



< **Cszik Cup**
The Agrexco Carmel stand was awarded the Csizik Cup for its minimalist, but highly attractive, detailed designer arrangements by Ben Zion Gil.

Stop piracy, support creativity!

The International Community of breeders of asexually reproduced ornamental and fruit varieties (Ciopora) and its members are increasing their efforts in fighting piracy of plant variety rights and other intellectual property rights. Their communication campaign, which started on Valentine's Day in 2007, was also visible at the Horti Fair with the "pirate and flower-lady" bringing the message "stop piracy – support creativity" to a wide audience of visitors and exhibitors. Breeding vegetative reproduced ornamental and fruit varieties requires know-how and significant financial investments, but the results can be very easily multiplied, unfortunately this includes unauthorized users. Hence, effective protection systems and their efficient enforcement – if necessary by legal actions – are of vital interest to breeders. Growers, the trade and consumers are also benefiting from well functioning protection, since all are looking for varieties which are healthier, show new colours, fragrances, taste or have a longer vase life. These can only be developed if the investments made pay off. It is also a matter of protecting fair competition among growers and in the trade when breeders are enforcing plant variety rights. Breeders are asking the sector to inform themselves on existing rights, to enter into and respect license-agreements, to trade only with legal plants and to report alleged infringements. *For entering into dialogue with Ciopora or reporting alleged infringements; antipiracy@ciopora.org or www.ciopora.org*

Ciopora thanks the Flower Council of Holland, owner of the flower-dress, and Dutch Creations for their support and sponsorship regarding the dress, which was made by Ton van Jaarsveld

The "pirate and flower-lady" were a key attraction with a serious message from Dr Edgar Krieger (l), Ciopora's executive secretary, and Andrea Mansuino, chairman of Ciopora's committee against violation of plant breeder's rights.



The Horti Fair 2008 will be held in the Amsterdam RAI Exhibition Centre from Tuesday 14 to Friday 17 October. www.hortifair.nl

Move with the tide

As a youngster I was not into football. I was not keen on any team sport but preferred to move according to my own plans. Judo was my thing. Judo is a sport where one tries to take advantage of the strength of your opponent. You move wherever the other guy wants you to go and pretend full resistance until he uses too much power and loses balance. That is your chance to throw your opponent.

Judo was brought to us by the Japanese who live by its philosophy. An example: after losing the Second World War they agreed never to instate another army. They used the saved yen and energy on another battle field and became one of the most powerful economic nations. The sport of judo and its theories can be seen all over the world. Clever people everywhere seem to stop putting up a resistance to the things they oppose, and either move with the tide, or move away all together. This is more and more directed and possible through our technological improvements. In Holland we used to have a health care system in which we all paid a set insurance fee to cover us against all illness. Nowadays we pay according to our risks, if we know we are not going to have any children, we exclude birth and baby costs from our package. Improving gene technology is teaching us a little more about the diseases which are likely to affect us personally and those we will never have. So why insure those risks? Only insure for those diseases you are likely to get.

If genetics tell us we will only live for 60 years, why save for a pension? Why pay for some-body else's pension? At present every Dutch young worker has two pensioners to feed. In ten years from now it will be four. Is this his choice? Will he or she stay to feed the old, or move to a country where the balance between the ages is a little different?

I am writing you my thoughts from New Zealand. It took us two days to get here, that was because we took it easy and spent some time in Singapore. Not too long ago the same trip would have taken six months, with a good chance of not making it alive. Technology re-moves borders and distances. It also enables me to get 'on line' with my computer at home where I can follow the prices and our production figures on the spot.

Times have changed. Don't like it at home? Will you start a union, or a political party to fight, or just move out? It happens all the time. Our clever rose growers did not try to stop the imports by our auctions, they just moved to Africa to enjoy the better conditions. Our best scientists move to the USA to find more inspiring working conditions. So do our artists and our bankers, they just move out.

What are you going to do?

Hans De Vries is a grower in Kudelstraat, the Netherlands.
hans@jdevries.nl www.jdevries.nl

