to viral infection, all of these require additional years of clean up before a crop can be introduced.

Lunch – (provided)
Grab a boxed lunch, visit our sponsors’ displays, and see what they are releasing from independent breeders.

Selecting the One That Works!
Mr. Jim Berry, Plant Development Services Inc. (PDSI)
One of the most difficult tasks for a breeder is taking a large collection of hybrids and breaking it down to the ONE you are going to move forward into a marketing program. In order to make these decisions you need to work closely with the company that will represent your product.

Using an Eye for Plants
Mr. John Gray, Lake Area Nurseries
Hear from a breeder/collector who has patents on crops in America, Japan, and Europe. How did he do it? What advice does he have for other breeders? And how can you apply this to your own efforts?

Picking Someone to Spend Your Life With
Mr. Tony Avent, Plant Delights Nursery
It is almost like a dating service, both parties want a reliable relationship where both benefit, but etiquette and communications are key. Learn how to make and keep a successful business partnership alive. Lessons include: fidelity in relationships, trial agreements (prenuptials) and the realities of plant naming.

Meet Your Sponsors
Each of our sponsors would like a moment to explain how their company works. Each sponsor will give an overview of: what crops they work with; where they market their plant materials; and how they work with independent plant breeders.

Breeder Showcase & Reception
ATTENDEES – BRING A PHOTO ALBUM OF YOUR HYBRIDS!!
This is YOUR opportunity to share pictures of your hybrids or view photos of other independent breeders. Enjoy hors d’oeuvres while talking with our sponsors about how we bring new crops to market. Exchange information, make contacts, and learn what is being done and where new efforts need to go in independent plant breeding. (Attendees should bring photos only.)

Sunday, November 20, 2005
7:45am-11:30am
Priceless or Worthless?
Ms. Pam Allenstein, NAPCC Coordinator (North American Plant Collections Consortium)
It may hurt to think about, but most collections die with their originators because it is so rare that anyone plans ahead. You have many options: try to sell it or make some arrangement with your business partners, disperse it to members of your society, or look at donating it to either a Botanic Garden or a germplasm resource center. The important thing is don’t let it go to waste!

It is About More Than the Cultivar
Mr. John Gaydos, Proven Winners Inc.
It isn’t just about a company getting your hybrid and that’s the end. Consider a long-range partnership; one where you have assistance with obtaining new germplasm, improved equipment, or help with focusing a breeding program designed to industry needs.

Get Your Questions Answered – Panel Discussion and Review
Moderator: Dr. Dave Clark
Panelists: Ms. Pam Allenstein, Mr. Tony Avent, Mr. Jim Berry, Mr. Ray French, Mr. John Gaydos, Mr. John Gray, Dr. Beth Lamb, Mr. Paul Talmadge and Dr. C. Anne Whealy

Conference Wrap up and Adjourned (11:40am)
REGISTRATION INFORMATION
The registration fee, combined with funds contributed by our sponsors, allows plant breeders full participation in the conference, including the Breeder Showcase and Reception, opportunities to network with sponsoring plant introduction firms, a boxed lunch and conference materials. The fee also provides for morning, midmorning and afternoon refreshments.

Early Reduced Registration Fee (On or before October 21, 2005) – $75.00
Regular Registration Fee (After October 21, 2005) - $100.00
Space is limited. Registration will be on a first-come, first-served basis.

Register online at www.conference.ifas.ufl.edu/IPBC/

REFUND POLICY
Requests for refunds will be honored if a written notification of cancellation is received by the Office of Conferences & Institutes by October 21, 2005. A processing fee of $10.00 will be deducted from all registration refunds. No refunds will be honored for cancellations after October 21, 2005.

SPECIAL NEEDS
Special needs (such as visual, hearing or walking impairments) of registered attendees can be reasonably accommodated if they contact the Office of Conferences & Institutes at least 10 working days prior to the conference (no later than November 3, 2005). We can be reached by phone at 1-352-392-5930, by fax at 1-352-392-9734, by email at mstage@ifas.ufl.edu. If calling from within the State of Florida, the office can be reached at 1-800-955-8771 (TDD).

FURTHER CONTACT INFORMATION
Technical and Programmatic Information:
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VISIT AND BOOKMARK THE CONFERENCE WEB SITE FOR DETAILS:

 programa updates
 registration
 accommodations
 travel and area information
 plant introduction industry links
 related sites of interest

http://conference.ifas.ufl.edu/IPBC/